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**Butterfly Lane Mural Project**

**Request for Mural Proposals**

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**MISSION**

The Brain Injury Association of Windsor and Essex County’s (BIAWE) mission is to enhance the lives of those affected by an acquired brain injury through education, support and awareness.

**PURPOSE AND OBJECTIVE**

The purposes of this project are to reduce the stigma of this “invisible” injury, increase understanding of the effects of a brain injury and commemorate the lives of those living with a brain injury.

There are many other civic reasons for the Butterfly Lane; making the alley bright and welcoming so people can walk or cycle safely down the alley, bringing people together, pride of ownership of homeowners abutting the alley, opportunity to take pictures, future projects to include planting and lights.

**PROPOSAL**

As there may be more artists interested in designing a mural for this project than places to paint, BIAWE is requesting artists to submit their proposal for painting either a fence or a garage door in the alleyway This is a unique opportunity to applying your artistic skills to a worthwhile and public project.

The designs submitted will be reviewed by the Butterfly Lane Mural Committee, composed of local community members who will choose the most meritorious designs. The number of designs chosen will depend on the number of fences and garage doors to be painted.

The drawings/designs and other artwork submitted for review will be returned to the applicants by the Committee within 30 days of the final decisions.

The Committee reserves the exclusive right to choose the designs for the Butterfly Lane. The artists with the chosen design will have six weeks to design and paint the mural to completion. They may work on their own time and in good weather.

**LOCATION**

The location for the Butterfly Lane is within the boundaries of Argyle/Devonshire and Richmond/Ontario.

Artists chosen will have an opportunity to view and choose the fence or garage door, based on availability and/or through a random draw. Only fences and garage doors that have been approved by the homeowner are eligible, subject to verification by the Committee. The artist cannot choose a different site once their site is approved.

Artists are expected to inspect the setting and the area for painting the mural to familiarize themselves with the design opportunities posed by the site and to ensure that their design for the mural is well suited to the setting.

**DESIGN CRITERIA**

Each design is unique. To symbolize their common purpose each mural must feature at least one butterfly.

There shall be no writing on the mural except the artist’s signature and the logo of a major sponsor.

Members of BIAWE (those with a brain injury) will paint wooden butterflies as part of this project. These will be affixed to murals and the artist should ensure there is an opportunity for one of these butterflies to be on their mural.

The artistry embodied in the design should generally symbolize the purpose and objectives of the project set out herein.

The mural should be of fair size and scale to suite the designated location and site. It should ideally almost completely fill the site.

Materials used to paint the mural will be durable and sufficiently robust to withstand their exposure to our climate, environment and urban pollution (exterior paint) and will be provided by the Committee. Once the murals are completed, it will be covered in a clear graffiti-proof coating.

The design must reflect personal artistry and design of the artists. Plagiarized work will not knowingly be accepted by the Committee.

Sponsors of the project (individual murals) may have their logo either painted on or attached either at the top or the bottom of the mural. The size of the logo will be determined by the Committee.

**DESIGN SUBMISSIONS**

Entrants to this competition are required to submit their design drawings and other artwork, with a covering letter addressed to the Committee including their name, contact information and such information as they deem necessary for the Committee to understand the intent of their design.

All submissions must be delivered to info@biawe.com by: July 28, 2021. No late submissions will be accepted by the Committee.

**HONOURARIUMS**

Depending on the support received by BIAWE for this project, artists will be reimbursed for their time on the project. The amount will range from $200 to $500 depending on support and size of the project.

**MATERIALS**

BIAWE will provide exterior latex paint, colourants and some brushes. Artists may use their own sundry products, i.e. brushes or specialized paints.

The murals will be coated with a clear anti-graffiti coating provided by BIAWE.