

# **Chairing is Caring**

A Waterdown Village CommUNITY Art Project



The Waterdown Village BIA is launching an exciting downtown art project celebrating artists and telling stories of the diverse communities they represent.

Twenty-plus Muskoka chairs will be painted and placed in 'outdoor gallery' locations at sponsor businesses throughout the BIA starting in June 2024. The chairs will offer a colourful place for visitors to sit and relax, and a unique way to learn more about the many different groups that make up the Waterdown commUNITY. Chairs will be auctioned in September, with funds going to local non-profit organizations and causes visually represented through artists' interpretations.

## **SEEKING ARTISTS TO PAINT CHAIRS**

Artists are invited to submit an entry form, along with 1-2 images of your past work, and indicating an equity-deserving group you are aligned with. Please include a brief description or design outline of your chair concept and how it will tell the story of the theme you are aligned with.

**Chairing is Caring Submission Entry Deadline:** Monday, April 29, 2024

**Selected artists will be notified by:** Monday, May 6, 2024

### **Guidelines:**

- Any surface of the chair maybe used.
- This is a painting project – attachments or additions to the chairs are NOT permitted.
- Logos and/or branded words are NOT allowed – numbers or letters may be allowed if they support the telling of the artist's / community group's story.
- Chair artwork must be original to artist and suitable for viewers of all ages – profanity or inappropriate graphic content will NOT be permitted.
- Artwork must be weatherproof (acrylic or outdoor water-based paint is best).
- Chairs are also to be finished with an anti-graffiti coating (material to be supplied)
- Artists selected to participate will receive an honorarium of \$400 for a single Muskoka chair plus (tbd) a basic paint kit or small credit towards supplies.
- A limited number of double Muskoka chairs may also be available for painting.
- Completed chairs are the property of the Waterdown BIA and will be auctioned to the highest bidder who will then be the sole owner of the chair with 100% of proceeds going to a non-profit organization selected together by the artist and the chair sponsor.
- Artists retain sole copyright to their artwork.
- The Waterdown BIA may use images for the purposes of promoting the Chairing is Caring project (BIA website, social media, flyer, etc.).
  - QR codes affixed to finished chairs will link to a digital brochure highlighting each artist's name, telling the story of the chair and how it aligns with an identified theme/community group.
  - Artist's page will include a link to their website/social media and/or contact email.
  - A printed postcard or brochure will also list participating artists.
  - Funding acknowledgement (local business chair sponsors) will also be included on each chair page.

**Chairs will be available starting:** Wednesday, May 8, 2024

Let us know if you would like your chair assembled or unassembled for painting.

**Artists will have 4 weeks to complete their artwork** (dates to be provided).

**Chairs will be displayed from:** (approx.) June 29 until September 15, 2024.

## HOW TO APPLY:

### Complete Entry Form

- Include 1 – 2 images of past artworks.
- Include a design outline or brief description explaining your vision for the chair.
- Select an identified equity-deserving community you are aligned with or indicate an alternate theme.
- Tell us how you are connected to the community/theme.

Email entry form and required attachments, no later than Monday, April 29, to: [susan@waterdownvillage.ca](mailto:susan@waterdownvillage.ca). Please use 'Chairing is Caring' in email subject line.

### Direct any inquiries to:

Susan Pennie, Executive Director  
Waterdown Business Improvement Area,  
Box 954, Unit 2, 20 Main St. N.  
Waterdown, Ontario L0R 2H0.  
Ph. (289) 260-1261. Email: [susan@waterdownvillage.ca](mailto:susan@waterdownvillage.ca)

Eligibility: The Waterdown BIA's 'Chairing is Caring' Muskoka Chair Art Project seeks to be inclusive. All applicants are welcome to apply including, but not limited to members of visible minority groups, indigenous peoples, persons with disabilities, and 2SLGBTQ+ communities. The BIA respects the rights of Indigenous people to own and control their heritage, including Indigenous images, design, stories and other cultural expression.

## PROJECT TIMELINES

- **'Chairing is Caring' Art Entry Deadline:** Monday, April 29, 2024
- **Selected artists will be notified by:** Monday, May 6, 2024
- **Chairs will be available for pick-up starting:** Wednesday, May 8, 2024
- **Artists will have 4 weeks to complete** (dates to be provided).
- **Chairs will be displayed from:** (approx.) June 29 until September 15, 2024.