

Paint art for the LOUVRE #LouvreYEG

Cash Prizes

- 1st \$5000
- 2nd \$2000
- 3rd \$1000
- 4th \$1000
- 5th \$1000

Sponsored by



PR CURA



LOUVRE
AT CENTURY PARK

Q & A Session

KIM FJORDBOTTEN, THE PAINT SPOT

PROCURA

Partners



Procura

Marketing, brand
development and
community engagement
for the Louvre



Louvre Residences

At Century Park
(Old Heritage Mall Site)

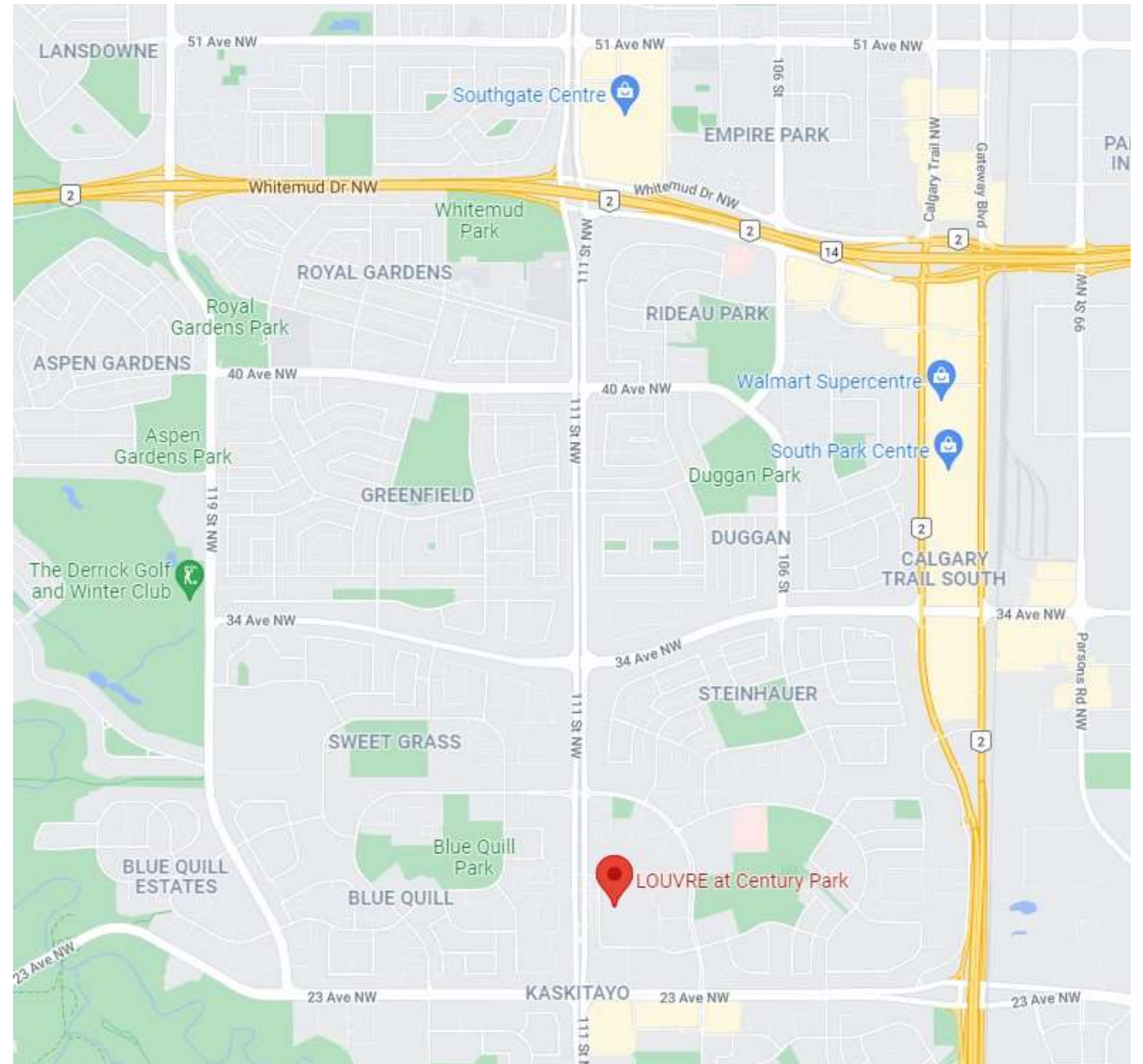


The Paint Spot

Connecting visual artists
to opportunities.

2504 110 St NW

Louvre at Century Park





Goal is to fill
these pillars
with art.

Add beauty and ambience to elevate the utilitarian space.

Attract renters and shoppers to the property.

Provide unique wayfinding for residents.



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It is not that big!

The pillar is only 18" wide

Height could be 48" - 60"

or as large as 72".





Be creative
with space!

Criteria for Voting

Top 5 Voting

Each person can pick Top 5 favourites!

How to submit voting?

Weight of Voting

Employees	20%
Artists (Double the voting weight)	40%
Public & Residents	20%
Management/Jury	20%
	100%

[illegible]



Keeping Big Projects Simple

THE PAINT SPOT HAS A LONG
HISTORY OF HELPING ARTIST
KEEP THE PROCESS OF
MURAL PAINTING SIMPLE.

Varscona Mural: Lacey Jane and Layla Folkman



Create Collaborative Projects

Mural work is

Physically demanding

Dependant on weather

Subject to public scrutiny

Rather than try to make one image please everyone, we try to create lots of images in one space.

Call for Artists: Got an idea for one of the 6 spots on The Paint Spot?

Visit paintspot.ca blog post



"The Paint Spot Six" Mural - Tentative Budget

\$1500 Artist Fees x 6 artists \$9,000

Paint supplies, brushes and tools for each painting are responsibility of the artist. The Paint Spot is offering a 40% discount on paints. Most paintings can be completed with about \$180 of paint after discount. Artists may also have their own paints.

Dibond Panels EM Plastics Quote \$1,200

Labour to sand & prime 15 hours @ \$15	\$ 225	
2 Gallons of Gesso	\$ 180	
Labour to Varnish 18 hours @ \$15	\$ 270	
2 Gallons Isolation Coat	\$ 300	
2 Gallons Varnish & Solvent	\$ 615	
The Paint Spot will provide	\$1590	\$1,590

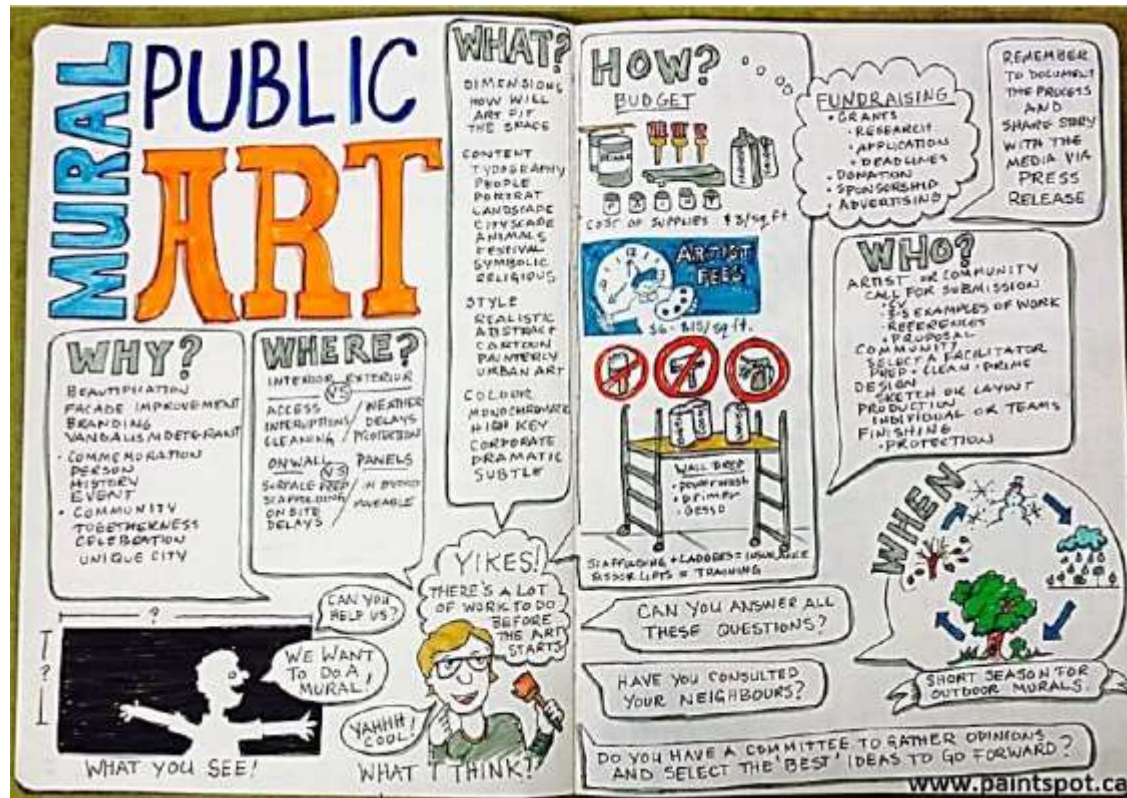
Installation on to wall \$1,000

24 hours x \$30/hour
Misc hangers, screws etc

Contingency \$ 210

Total Project **\$13,000**





10 Tips for Mural Artists

1. What Kind of Mural? — Interior or Exterior
2. What Kind of Paint? — Optimal Mural Paint
3. What Else is Needed? — Artist Supplies
4. Anything Else? — Hardware Supplies
5. Surface Preparation
6. Environment
7. Surface Protection
8. Maintenance
9. Working Out the Costs
10. Planning and Community Engagement.

<https://paintspot.ca/mural-tips-for-artists/>

So You Want to Paint A Mural?

Quality of Paint

The mural is indoors and protected by weather.

No Aerosols, please.

All artist-quality acrylics are recommended.

Amsterdam, Galeria, and Pebeo are adequate.

Do not use Basics, Chromacryl, schools or hobby paints.

Use mediums rather than just water to dilute and extend paint.

The use of gels and impast mediums is not recommended.



How Much Paint?

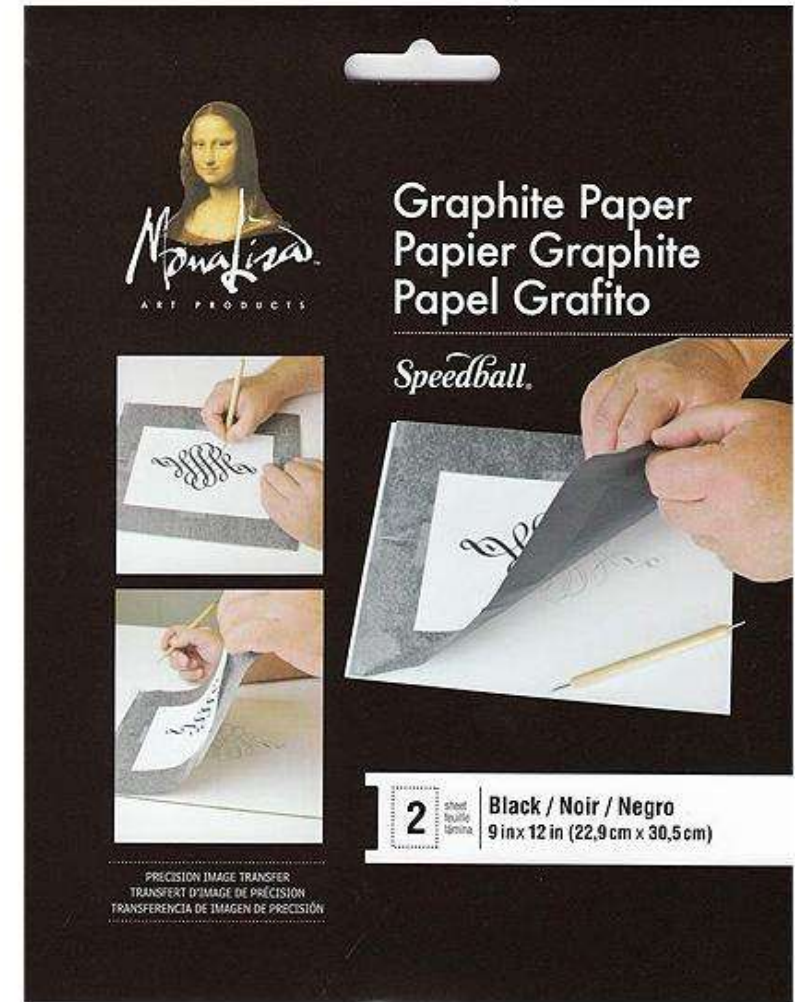
Golden Acrylic Mural Advice from
Just Paint.org

Quick Reference Table: Estimated Coverage by Container Size		
Container Size	Common Name (U.S.)	Approximate Coverage*
1 fl.oz.		3 sq.ft.
2 fl.oz.	Regular Paint Tube	6 sq.ft.
8 fl.oz.	½ Pint	25 sq.ft.
16 fl.oz.	Pint	50 sq.ft.
32 fl.oz.	Quart	100 sq.ft.
128 fl.oz.	Gallon	400 sq.ft.
Legend: fl.oz. = fluid ounce; sq.ft. = square feet		

$$1.5 \text{ ft} \times 5 \text{ f} = 7.5 \text{ ft}$$

Use Graphite Transfer Method

Get drawings on the wall quickly.



Timeline



Proposals

Submission Deadline

September 25 by Noon



Approval

September 30

Selected Artists will be notified

October 9

Participating artists will receive
site access information



Production

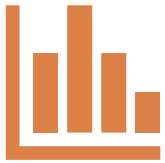
October 16 to

November 13

Saturdays

10 AM – 5 PM

Judging



Public Voting

Employees
Residents & Public
Artists



Judging

Top 10 will go to second round
judging by the mural committee.



Awards

Media & Press
Announcement
November 27