

CALL TO ARTISTS – Request for Proposals (RFP)

AGH art+music+food Festival

Community Art Activation (Artist Facilitation)

Submission deadline: May 27, 2026 by 11:59 P.M. EST

The Art Gallery of Hamilton is seeking Artists to design, create and facilitate a Community Art Activation.

This is your opportunity to work closely with the AGH and the local Hamilton community!

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 11,000 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 Morriseau, Keith Haring, Edward Burtynsky, 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 art+music+food Festival

This dynamic Festival invites visitors to step into a world of creativity, artistic expression, and cultural connection. Featuring visual art, live performances, culinary experiences, and a diverse range of music, the Festival offers a vibrant, multi-sensory experience that encourages exploration, discovery, and participation.

Programming will include interactive workshops and performances that welcome visitors of all ages to take part in engaging creative experiences. From artist talks and participatory installations to collaborative activities, the Festival creates opportunities for people to connect, share ideas, and reflect on the richness and diversity of the community. Through inclusive and engaging programming, it aims to strengthen connections between artists and audiences, support both emerging and established creatives, and create memorable experiences that invite everyone to engage more deeply with art.

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

2. ACTIVATION PARAMETERS AND AUDIENCE

Throughout the duration of the AGH Festival, community members will be invited to engage in a large-scale, participatory art activation within the gallery. This program will facilitate individual, hands-on creative contributions that collectively form an evolving artwork, developed incrementally over the course of the Festival and completed on its final day.

The proposed artwork should:

- Be accessible and inclusive
- Be engaging for participants of all ages and abilities.
- Be a modular project in which each participant is able to contribute a part of a larger work
- Prioritizes individual creative response over prescriptive 'paint-by number' approach
- Be flexible for large numbers of people to contribute at the same time
- Evolve to be conceptually coherent and visually compelling at all stages of its development, ensuring it remains meaningful and aesthetically engaging both during its creation and upon completion.

Technical and Media Specifications:

- Artwork will be wall-mounted to occupy a space in the Joey and Toby Tanenbaum Pavilion (approx. 10 x 14 feet)
 - We are open to a variety of proposals but have an interest in textiles and paper
 - Materials are limited to dry media and adhesion tools

Target audiences

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

3. PROPOSAL

This RFP asks artists to propose concepts, not finished works. The commissioned artist(s) will work with AGH staff to confirm that their final project meets all programming and technical specifications.

** Artwork proposals 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.*

4. SUBMISSIONS

The Art Gallery of Hamilton invites artists to submit:

- a) A pdf letter of intent including:
 - i. One paragraph outlining a proposed community art activation **proposal**
 - ii. A description of **past experience** working with the public, our community or with large-scale projects
- b) A pdf portfolio of past work or projects

Proposals should be submitted electronically by May 27, 2026, to **kpatience@artgalleryofhamilton.com** with the following subject line: “RFP – Festival Art Activation”. 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 May 31, 2026.
- AGH will issue the agreement documents once the selection process has been completed.

5. SCHEDULE

Date	Project Phase
May 27, 2026 11:59PM EST	Submission Deadline

May 28 – June 3, 2026	Proposal review
June 5, 2026	Selection advised
June 10, 2026	Planning meetings commence
Nov 4, 2026	Festival begins

6. USAGE

- AGH will have the exclusive usage rights and intellectual property rights on the artwork created, and may use them in all of its communication and promotion channels, for an unlimited duration.
- AGH will own the rights to the final artwork, as well as the right to display the work.
- The artist will be credited with the design where possible throughout the duration of the 2026 Festival

7. COMPENSATION

The commissioned artist(s) will receive \$1,000 Canadian Dollars + full compensation for facilitation time on site during the Nov 4-8. 2026 AGH Festival.

8. EVALUATION CRITERIA

The AGH utilizes an open Request for Proposals for this project, in order to encourage a fair selection process for artists. 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 design
- Artist’s proven experience and references
- Artist’s ability to manage a large-scale project.
- Artist’s demonstrated ability to meet the artwork goals and technical requirements, within the set timeline and budget.