

## CALL TO ARTISTS – Expression of Interest (EOI)

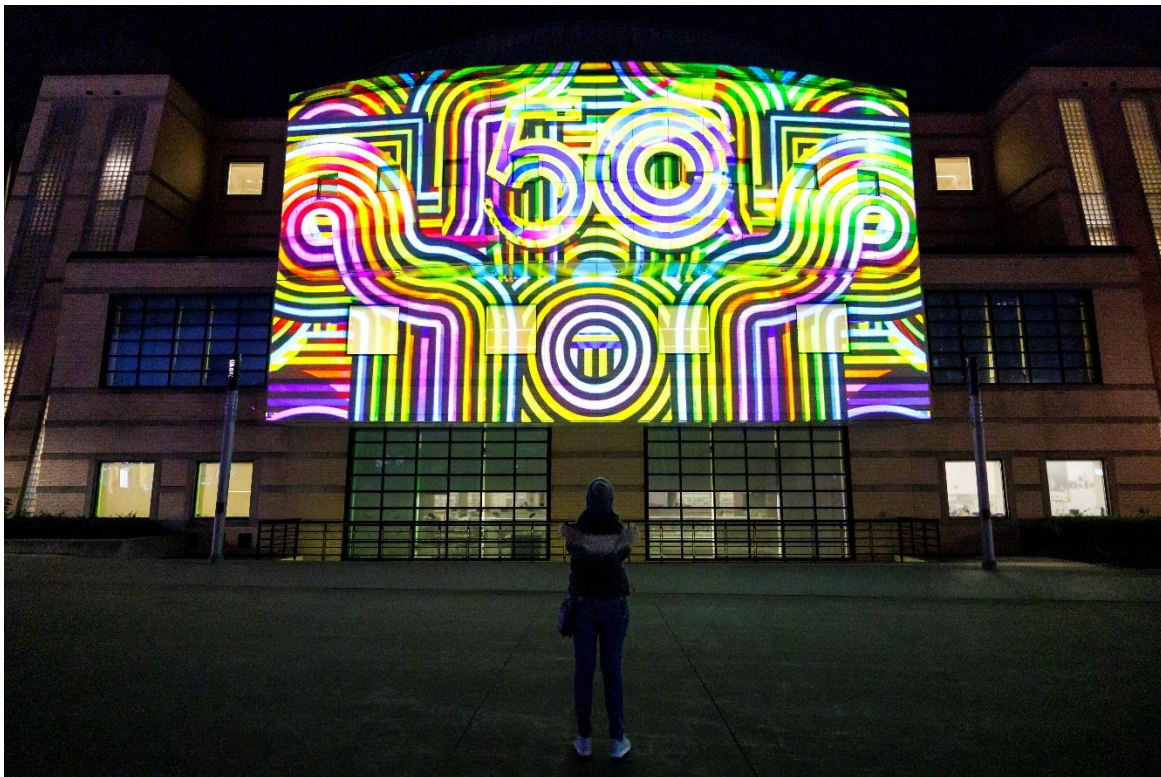
### Winter Magic 2025 – Projection Mapping Mentorship

Submission deadline: **Tuesday, July 8, 2025, by 11:59 P.M. EST**

Artist Fee: **\$1,500 + HST Canadian Dollars**

The City of Mississauga (the “City”) is working with AVA Animation and Visual Arts Inc. (“AVA”) to transform the façade of Hazel McCallion Central Library into a giant canvas for large-scale 3D projection mapping as part of Mississauga’s Celebration Square winter programming.

The City, together with AVA, is seeking emerging artists to participate in a paid series of workshops that will culminate in the creation of an animated projection art series to be showcased as part of the 2025 Winter Magic programming at Celebration Square.



*Figure 1. Photo of 2024 Projection Mapping at Hazel McCallion Central Library*

## 1. Eligibility

This is a public competition open to individual emerging\* artists, over the age of 18, residing in Ontario. Students, including art, design, illustration and animation students are encouraged to apply. **Preference will be given to artists that have a connection to the area, including a connection to the land, and/or a current or former Mississauga resident.**

*\*The City defines an emerging artist as an artist in the early stage of their professional career who may have specialized training (not necessarily gained in an academic institution) and has created a modest independent body of work that may include professional exhibitions, commissions, presentations and/or installations.*

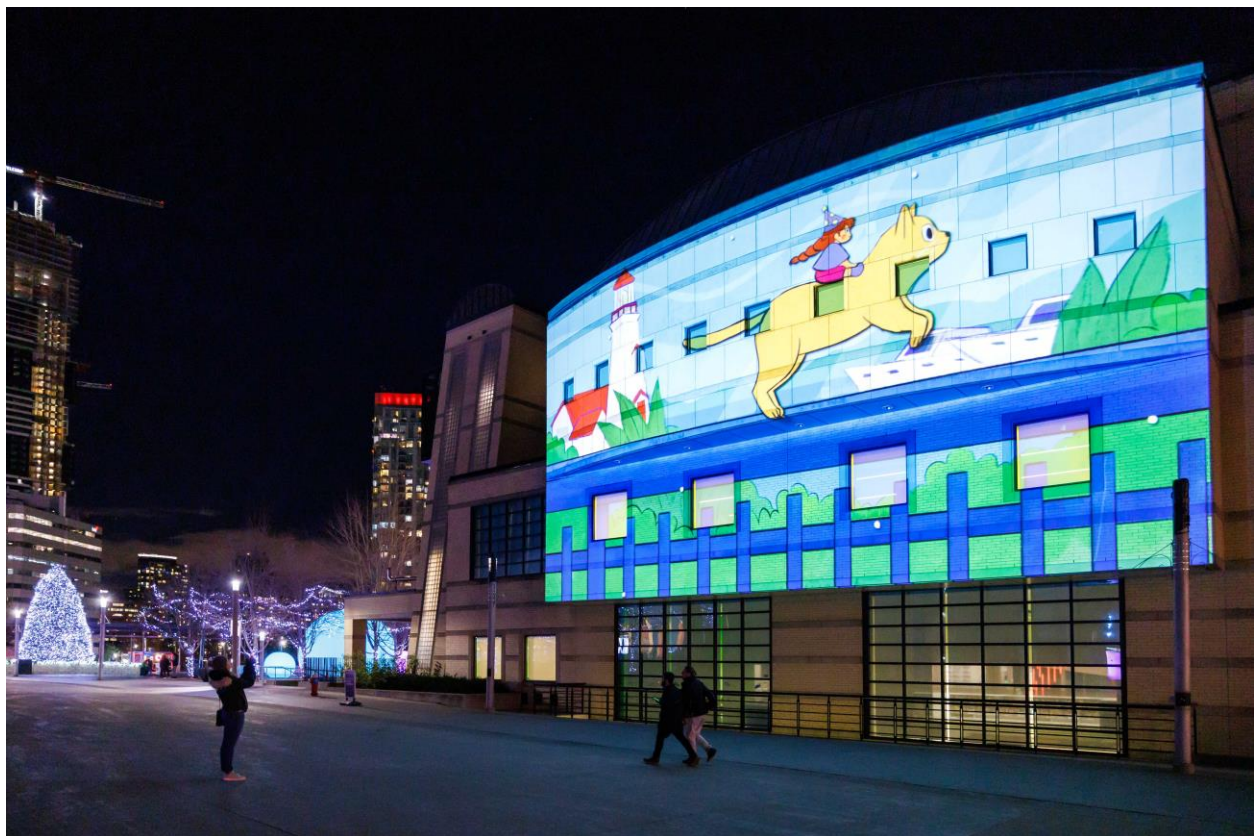


Figure 2. "Curious Paws", Sima Naseem, 2024.



## 2. Submission Checklist

**Apply via our online submission software [here](#).**

Please read all components of the RFP prior to completing your submission. A complete proposal includes the following:

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### Section 1: Artist Information

*Other than your name, this information will not be visible to the Art Selection Committee.*

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- ☐ **“Artist Information”** including your name, pronouns, contact information and links to your website and social media, if applicable.
  - ☐ **“Artist Reference Information”** provide contact information for two references who can speak to your artistic practice, interest and/or experience.
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### Section 2: Artist Statement

*This information will be visible to the Art Selection Committee.*

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- ☐ **Artist expression of interest:** describe your artistic practice and why you are interested in this opportunity. You can submit a written statement (1000 word maximum) or a recorded video (an MP4 file or online link, max 20 MB). The statement must include a description of:
    - ✓ Your connection to Mississauga
    - ✓ Your artistic practice
    - ✓ The artwork you are thinking of creating for this projection mapping
    - ✓ What you are hoping to get out of this mentorship program
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### Section 3: Artist Portfolio

*This information will be visible to the Art Selection Committee*

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- ☐ **Artist portfolio:** submit up to 10 images of past work, highlighting work that showcases your style, approach and interests. Each image should include: title, year, media, location, project budget, dimensions, and collaborators and/or commissioning agencies. AI technologies must also be disclosed.
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### Section 4: Anonymous Survey Completion

*This information is confidential*

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- ☐ **Submission Survey:** Fill out the [Anonymous Submission Survey](#) and include a screenshot of the completion page to complete your application.
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**Artificial Intelligence (AI):** Artists that utilize artificial intelligence (AI) technologies in their practice are permitted to apply to this opportunity and to use AI in the creation of the commissioned artwork, provided they adhere to an artist-first approach\*. Artists are required to disclose AI usage and have the option to provide a brief description of how their AI usage aligns with the City's artist-first approach. Disclosure may be shared with art selection jury members, but personal information is kept confidential.

*\* An artist-first approach to Artificial Intelligence (AI) means disclosure and identification of AI technologies used and the protection of other artist's moral rights and artistic integrity (i.e. technologies used do not utilize creative work without the consent of its original creators or subjects). Artists should approach these technologies in the spirit of accessibility, consent, innovation, creative and critical thinking.*

**Incomplete submissions or submissions received after the deadline will not be juried.**

Artist(s) retain copyright over their submissions. However, submissions may be used by the City of Mississauga in meetings with stakeholders and staff.

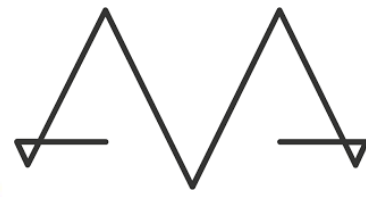
**Accessibility:** The City will provide accommodations, including reading or writing support, throughout the selection process to applicants with disabilities and/or English as a second language. Please notify Philippa French, Public Art Curator at 905-615-3200 ext. 4675 or [public.art@mississauga.ca](mailto:public.art@mississauga.ca) of the nature of any accommodation(s) that you may require in respect of any materials or processes used to ensure your equal participation.

**Technical Assistance:** If you experience any technical challenges or need assistance using the application software, please reach out to [public.art@mississauga.ca](mailto:public.art@mississauga.ca). If you have feedback on this application process and platform, we invite you to complete a quick and anonymous survey [here](#).

### 3. Project Brief

#### About the Project:

In 2024, the City of Mississauga celebrated its 50th anniversary as a municipality and as part of the celebrations, the City [collaborated with AVA Animation and Visual Arts](#) to invite local artists to turn the Hazel McCallion Central Library into a stunning canvas for an amazing 3D projection mapping show.



The artists participated in capacity building workshops to bring their creative visions to life, and showcased their work with the themes of reflect, aspire, and celebrate. The result was a dazzling animated display that transformed the library's facade into a breathtaking work of art.

For 2025, the City is working with AVA again to bring projection mapping back to the façade of the Hazel McCallion Central Library. The goal for this iteration of the project is to **blend technology, public storytelling, and civic imagination to turn the library into a canvas for artistic exploration.**

Artists are asked to respond to one or more of the following themes:

- Imagine the future of urban life, technology, and community in Mississauga
- Reflect on the diverse identities of Mississauga, including the cultures, generations, languages, and lived experiences of the city's residents
- Showcase Mississauga's vibrant character through its people, rhythms, and evolving landscape.

### **What is Projection Mapping?**

Architectural projection mapping is a creative and innovative way of communicating an impactful message and artists from any visual background can explore projection mapping as a new medium. Architectural projection mapping is a technique that can transform spaces with light by creating site-specific performances with custom-made animated content. The content projected is designed according to the site's proportions and architectural features to achieve a series of optical illusions that create an immersive visual experience for the audience. Depending on their vision, artists can transform the site in countless ways.

Through this mentorship, artists can learn about content creation for projection mapping and explore light as a new medium to expand their practice. Artists from all visual backgrounds are encouraged to apply. Previous knowledge of animation is desirable, but it is not mandatory. As a final submission, artists will deliver a short 1-2 minute movie or five still image files using their preferred technique from works created during the workshops. The final content provided will become the projection content, and each segment will display the artist's information and social media handles.



### **What you'll gain from this mentorship:**

Through a series of paid workshops for emerging artists interested in growing their digital art skills, participants will:

- Gain skills in projection mapping processes, programs and best practices
- Expand their portfolio, exploring projection mapping as a new medium and creative resource
- Build connections and expand their network with other artists and curators
- Learn from AVA about their experience in content creation for projection mapping

The workshop series will include:

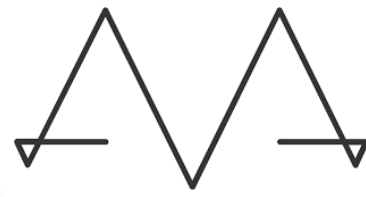
- Introduction to projection mapping, including how the architecture and building materials affect the design of 3D projection mapping
- The opportunity to articulate, design and execute an idea or initial concept to a projection mapping design
- Technical details involved in developing a projection mapping design, including scale, perspective, line work, colours, contrast and saturation and user experience
- Technical details on the audio and visual component of projection mapping
- Collaboration with other artists and mentorship, including review of design concepts
- Technical demonstration with projection mapping software to show how content is warped for a physical building or façade

### **What you'd be responsible for:**

- Selected artists will attend all four workshops (both in-person and virtual workshops)
- Submit draft animations based on workshop outcomes (there is flexibility in the medium that can be used for draft animations)
- Submit final artwork files according to the required specifications – the final submission will be either a short one-to-two-minute movie file or five digital image files

### **What AVA will offer you:**

AVA will assist participants with creating an animated graphic package to unify all artists' segments: a short intro, name slates for each artist, and credits. AVA will create the content with a mix of 2D and 3D elements and VFX compositing techniques following the specifications



and proportions of the building. AVA will share detailed notes of all workshops and recordings of virtual workshops for participants to refer when developing their designs.

#### **About AVA Animation and Visual Arts Inc.:**

AVA is a women-led BIPOC animation studio that specializes in projection mapping at an international level. They are a creative team that thrives on creating exceptional visual solutions, and transforming events into extraordinary visual experiences with technology, creativity and emotion.

AVA started in 2010 with Broadcast Design and Motion graphics, carrying out projects for customers like: E! Entertainment Television, Discovery Channel, Much Music, Sportsnet, CBC, Walmart, ET Canada and The Sports Network. Since 2011, AVA has specialized in projection mapping techniques achieving several international awards, as well as permanent installations in Mexico and Japan.

With over 10 years of experience, AVA covers all areas of the creative process, from research, storyboards, design, assets, to animations editing and postproduction. Their work ranges from quick cinematic logo intros, motion graphics, tutorials and explainer videos, to projection mapping and visual effects.

#### **When and where:**

There will be four workshops in total. Participating artists must be available to attend all four workshops to complete the project:

- **Workshop #1 – Wednesday, August 13, 2025 - In person**
- **Workshop #2 – Wednesday, August 27, 2025 - Virtual**
- **Workshop #3 – Wednesday, September 10, 2025 - Virtual**
- **Workshop #4 – Wednesday, October 8, 2025 - In person**

Dates are tentative and subject to change. All in person workshops will be held at Hazel McCallion Central Library (301 Burnhamthorpe Road West, Mississauga, ON).

The artwork will be exhibited as part of Celebration Square's Winter Magic 2025 programming and will showcased in Celebration Square at the annual Light Up the Square event on



November 29, 2025, with a possibility of extending into further weekends throughout December 2025.

#### 4. Anticipated Budget

The total budget for all artist fees and expenses related to participating in this project is **\$1,500 + HST Canadian Dollars** for each selected artist. Up to seven artists may be selected for this mentorship opportunity.

Selected artists will be required to execute an agreement with AVA. The artist fee will be divided into phased payments that align with the workshop schedule and artwork delivery dates. Participating artists must attend all four workshops as part of the project deliverables.

*\* This fee includes (but is not limited to): artist fees, workshop attendance and participation, technical consultation, travel to the workshops, the site and project meetings, documentation, and attendance at unveiling of the completed artwork. The fee is not inclusive of HST.*

#### 5. Anticipated Schedule

It is expected that the selected artist will comply with the project's general timeline dates, as highlighted below:

Date*	Project Phase
July 8, 2025, by 11:59 P.M. EST	Deadline for this Call to Artists for Expressions of Interest
Week of July 21, 2025	Art Selection Committee selects artist; Agreement between participating artists and City is executed
August 13, 2025 <i>Evening</i>	Workshop 1: Kick off meeting with AVA  <i>In person in Mississauga (exact date and time TBC)</i>
August 27, 2025 <i>Evening</i>	Workshop 2: Artwork concept and design development  <i>Virtual via Zoom</i>
September 10, 2025	Workshop 3: Artwork evaluation and feedback





Date*	Project Phase
<i>Evening</i>	<i>Virtual via Zoom</i>
October 8, 2025 <i>Evening</i>	<i>Workshop 4: Artwork work-in-progress approval</i> <i>In person in Mississauga (exact date and time TBC)</i>
October 20, 2025	Final artwork submission
November 29, 2025	Light Up the Square Event (premiere of projection mapping exhibition)
December 2025	Potential additional screening dates to be added

\* Schedule subject to change

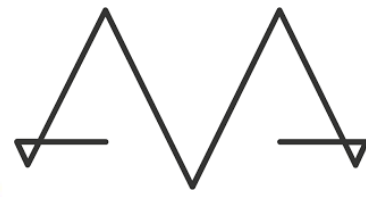
## 6. Selection Process and Criteria

An art selection committee comprised of representatives from AVA, the City of Mississauga's Public Art Program and/or other arts professionals will score submissions against an evaluation matrix. The committee will select up to seven artists to participate in this program, based on the following criteria:

- ✓ Expressed interest in projection mapping, animation, and/or digital art and an interest in working with the AVA team to develop skills in this area;
- ✓ Potential to successfully collaborate as a participating Artist and ability to attend all four workshops and meet the project deadlines and deliverables; and
- ✓ Artistic merit, including quality of work, originality, and artistic excellence in the field of contemporary art.

Our public art program accepts informal training and community/peer recognition, and recognizes artists, creators, and storytellers from a diverse range of disciplines. **Please do not hesitate to reach out to our team or send a submission, even if you are unsure if your credentials are suitable for the opportunity.**

The City of Mississauga reserves the right to select and retain the artist deemed most appropriate for the project at its sole discretion.



## **7. Commitment to Equity**

The City's Public Art Program is committed to continually improving our application processes to ensure equitable and inclusive opportunities for all. If you have feedback on this application process, particularly if you are a racialized individual or individual facing systemic barriers that limit your full participation within the public art industry, we invite you to complete a quick and anonymous survey here: <https://arcg.is/10zmaG>

## **8. Reserved Rights of the City of Mississauga**

The City of Mississauga (the "City"), at its sole discretion, may request clarifications or request additional information, as deemed necessary to evaluate the submissions. The City retains the sole discretion to determine whether a submission is responsive and if the prospective Artist or Artist Team is capable of performing the Work. The City reserves the right, at its sole discretion, to determine the number of pre-qualified Artists or Artist Teams. The City reserves the right to not proceed with awarding a contract.

## **9. Publication of Competition Information**

The City of Mississauga shall have the exclusive right to issue all public announcements regarding the competition.

## **10. Additional Information**

For additional information or questions please contact: Philippa French, Public Art Curator at [public.art@mississauga.ca](mailto:public.art@mississauga.ca).

For more information about the City's public art program visit: [missississauga.ca/publicart](https://missississauga.ca/publicart)