



CALL TO ARTISTS – Request for Proposals (RFP)

Festival Program and Poster Artwork

Submission deadline: March 21, 2025 by 11:59 P.M. EST

Want your art to be featured in the Art Gallery of Hamilton’s 2025 art+music+food Festival? We’re seeking artwork that captures the dynamic connection between art, music, and food.

This is your opportunity to have your work showcased on the front cover of our Festival program, posters, and merchandise. Let your creativity bring this vibrant synergy to life and be the face of our celebration. Submit your entry now and let your art shine!

1. ABOUT

Art Gallery of Hamilton

Founded in 1914, the Art Gallery of Hamilton (AGH) is the oldest and largest art museum in the region, with a permanent collection that is recognized as one of the finest in Canada. Embracing Canadian historical, international, and contemporary art, the collection consists of more than 10,000 works. You can see superb pieces by Alex Colville, Tom Thomson, the Group of Seven, Emily Carr, James Tissot, Jean-Léon Gérôme, Gustave Doré, Norval Morrisseau, Keith Haring, Edward Burtytsky, and Kim Adams, to name a few. Whether you’re looking for a specific artist or

spending time in one of our galleries, you're sure to find works that inspire, intrigue, challenge, and engage you.

The AGH is renowned for presenting [outstanding exhibitions](#) and complementary programming for visitors of all ages. There is so much to see and experience. In addition to [AGH Tours](#) and [AGH Talks](#), the Gallery offers [studios for adults](#) and [kids, family activities, school programs, festival programming, performances](#), and more.

AGH Celebrates art+music+food

This dynamic Festival will immerse visitors in a world of creativity that features multimedia visual art, live performances, storytelling, and a rich variety of music. Interactive workshops will engage artists and visitors of all ages, offering hands-on experiences that connect the community with arts and culture in meaningful ways. Explore the transformative power of expression and connection as we come together to celebrate creativity in all its forms. Don't miss out on this unforgettable event where art, culture, and transformation collide!

Visit our website for more information: www.artgalleryofhamilton.com/aghfest/

2. DELIVERABLES

This RFP asks artists to propose concepts, not finished works. The commissioned artist(s) will work with AGH staff to confirm their final artwork meeting all technical specifications. For the purposes of proposal development, artists are advised that Festival design artwork must adhere to the following specifications:

- Festival program cover artwork must fit the program dimensions of 5" wide and 8.5" high.
- Festival poster artwork must fit the program dimensions of 11" wide and 17" high.
- Please note artwork will be adapted to both print and digital assets to promote the Festival.
- High resolution PDF, Adobe Illustrator .ai files, or .eps files are required for production
- Include Festival logo in the design
- For reference: AGH brand colour codes

- purple - #893591
 - orange - #ea532a
 - green - #abcd3a
 - blue - #3483c5
- The design could incorporate themes “art” “music” “food”

** Artwork must not contain content in breach of any intellectual property, trademarks, brands, or images of vulgar, offensive or illegal activity. Banners may not promote a political party or election candidate; promote tobacco and/or cannabis use; present demeaning or derogatory portrayals of individuals or groups; or contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offence.*

3. PROPOSAL FORMAT

Please read all components of the RFP prior to completing your submission. A complete submission package includes the following documentation:

1. Juried Information:

- a. Artist statement: describe the proposed artwork and your interest in this project. You can submit a written document (1 page maximum) or a recorded video (an MP4 file or online link, max 20 MB).
- b. Up to 2 images of the proposed artwork: this should propose a concept, not a finished product, and should show the jury your style and the direction you’d like to take this. Artist(s) will retain copyright over their proposals.
- c. Artist’s portfolio (up to 10 images of past work): highlight artwork that showcases your style, approach and interests.

2. Contact Information: submitted separately, use the “Contact Information” form attached to this RFP to provide contact information for you and your references.

4. ADDITIONAL INFORMATION

Target audience(s)

- AGH and Festival stakeholders, Greater Hamilton community, AGH Members, press & media
- The artist(s) will work under the direct supervision of the AGH Marketing Team and Festival Planning Committee.

Usage

- AGH will have the exclusive usage rights and intellectual property rights on the assets created, and may use them in all its communication and promotion channels, for an unlimited duration.
- The artist will be credited with the design where possible throughout the duration of the 2025 Festival

5. PROCESS

Submissions

- Proposals should be submitted electronically by March 21, 2025, to info@artgalleryofhamilton.com with the following subject line: "RFP – Festival Artwork".
- Proposals received after the deadline will not be considered.

Queries

- Queries relating to the preparation of the proposal should be submitted to AGH, by email, to the above-provided email.

Notification and Contracting

- All applicants will be notified of the outcome of their proposals by March 28, 2025.
- AGH will issue the agreement documents once the selection process has been completed.

6. SCHEDULE

Date	Project Phase
March 21, 2025 11:59PM EST	Submission Deadline
	Proposal review
March 28, 2025	Selection advised
April 11, 2025	1st pass due
April 22, 2025	2nd pass due
April 30, 2025 5:00PM	Final design due

7. COMPENSATION

The commissioned artist(s) will receive \$1,000 Canadian Dollars.

8. EVALUATION CRITERIA

The AGH utilizes an open Request for Proposals for this project, in order to encourage a fair selection process for emerging artists and those with no prior public art experience. The scoring matrix emphasizes a proposal's artistic excellence and originality, providing an equitable opportunity to artists without lengthy exhibition and/or commission-based experience. An art selection panel comprised of AGH staff will recommend an artist or artist team for the award of commission based on the following criteria:

- Artist's clear and well-articulated proposal based on the specifications listed above
- Artist's quality of work samples provided
- Artist's level of creativity
- Artist's innovative approaches and designs
- Artist's proven experience and references
- Artist's ability to manage these projects remotely.
- Artist's demonstrated ability to meet the artwork goals and technical requirements, within the set timeline and budget.