



# Call to Artists: Rolling Views - Art Bus Lethbridge

**Submission deadline: Monday, November 17, 2025**

## Overview

The City of Lethbridge Public Art Program, in partnership with Lethbridge Transit, is seeking expressions of interest from artists or artist teams for *Rolling Views: Art Bus Lethbridge*, a temporary public art project that will bring two local transit buses to life with vinyl wraps designed by local artists.

This initiative invites artists to create new, original artwork for the exterior of each bus and to showcase a small selection of portfolio images of existing work alongside a brief bio/artist statement, which will be displayed on printed signage panels inside the bus. The wrapped buses will circulate on regular transit routes throughout Lethbridge for approximately one year, beginning in Spring 2026. See “Key Dates” for a detailed timeline.

One artist (or team/collective) will be selected per bus. Lethbridge Transit will provide transit passes/tickets to the selected artists to support their creative process in developing a design concept. Please note that designs are not required at the application phase and selected artists will be paid to create their designs.

## Project Goals

- Bring a new type of public art experience to people and neighbourhoods across the city
- Animate urban and suburban landscapes through bold, engaging visual art
- Create unexpected moments of joy and visual interest
- Encourage new connections between places and people
- Celebrate active transportation and foster a sense of shared civic pride
- Reflect the vibrancy, creativity, and diversity of Lethbridge and its communities
- Provide professional opportunities for local artists to work at a large scale, in a public setting, and showcase their art practice

## Scope of Work

Each selected artist or artist team/collective will:

- Propose, create and refine a new original artwork that translates effectively into a full exterior vinyl wrap.
- Submit up to four (4) images of existing work to be reproduced and displayed on the interior bus signage, as well as brief interpretive text (e.g., artist name, bio, artist statement).



- Participate in an onboarding session and submit progress updates in advance of scheduled check-ins with the project team. Artwork will be subject to approval at various stages in the process (see Key Dates).
- Work closely with project staff including the design consultant to ensure a successful translation from artwork to enlarged vinyl print.
- Prepare final artwork files in collaboration with the design consultant (Allied Arts Council) and fabricator (Pattison Outdoor). These may be vector graphics, high-resolution digital design, or high-resolution digital documentation of analog work which must be appropriately scaled according to the details of the provided template and required specifications.

Image translation, digitization\* and layout will be supported by the Allied Arts Council of Lethbridge's design consultant, who will advise the artist from the beginning of the design process and help to finalize the file prior to fabrication. Printing and installation of the vinyl wrap will be managed separately by the City of Lethbridge.

*\*Artists working in analog media will need to plan for appropriate digitization. While project staff will provide as much support as feasible in terms of guidance and specifications, the coordination of photography and any costs associated with digitization are ultimately the responsibility of the artist.*

Artists will be contracted separately for their engagement in a public celebration event to be held in 2026.

## Budget

An initial design fee of \$500 will be paid upon submission of the design concept. Upon approval of the design by project staff, an additional \$4,500 CAD (plus GST if applicable) will be paid in installments according to remaining deliverables to be outlined in a contract.

This is an all-inclusive fee covering:

- Artist meetings and communications
- Research and concept development
- Design development
- Final artwork preparation in required format
- Licensing of interior and exterior imagery
- Costs associated with the appropriate digitization of physical artworks

## Eligibility

This opportunity is open to artists or artist teams/collectives at all stages of their career who are residing in or have a meaningful connection to Lethbridge and region (defined as Treaty 7 territory west of Medicine Hat and south of Brooks/High River to the BC and US borders).



## Technical Requirements

Artists must demonstrate experience with visual art and an interest in public art or large-format design. A strong understanding of graphic design software and file types is an asset, however artists may choose to design in physical media with the understanding that the work will still need to follow the scale and placement of all template aspects and be photographed at high resolution for layout at the same specifications as work created digitally.

Artists working in digital mediums, please note that Procreate cannot handle design files at the required resolution for the exterior vinyl wraps (900ppi). More robust programs such as Adobe Illustrator (vector) or Photoshop (raster) are recommended. Artists must use provided templates and submit files in CMYK as a .tif, .ai, .eps or .psb format, at 900ppi for exterior artwork and 150ppi for interior portfolio images. Images on interior display cards can be printed up to the full size of the card (11x35 inches). All text must be converted to outlines.

## Design Considerations

Only selected artists will be asked to create a design. Selected artists are expected to work closely with the project team including staff from the Allied Arts Council of Lethbridge and the City of Lethbridge. Artworks will be subject to approval at various stages throughout development and art must adhere to the [Canadian Code of Advertising Standards](#).

In addition to technical requirements described above, designs should:

- Be eye catching
- Be of appropriate scale for viewer readability
- Engage the imagination
- Be appropriate for and accessible to a diverse range of audiences
- Be readable and recognizable as expressive works of art in the artist's own style and voice
- Be original to the artist, created specifically in response to this call and without the use of AI

Artwork will not be approved if it:

- does not comply with or respect cultural protocols
- uses or presents Indigenous cultural material, traditional knowledge or stories without express permission from the community and/ or clear connection to the originating community.
- willfully or in bad faith promotes intolerance, hatred or hate speech to incite violence or harm.
- encourages activity that is illegal or contravenes provincial or federal law, or municipal bylaws.
- promotes contests and competitions, or fundraising activities (e.g., undertaken to raise funds on behalf of a political party or charity).



- relates to campaigning for a specific political candidate or party in an election.
- could be construed as advertising

## Selection Process

The application process for this project is competitive. Submissions will be evaluated based on artistic merit, relevance to the project, and capacity to deliver work at the required scale. The selection committee is ad-hoc and project specific, typically including a member of the Public Art Committee, a local artist, a technical advisor, a project/site representative, and a member of the public.

The selection committee will evaluate all complete submissions based on:

- Strength of application including proposed artistic and technical approaches (30%)
- Strength of past work, as demonstrated in the documentation of previous work (40%)
- Prior experience with preparing high resolution image files for print (20%)
- Completeness of application (10%)

## Application requirements

*Please note that designs are not required at this stage.*

Artists or artist teams are asked to submit an Expression of Interest as a single, combined PDF containing the following:

1. Letter of Interest (one to two pages, max 2000 words) which describes your connection to Lethbridge, specifies why you are interested in participating in this project and provides an overview of your artistic practice, highlighting any relevant skills and experience. Applicants are encouraged to include a brief description of how their proposed thematic and technical approach would address the goals of the project.
2. Current C.V. or outline(s) of artistic interests, demonstrating relevant experience and expertise. May also include a short artist bio. If applying as a team, please include this information for each member of your team.
3. Contact information including email, mailing address and phone number(s).
4. Five to ten images of relevant current or past works demonstrating artistic excellence and fit for the project. Artists are encouraged to include examples of work which would lend itself well to the medium, demonstrate their ability to create a compelling design for this project that will translate well to large scale digital print.



Images must be individually labelled with the following information:

- Title
- Date
- Size / Duration
- Medium / Materials
- A brief caption may also be included to provide context on the project. Any work created in collaboration should be clearly labeled as such with the applicant's contributions noted.

Artists working in commercial design should include work that demonstrates their own artistic voice.

## How to Apply

Submit all materials in a single combined PDF to KT Wilde at [publicart@artslethbridge.org](mailto:publicart@artslethbridge.org) by November 17, 2025 at 11:59 pm (MT). Please include "Yourname\_Art Bus Pilot EOI" in both the filename and the email subject line. Interested artists are encouraged to attend the [online info session](#) on October 16, 2026. Registrants will receive a Zoom link ahead of the session.

For questions or assistance including application tips and requests for accommodation please contact KT Wilde, Public Art Coordinator, Allied Arts Council of Lethbridge at [publicart@artslethbridge.org](mailto:publicart@artslethbridge.org) or 403-320-0555.

## Key Dates

### (Call, Design, Wrapping, Display)

#### Call (Oct – Nov)

Call to Artists Opens <a href="#">Online Info Session</a>	October 6, 2025 October 16, 2025 [ <a href="#">register to receive meeting link</a> ]
Application Deadline Artists Notified	November 17, 2025 by December 12, 2025

#### Design (Dec – Feb)

Onboarding Session	Week of December 15, 2025	
Design concept proposal due	January 12, 2026	
Progress & support meeting 1	Week of January 12, 2026	review concept / feasibility, discuss signage
Interior signage content due	January 30, 2026	circulated for provisional approval / feedback
Work in progress images due	February 9, 2026	circulated for provisional approval / feedback



### Design cont. (Dec – Feb)

Progress & support meeting 2	Week of February 9, 2026	discuss feedback on design / content
Completed design file(s) due	February 23, 2026	circulated for final review
Final approvals	March 12, 2026	virtual meeting (or approved by email)

### Wrapping (March – April)

Final Layout and Templating	March 2026
Fabrication and Installation	April 2026

*The completed design file will be prepared for print by project staff/technicians, however artists(s) should be available to be consulted during this period in case any adjustments are necessary. Fabrication and installation are not the responsibility of the artist.*

### Display (May 2026 – May 2027)

Public Launch Event	Spring 2026, TBC
Bus Display Period	Spring 2026 – Spring 2027