

## **Call for Expressions of Interest – Art After Hours - August 2026**

The City of Lethbridge Public Art Program invites artists and businesses to submit Expressions of Interest (EOI) to create original artwork for vinyl wraps that will be installed on commercial security roll shutters. As security roll shutters become more common, their visibility in the 'after-work' hours presents a unique opportunity for artists to turn them into temporary artworks, adding vibrancy to the urban environment while contributing to a sense of place and safety. Vinyl-wrapping roll shutters not only improve the aesthetic of the environment but also increases the lifespan of the shutters and acts as a graffiti deterrent. A vinyl wrap is an artwork created and converted to a digital file that can be printed on vinyl and applied to metal roll shutters. Vinyl artworks are temporary installations with a life span of approximately 3 – 5 years.

EOIs can be submitted by either building owners or business operators seeking a vinyl wrap on their existing roll shutter(s), or by an artist who is seeking permission to design a vinyl wrap for a local business with existing roll shutters. This project is a follow-up from the success of the Roll Shutter Pilot project completed at Fee Simple Law that launched in 2025. Currently, we are accepting EOIs from businesses downtown and in the adjacent warehouse district North of 3<sup>rd</sup> Ave S and West of 13<sup>th</sup> St S provided that the roll shutter site is clearly visible and accessible to the public and presents no significant maintenance issues.

### **Eligibility**

Applicants must be either the building owners or business operators in downtown Lethbridge or the adjacent warehouse district North of 3<sup>rd</sup> Ave S and West of 13<sup>th</sup> St S, OR a Lethbridge-area artist. Lethbridge-area means currently residing within the Lethbridge City limits or the surrounding area (within 50 km). There are two streams of application:

- 1) A building owner or business operator seeking a vinyl wrap for an existing roll shutter. Business operators who do not own the building or roll shutter must provide written permission from the business owner at the time of application;  
**or**
- 2) Artists who are interested in designing artwork for a local Lethbridge business.

Sites must be completely visible from public property from a reasonable distance. Vinyl artwork must be appropriate for public display. The design intentions must be artistic and cannot include promotional or commercial content.

### **Project Budget**

All roll shutter artworks are eligible to receive project funding through the Public Art Program. Project budgets are dependent upon the size of the roll shutter site – the larger the roll shutters, the higher the cost for fabrication and installation as more vinyl is needed. Budgets will be confirmed once sites are selected and fabrication quotes are gathered. Anticipated budget range per roll shutter site is \$3000-\$4500 depending on square footage. Business owners or site applicants are required to contribute \$750 towards artist fees.

### **Expression of Interest (EOI) Process**

If you are a building owner or business operator who is seeking an artist to install a vinyl roll shutter wrap, your EOI must include:

- Your name and contact information (email address and daytime contact phone number.)
- Address of the building for the proposed roll shutter.
- A photo and short description of the roll shutter(s) including dimensions (in centimeters). The roll shutter(s) must be on an exterior wall and be completely visible from public property from a reasonable distance. The roll shutter must be in good condition; any pre-existing maintenance issues are the responsibility of the building owner and must be addressed before vinyl wrap installation.
- A brief description of the site's relationship to the surrounding neighbourhood and public realm, and how artwork at this location could benefit the broader community. Applicants should identify how the site could support one or more of the following:
  - o strengthen neighbourhood identity or a sense of place;
  - o reflect local stories, cultures, histories, or experiences;
  - o create a more welcoming, engaging, or visually interesting public space;
  - o support community connection, belonging, or cultural visibility; or
  - o bring attention and creative activity to an overlooked or underused area.

*\*Note: Applicants are not expected to address every consideration listed above.*
- Acknowledgement that the business owner or landlord understands they are committing to the \$750 financial contribution which will go toward the artist fees. A budget is not required as part of the EOI submission.
- If the business is not the owner of the building or roll shutter, written permission from the owner must be provided with the EOI. If your roll shutter is selected, the Public Art Committee will assist in finding an artist through a pairing process and will administer funding in accordance with the guidelines outlined below. Business owners seeking to work with a particular artist are asked to encourage their artist to go through the process of applying as part of the artist stream. This will ensure understanding of the program's requirements as well as provide them with additional resources that will be provided to all successful artist applicants. Please indicate on your EOI if you have spoken with the artist.
- The Public Art Committee will provide the selected artists with an opportunity to provide feedback on each site and indicate their preferences. We cannot guarantee that your preferred artist will be paired with your site.

If you are an artist who is seeking to create artwork for a vinyl wrap roll shutter, your EOI must include:

- Your name and contact information (email, home address and daytime contact phone number.)
- A CV or written summary of previous relevant experience.
- A letter of interest that explains why you are interested in participating in the roll shutter project. This should include a brief written description of your approach, and intended medium (e.g. photography, physical or digital illustration, etc.), including if there is a particular local business' roll shutter you are interested in engaging with and why. **A drawing is not required at this stage as selected artists will receive an artist fee for their design proposal.**
- 5-10 images of relevant work with a supporting image list that includes date, medium, and dimensions. Images should be combined into a PDF with an image list for easy review.

## Evaluation Process

We anticipate that, based on the nature of the pilot project, the application process will be competitive; we therefore ask that artists only submit one EOI for consideration. The selection panel will review all compliant EOIs and match as many artists to sites as possible within the total budget allocation. Successful artists will be eligible for one roll shutter project.

Following the closure of the submission deadline, all applications will be reviewed for compliance.

Business applications will be evaluated based on:

- Site accessibility and community impact
- Surface readiness
- Completeness of application

Artist applications will be reviewed based on:

- Strength of past work
- Conceptual approach and creative process (Note: this is not a full design proposal)
- Previous artistic experience
- Completeness of application

Applicants selected to move forward will be notified in mid-October 2026. Selected artists will be sent a site package with the selected sites and will shortlist the opportunities they are most interested in pursuing for early November 2026.

Once sites and artists have been paired by the selection panel, artists will be paid an initial design fee of \$250 to complete a design proposal for approval by the site owner. Once approved to move forward by the business owner, artists will receive an additional design fee of \$750 for the final design.

**Please note:** Final designs are not negotiable; business owners will approve or decline the opportunity once a design proposal is produced by their assigned artist and will not be able to request significant changes. An artist will be paid the initial \$250 design fee whether their design is accepted or not.

Installation will take place throughout the Spring of 2027, with the intention that all roll shutter vinyl wraps are completed by June 30, 2027.

## Project Timeline

**Call launch:** Tuesday August 11, 2026

**EOI Submission Deadline:** Tuesday October 6, 2026

**Notification of Selection:** Week of October 19, 2026

**Site and artist matching:** Late October - Early November 2026

**Graphic designer meeting and site visits:** Mid November 2026

**Design proposal due:** Tuesday January 5, 2027 (early submission is encouraged)

**Progress & support check-ins:** Week of January 4, 2027

**Building owner approvals:** Wednesday January 13, 2027

**Completed design files due:** Tuesday February 23, 2027

**Refinement & one round of revision:** February/March

**Final approvals and layout:** Tuesday March 23, 2027

**Fabrication & installation:** March-April 2027

**Public launch celebration event:** May/June 2027 TBD



### **Submission Process**

A complete EOI should be emailed to [publicart@artslethbridge.org](mailto:publicart@artslethbridge.org) by 4:30pm on **Tuesday, October 6, 2026**. Please include "Roll Shutter EOI" and either your business name or artist name in the subject heading. Only electronic submissions will be accepted, and all documents must be sent in PDF format as one combined document.