



REQUEST FOR PROPOSALS (RFP)

Public Art & Placemaking

Muskoka Fall Photo Op Artwork

Call Opens: September 22, 2026

Submission Deadline: October 6, 2026 at 4:00 p.m. ET

Artist Commission: \$1,000 + HST

Project: Original Digital Artwork for Outdoor Photo Op

Opportunity for Artists

The Town of Gravenhurst, in collaboration with the Gravenhurst BIA Review Steering Committee, invites artists and creatives to submit proposals for an original artwork celebrating the fall season in Muskoka.

The selected design will be transformed into a large-scale 4 ft. x 8 ft. outdoor photo-op installation in downtown Gravenhurst.

The goal of this temporary placemaking activation is to create a fun, visually engaging destination that celebrates fall in Muskoka, animates the downtown, and encourages residents and visitors to stop, interact, take photographs and share their experience.

We are looking for something creative, bold, welcoming and unmistakably Muskoka.

The selected artist will be responsible for the artwork design only. The Town will work separately with a professional fabricator to print the artwork, create the required photo cut-outs, fabricate the structure, and deliver and install the finished piece.

Project Requirements

The proposed artwork must:

- Be accessible, inclusive and appropriate for a broad public audience, and avoid profane language, discriminatory or derogatory imagery, hate-based content, or other material that could reasonably be considered offensive or exclusionary.
- Be an original artwork created by the applicant specifically for this opportunity.
- Respond to the theme of Fall in Muskoka.
- Be designed to fit within a final physical format of approximately 4 ft. high x 8 ft. wide.
- Function successfully as an interactive photo opportunity, incorporating openings or cut-outs that allow visitors to position themselves within the artwork.
- Be visually engaging and easily recognizable when photographed.
- Be welcoming and appropriate for a broad public audience, including residents, visitors and families.
- Be suitable for reproduction as a large-format outdoor installation.

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- Be supplied as a high-resolution, print-ready digital artwork in a format specified by the Town and its selected fabricator.

Artists are encouraged to interpret the theme creatively. Designs may draw inspiration from Muskoka's landscapes, lakes, wildlife, fall colours, local character, recreation, culture or other elements associated with experiencing autumn in Muskoka.

Artists are not responsible for engineering, structural design, fabrication, printing, delivery or installation of the physical photo-op structure.

Artist Scope of Work

The selected artist will be responsible for:

- Developing the selected concept into a final digital artwork;
- Working with Town staff to confirm the location and size of photo cut-outs;
- Participating in reasonable communication with the Town and its fabricator to ensure the design can be successfully reproduced;
- Completing one round of revisions requested by the Town following selection; and
- Supplying the final approved, high-resolution and print-ready digital artwork by the required deadline.

Any additional revisions beyond the one included round would be discussed with the artist before proceeding.

Eligibility

This opportunity is open to individual artists, designers, illustrators, graphic artists and artist teams.

The Town and Gravenhurst BIA Review Steering Committee are particularly interested in supporting artists from Gravenhurst and the Muskoka region; however, artists from outside the region are welcome to submit proposals.

For the purposes of this opportunity, an artist may include a professional or emerging visual artist, illustrator, graphic designer, digital artist, collaborative team or other creative practitioner capable of producing an original digital artwork.

Compensation

The selected artist will receive:



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\$1,000 + HST

The commission includes:

- Artist/design fee;
- Development of the selected concept;
- Final digital artwork;
- One round of revisions requested by the Town; and
- Preparation and delivery of the final print-ready artwork.

The Town and/or Gravenhurst BIA Review Steering Committee will be responsible for the costs associated with fabrication, printing, delivery and installation of the physical photo-op structure. These costs are not included in the artist's \$1,000 commission.

Selection Process

This is a **single-stage competition**.

Proposals will be reviewed by representatives of the **Town of Gravenhurst and Gravenhurst BIA Review Steering Committee**.

One artist or artist team will be selected for the commission.

Proposals will be considered based on:

- Artistic merit and originality: creativity, quality and strength of the proposed concept;
- Connection to the theme: how successfully the proposal responds to fall in Muskoka;
- Photo-op potential: how effectively the artwork creates an engaging and memorable interactive experience;
- Visual impact: how successfully the artwork will translate to a 4 ft. x 8 ft. format and photographs; and
- Feasibility: the artist's demonstrated ability to complete and deliver the final digital artwork within the required timeline.

Preference may be given to artists based in Gravenhurst and the Muskoka region; however, all eligible proposals will be considered.

The Town of Gravenhurst reserves the right not to select a proposal if submissions do not meet the objectives or requirements of the project.

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Submission Requirements

Artists are asked to provide the following:

1. Artist Information

- Name, location, email address and telephone number.

2. Artist Statement / Expression of Interest

- A brief statement describing your artistic practice and interest in this opportunity. Maximum 300 words.

3. Proposed Artwork Concept

- A brief description of your proposed concept and how it responds to the Fall in Muskoka theme. Maximum 300 words.

4. Concept Sketch or Mock-Up

- A preliminary visual demonstrating the proposed composition, general artistic direction and approximate placement of the photo cut-outs.
- The submission does not need to include finished artwork. The selected artist will be commissioned to develop the proposed concept into the final artwork.

5. Portfolio

Up to five examples of previous work or a link to an online portfolio.

Copyright & Use of Artwork

The selected artist will retain copyright and ownership of the original artwork.

As part of the commission, the artist will grant the Town of Gravenhurst and Gravenhurst BIA Review Steering Committee permission to reproduce, display and use the commissioned artwork for non-commercial municipal, promotional, tourism, communications, documentation and marketing purposes, including websites, social media, print materials and promotion of the installation.

The artwork will not be reproduced for merchandise, resale or other direct commercial purposes without a separate agreement with the artist.

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The Town will make reasonable efforts to credit the artist when the artwork is reproduced.

Project Timeline

Project Phase	Date*
Request for Proposals Opens	September 22, 2026
Submission Deadline	October 6, 2026, at 4:00 p.m. ET
Proposal Review	October 7 - 9, 2026
Selected Artist Notified	October 12, 2026
Final Artwork & Revision Period	Week of October 12, 2026
Final Print-Ready Artwork Due	October 16, 2026
Fabrication	Following final artwork approval
Installation	October 23, 2026

**Schedule is subject to change*

How to Submit

Please submit your proposal electronically as a single PDF file to:

Stoyan.barakov@gravenhurst.ca

Stoyan Barakov
Manager, Arts & Culture Services
Town of Gravenhurst

Email Subject: Fall in Muskoka Photo Op – Artist Proposal

All submissions must be received by: **Tuesday, October 6, 2026 at 4:00 p.m. ET**

Late submissions may not be considered.

Accessibility

The Town of Gravenhurst is committed to providing an accessible and inclusive application and selection process. Accommodations are available upon request for applicants with disabilities. Applicants requiring an accommodation or an alternative format are encouraged to contact the Town to discuss their needs.



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Reserved Rights of the Town of Gravenhurst

The Town of Gravenhurst reserves the right, at its sole discretion, to request clarification or additional information from applicants where required to evaluate a submission.

The Town reserves the right to determine whether a submission meets the requirements of this Call for Artists and whether an applicant has the experience and ability to successfully complete the project. The Town may modify the project schedule, decline any or all submissions, cancel or reissue the Call for Artists, or choose not to proceed with the project where circumstances require.

Submission to this Call for Artists does not constitute a contract or guarantee that an applicant will be selected. The Town will coordinate public communications and announcements related to the selected artwork and project.

Additional Information

Questions regarding this Call for Artists, the application process, accessibility accommodations or project requirements may be directed to:

Stoyan Barakov
Manager, Arts & Culture Services
Town of Gravenhurst / Gravenhurst Opera House
stoyan.barakov@gravenhurst.ca
705-687-3412 ext. 2023