

Call for Artists: Henderson Connections - Asphalt Art Pilot

Submission deadline: Monday, July 21, 2025 at 11:59 pm local time

The City of Lethbridge Public Art Program is seeking an artist or artist team to paint a series of asphalt murals on park pathways, with the goal of promoting awareness, connection and movement of people between various amenities in and around Henderson Park. This pilot project also involves elements of skill sharing and community participation and will help inform future asphalt art projects in our community.

Artists are asked to submit an Expression of Interest (EOI) outlining their artistic background and intended approach to the project. Design renderings are not required at this phase. The details of the skill-sharing and community engagement components will be developed and scheduled in collaboration with the project team (see **Scope of Work** below).

Applicants should carefully read all sections of this call and ensure their application fulfills all the requirements. Questions are welcome and may be directed to KT Wilde at publicart@artslethbridge.org.

BACKGROUND

Henderson Park is one of Lethbridge's premier parks featuring a 24-hectare lake, mature trees, picturesque parkland & gardens, picnic shelters, playgrounds and over 7 km of pathways to explore. Centrally located on the south side of the city, Henderson Park contains (or is adjacent to) an abundance of highly valued community amenities. These include Henderson Outdoor Pool, Nikka Yuko Japanese Garden, Lethbridge Tennis Club, Henderson Lake Golf Course, Wade Galloway Skate Park, Spitz Stadium and the newly redeveloped Lethbridge & District Exhibition. A hub for community celebration, the park itself is a year-round destination for outdoor recreation and special events that promote lively festivals, active socialization and casual enjoyment of urban nature.

For more details on the various amenities located in and around Henderson Park, please see: <https://www.lethbridge.ca/parks-leisure-recreation/parks-and-playgrounds/south-parks-and-playgrounds/henderson-lake-park/> and <https://getinvolvedlethbridge.ca/henderson-park-strategic-plan>.

SCOPE OF WORK

The selected artist (or artist team) will design and paint a series of 5 - 8 temporary works of public art. The sites eligible for painting will not include roads or designated sidewalks but will focus on paved paths and gathering areas used primarily by pedestrians and cyclists. Most sites are located within Henderson Park, with additional designated adjacent areas outside the Agri-Food Hub and Trade Centre building.

The selected applicant will also be required to deliver two additional components: 1) a professional development opportunity for other artists looking to expand their skillset to include asphalt mural painting and 2) offer a community engagement activity as part of the project, such as participating in a volunteer paint day. Project staff will work with the artist to develop these components, but applicants are asked to highlight their relevant skills and any approaches they may envision, in their letter of interest.

Installation Sites

- Pathway paintings will be installed at between 5 and 8 sites along paved surfaces located within eligible zones which include the Henderson Park Pathways (Appendix A) and designated areas on the north/east side of Parkside Drive S connecting Lethbridge and District Exhibition with Henderson Park (Appendix B).
- No officially designated sidewalks or roads are included in the scope of this call. Proposals to paint crosswalks, roadways, or intersections will not be considered.
- While painting will only occur within the eligible areas outlined, the artwork can and should visually reference the amenities surrounding the park as listed above, and may include other highlights such as playgrounds, boat launch, picnic and rest areas, etc.

Design considerations:

While design renderings are not required at this stage, a description of the proposed approach should be outlined clearly in the Expression of Interest. Applicants should be aware of the following design considerations, in addition to the project background, when preparing a submission.

Designs should:

- Catch attention of passersby
- Be of reasonably significant scale
- Engage the imagination
- Be appropriate for and accessible to a diverse range of audiences
- Increase awareness of multiple surrounding amenities
- Be located at multiple distinct sites on eligible pathways (see Appendix A)
- Encourage exploration and movement around the emerging “Henderson District”
- Reflect the spirit of the amenities to which they refer
- Be readable and recognizable as expressive works of art in the artist’s own style and voice

Designs may:

- Incorporate a directional element, helping viewers to orient themselves relative to the amenities
 - Be interactive
 - Take visual inspiration from amenities*
 - Include elements of text*
- *restrictions apply (see below).*

Designs must not:

- Overwrite existing directional markings on pathways
- Constitute advertising or signage; no logos or names of businesses / facilities.
- Be composed primarily of text. An exception would be if text/typography as an artform is the artistic focus and critical to the artists’ style, and any incorporated text would still be required to comply with the above restriction.
- Contain content generated by AI

Materials

The type of paint used will be determined in collaboration with staff. Considerations include appropriateness for exterior pathway surface application (primarily asphalt), durability, installation logistics, and safety. Materials requiring specialized application, such as thermoplastic, are not eligible. For a list of suggested products or to discuss, please contact KT Wilde at publicart@artslethbridge.org.

Artist Deliverables:

August 2025

1. Project Proposal, including:
 - a. A project plan describing artistic approach to installations
 - b. Design renderings
 - c. Outline of engagement activities as developed in collaboration with project team
 - d. Details on artist availability for Fall 2025 and Spring 2026
 - e. Budget breakdown (a list of eligible expenses is provided below under **Budget**)

September 2025

2. Phase 1 – Initial Implementation*
 - a. Artwork installation completed at a minimum of 4 of total proposed sites**
 - b. Progress update on completed work

Fall 2025 / Winter 2026

3. Phase 2 – Planning
 - a. Engagement details and dates confirmed
 - b. Other deliverables as may be noted in agreement

Spring 2026

4. Phase 2 – Implementation
 - a. Remaining installations completed at 1 - 2 sites
 - b. Delivery of engagement components
 - c. Final report completed in collaboration with project staff within 1 month of project completion

**Initial installations will be scheduled for September 2025, with contingency dates reserved in October 2025.*

***A minimum of one of the proposed artworks should be installed in 2026 to support engagement events.*

TIMELINE

Call opens: Tuesday, June 10, 2025

Info Session: Wednesday, June 25, 2025 – details and link will be posted [online](#)

EOI Submission Deadline: Monday, July 21, 2025 at 11:59 pm local time

Notification: Thursday, July 31, 2025

Site visit: Early August 2025

Project Proposal due: August 31, 2025

Phase 1

Installations: September 2025 (contingency dates: October 2025)

Project updates submitted: September/October

Phase 2

Planning: Fall 2025 / Winter 2026

Installations and engagement events: Spring 2026

Final report submitted: within one month following completion

BUDGET

The project budget is \$10,000 plus GST, inclusive of artist fees and other project expenses for which the selected artist or artist team will be responsible, such as supplies, materials and incidentals.

The selected applicant will receive an artist fee of \$750 plus GST upon submission of the Project Proposal (see **Artist Deliverables**, above). Following acceptance of the project plan and designs, an additional fee of \$9250 plus GST will be paid in installments according to deliverables.

An additional travel budget may be negotiated if necessary, to a maximum of \$3000.

Applicants are not required to provide budget details at this phase as part of their Expression of Interest. However, the selected artist or team will be required to submit a budget breakdown in their project plan.

Eligible expenses include:

- Artist Fees.
- General Administrative Expenses.
- All Materials.
- Shipping, delivery, and installation costs including any required equipment rentals, labour, and required permits.
- Insurance, including general commercial liability insurance of not less than \$2,000,000 from commencement of the Artist's services until written acceptance by the City of the artwork (as required).
- Expenses associated with
 - WCB coverage or proof of exemption (required).
 - Preparation of a hazard assessment report and emergency response plan for installation.
 - Delivery of professional development opportunity.
 - Delivery of community engagement activity.

ELIGIBILITY

This competition is open to artists and artist teams across Canada at all levels of their artistic practice. Applicants must be available for all activities as outlined above.

APPLICATION REQUIREMENTS

The application process for this project is competitive. The selection committee will evaluate all complete submissions based on:

- Strength of application including proposed approaches to artwork, engagement and professional development (40%)
- Strength of past work, as demonstrated in the documentation of previous work (30%)
- Prior engagement and professional development experience (20%)
e.g., working with volunteers, leading groups in participatory activities, teaching, etc.
- Completeness of application (10%)

At this stage, interested artists or artist teams are asked to submit an Expression of Interest **as a single, combined PDF** containing the following:

1. **Letter of Interest** explaining why you are interested in participating in this project and a brief description of your proposed approach (one to two pages, max 2000 words). Please describe the style and practice of your or your team's work and include details on how you would address the goals of the project.
2. **Current C.V.** or outline(s) of artistic interests, experience and activities. 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. Images must be individually labelled with the following information:
 - a. Title
 - b. Date
 - c. Size / Duration
 - d. Medium / Materials
 - e. 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.

Applications should be submitted by email as a single combined PDF to KT Wilde at publicart@artslethbridge.org by Monday, July 21, 2025 at 11:59 pm local time. Please include "Asphalt Art Pilot EOI – yourname" in both the filename and the email subject line. Interested artists are encouraged to attend the info session and to contact KT Wilde with any questions about the project or their application.

APPENDICES:

Appendix A: Map of pathways in Henderson Park

Appendix B: Extension zone – additional eligible sites at connected pathways on LDE property

Appendix A: Map of pathways in Henderson Park

<https://publicartlethbridge.ca/henderson-lake-map/>



Appendix B: Extension zone – additional eligible sites on connected pathways at LDE property

