



PINK FLAMINGO

## **Black Lives Matter Mural Initiative**

Proposal submitted by

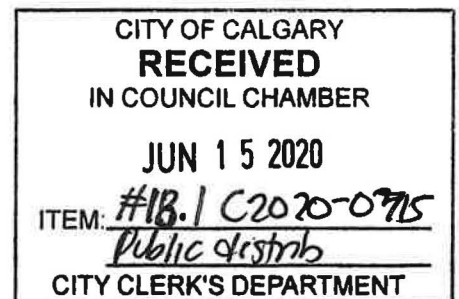
**Pink Flamingo**

with the assistance of

**Katie Green**

**Beltline Urban Murals Project**

June 15, 2020



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## EXECUTIVE SUMMARY

Pink Flamingo, with the assistance of Antyx, Katie Green and The Beltline Urban Mural Project (BUMP) are submitting a proposal for funding for 4 city-wide Black Lives Matter and Indigenous, People of Colour Lives Matter murals in Calgary.

Pink Flamingo is a QTBIPOC (Queer, Trans, Black, Indigenous and People of Colour) led organization creating spaces for the LGBTQ2SIA+ community and allies. They are a collaborative organization helping other organizations uplift marginalized voices. This includes anti-racism seminars, staff training, facilitated discussions, QTBIPOC events, parties and content creation.

At the centre of this initiative are Black-led organizations, focusing on the importance of BIPOC leaders and voices. Now is the time where the stories and expressions of those who have been under-represented in the past can be celebrated now and into the future. This project will be facilitated with the assistance of BUMP and local artist Katie Green.

This application seeks \$120,000 for BIPOC (Black, Indigenous and People of Colour) artists to create and install 4 public art murals on buildings throughout Calgary. This cost will cover all materials, administrative costs, design, artist fees, labour, and equipment for the installation of the art, as well as a protective anti-graffiti coating for the works post-installation.

Pink Flamingo will lead the facilitation and organization of BIPOC artists with the technical assistance of muralist Katie Green.

## REQUEST OVERVIEW

<b>Title:</b>	Black Lives Matter & BIPOC Lives Matter Mural Initiative
<b>Groups that will benefit from the project:</b>	BIPOC organizations, individuals, and community leaders in Calgary; local artists, business owners, surrounding neighbourhoods and



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	merchants, teachers and educational structures, Calgarians and visitors to Calgary
<b>Location:</b>	4 locations on buildings city-wide, with a focus on one of the locations being central to the downtown core
<b>Timeline:</b>	Spring/Summer 2021 *this timeline is contingent on dynamic artist consultations that will be key in informing the results of the project. We must be amenable to the timelines of BIPOC artists who have been excluded by systems of the past.
<b>Total Project Cost:</b>	~\$120,000
<b>Funds Requested:</b>	\$120,000
<b>Deliverables:</b>	These funds will cover the costs for mural design, equipment rental, material costs, administrative costs, labour, insurance and protection for the 4 murals

## PROJECT DETAILS

### Project Rationale

The Black Lives Matter/BIPOC Lives Matter Mural Initiative is a response to the current and historical Black Lives Movement taking place in our city and worldwide. Under the current circumstances of our socio-political climate, it is crucial that we find the capacity to come together to meet, re-build, and re-imagine our present way of relating to one another and to our future. The collective silence and irremediable damage that has been inflicted by systemic racism has gone on for far too long. It is clear that we need to be engaging in on-going self-reflection, continuing education, relationship building and actual impactful/transformational anti-racism practices. Public art plays an essential role in influencing culture. It presents the capability to help us question ideologies we've been taught and conditioned to accept - including the ideologies that uphold racism. It is imperative that Black, Indigenous and people of colour not only see themselves reflected in their city, but that they see themselves organizing and leading within their city. This



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demonstrates the act of de-centering whiteness.

Over the past two weeks we have seen cancelations of small town Alberta protests and demonstrations due to prejudice, ignorance and racism. Calgary has the chance to continue setting an example for our province by showing our strength, our diversity, and our allyship. Calgary's protests had huge numbers, demonstrating tangible public support for this project.

Implementing murals rooted in Black Lives Matter, led by BIPOC organizations, has the potential to shape and contribute to the physical, emotional and imagined landscape of a specific environment, of a community, and of our city. This mural initiative would not only stand as a public facing act that puts Black, Indigenous and POC voices at its core, but also demonstrate to the public the necessary systemic changes Calgary is taking to give agency to marginalized individuals, organizations, and leaders. This is where change can begin. Courtney Mayes, an Edmonton-born Black artist makes an important statement.

"We need to go beyond the bare minimum signalling that BIPOC lives (merely) matter, and instead seek to illustrate that Black lives are essential, Black lives are uplifted, Indigenous lives are deemed sacred, and people of colour are celebrated."

## **Project Partners**

### **Pink Flamingo**

Pink Flamingo is a Black-led organization helping to uplift marginalized voices in our city. Pink Flamingo is led by QTBIPOC organizers, creating social hubs and safe spaces for the Calgary queer and trans community. Similar to our false ideologies about race, we have also been conditioned to accept stories about LGBTQ2SIA+ individuals which suppress these communities while protecting the white, cis, and straight advantage. It is imperative that we give leadership to queer, trans and BIPOC communities.

Pink Flamingo partnership initiatives have created a vast network of artists and organizers of diverse experience, including an ambassador program that provides access to far-reaching corners of the LGBTQ2SIA+ community. Pink Flamingo is also connected to VOICES, Treaty 7's coalition of Black, Indigenous, and racialized 2SLGBTQIA+, by representation of leadership on its board. Pink Flamingo has brought events to life and built artist networks with arts groups like Femme Wave, Sled Island, Vogue YYC, Snap Canada and Umoja Sessions.

### **Katie Green**

Katie Green, is a Calgary born and raised painter/muralist. Having completed murals for organizations/businesses such as cSPACE King Edward, YYC the Beltline Urban Murals Project and most recently, Calgary Municipal Land Corporation along the East Village



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RiverWalk, she is well equipped to stand in as support to help facilitate the technical implementation of mural installation and planning with Pink Flamingo.

Public art messaging helps make clear what the public needs to know so we can look at it for what it is, face it, and work together towards change. By doing this we present the opportunity to open ourselves up to the curiosity within us and nourish our desire for a connection that reflects each other's humanity. This is radical. This mural initiative has a greater impact outside of engaging public space. It allows us to step outside of the stories we have been told so we can learn from experiences that differ from our own. Curiosity is the seed for change.

### **BUMP**

The Beltline Urban Mural Project (BUMP) is the largest mural program in Calgary, operating since 2017 it has commissioned 31 murals by local, national and international mural artists. It is well suited to help secure appropriate mural sites, organize equipment, and provide planning and logistical support.

BUMP and Katie Green will step in to help assist and facilitate where needed. BUMP has offered their support to help organize site locations, while artist Katie Green is available to offer her technical skills and expertise around mural installation.

## **CASE STUDIES**

The following are two examples of mural initiatives in Toronto, ON, Washington, DC, and Winston-Salem, NC . These pieces of public art have received global attention and cities continue to follow suit showing communities worldwide that the lives of Black people matter. Over the past two weeks mural activations like the case studies above have taken place in Montreal, San Francisco, On Hollywood boulevard in Los Angeles, Seattle and many more.

### **Toronto, ON**

An initiative called *Paint the City Black* transformed Toronto's graffiti alley including 40 artists from GTA and Montreal depicting images supporting Black Lives Matter.



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## **Washington DC**

Black Lives Matter street Mural in Washington DC, Commissioned by DC Mayor Muriel Bowser and completed by a team of eight artists and volunteers in one night





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## **Winston-Salem, NC**

Artists in Winston-Salem paint a mural outside City Hall with the message End Racism Now.



## **MURAL PAINTING PROCESS**

### **Building Selection**

BUMP will work with organizations to find appropriate locations across the city with at least one mural centrally located in the Downtown/Beltline area.

### **Artist Selection**

TBA in consultation with and by Black led organization Pink Flamingo.

### **Mural Execution**

The execution and messaging of these murals will be led by BIPOC artists, organizers and leaders with facilitation from Katie Green to help with technical skills, implementation and mural expertise.

## **ROLES**

### **Pink Flamingo**

Pink Flamingo focuses on equity and inclusion, creating events that allow QTBIPOC to gather in safe, supportive and celebratory community spaces. Their involvement with the BIPOC community of Calgary is essential, as they lead the facilitation and organization of BIPOC artists and the mural designs.

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BUMP brings years of experience commissioning murals and managing mural creation with artists. For this project, BUMP will provide organizational, logistical and administrative support as Pink Flamingo desires. They are very willing to offer assistance in any way that is required.

### **Katie Green**

Contract Project Administrator for BUMP. Katie will help to assist Pink Flamingos with technicalities related to mural installation and design. Katie's role as an artist in this project is to listen to, to assist, and to be guided by BIPOC leaders as they require.



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## FUNDING REQUESTED

This application requests \$120,000 to commission and install 4 murals on publicly accessible walls in Calgary.

## PROPOSED PROJECT BUDGET

The program budget will cover all costs for 4 new murals including artist fees, lifts and scaffolding equipment, wall preparation, graffiti protection, photography and project administration.

Division	Unit	Quantity	Unit Cost	Total
<b>Project Costs</b>				
Artist Fees & Materials	Per Mural	4	\$18,500	\$74,000
Equipment Costs	Per Mural	4	\$2,770	\$11,080
Wall Preparation / Graffiti Protection	Per Mural	4	\$2,250	\$9,000
Permits	Per Mural	4	\$1,000	\$4,000
Photography & Video	Per Mural	4	\$1,250	\$5,000
Project Administration	Per Mural	4	\$1,600	\$6,400
<b>SUBTOTAL</b>			<b>\$27,370</b>	<b>\$109,480</b>
<b>CONTINGENCY</b>				<b>\$10,520</b>
<b>TOTAL 2020 Investment</b>				<b>\$120,000</b>

## BUMP Example Budgets

Mike Valcourt - 1333 13 Ave SW - 2019



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Division	Total
<b>Project Costs</b>	
Artist Fees & Materials	\$12,600
Equipment Costs	\$2,075
Wall Preparation / Graffiti Protection	\$1,075
Permits	\$100
Photography & Video	\$1,000
Project Administration	\$1,800
<b>SUBTOTAL</b>	<b>\$18,650</b>



**\*\*It is important to note that in Calgary there are currently no murals painted by Black or Indigenous artists that reflect the budget we are proposing per a site. We have the opportunity to positively close the gap in this economic disparity. Here is an example of the highest paid indigenous painted mural in Calgary.\*\***

**Kevin Ledo - CPA Parkade - 2018**

Division	Total
<b>Project Costs</b>	



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Artist Fees & Materials	\$27,500
Equipment Costs	\$4,800
Wall Preparation / Graffiti Protection	\$2,600
Permits	\$100
Photography & Video	\$1,000
Project Administration	\$1,200
<b>SUBTOTAL</b>	<b>\$36,650</b>



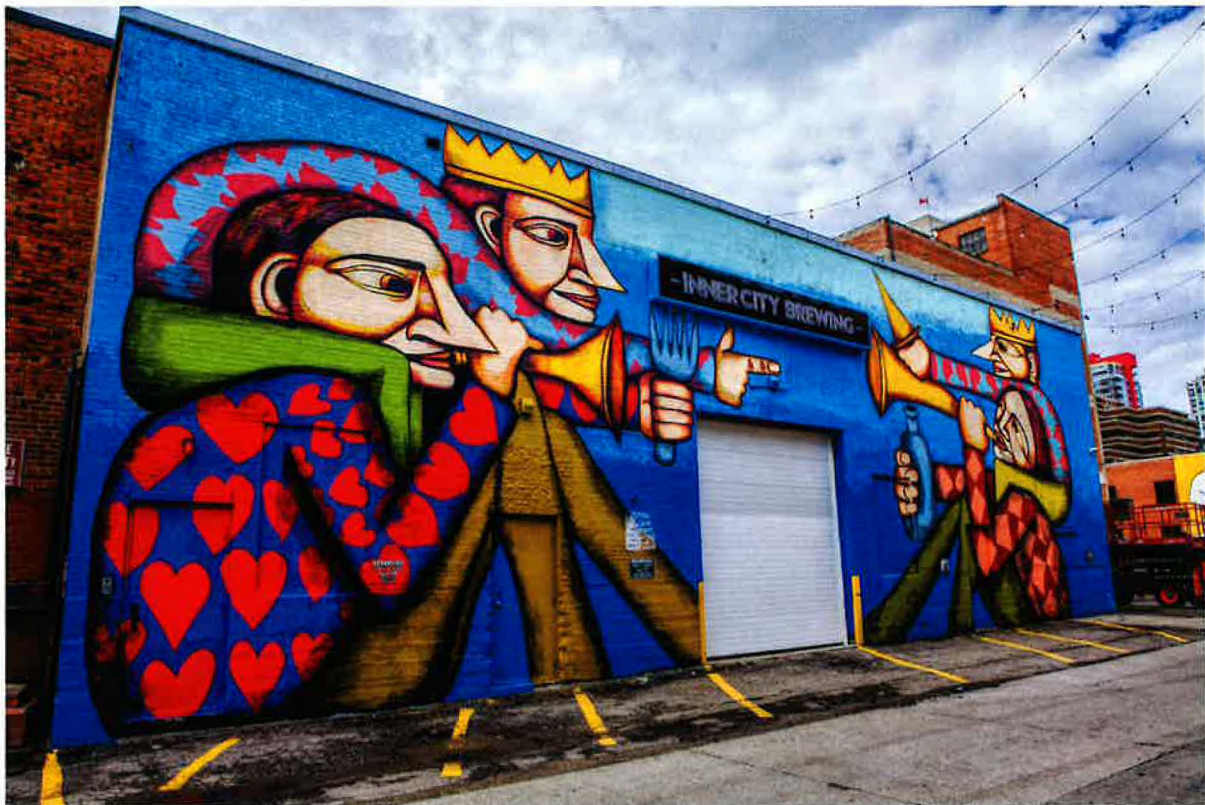
\*This image depicts Angela, “Miss Chief Rocka” from Frog Lake Region who is an Indigenous artist and dancer. Kevin has worked with Angela twice before and collaborates with her to develop his mural concepts and titles, this one being *Sôhkâtisiwin*, which translates to strength/power in Cree.



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**Labrona - Inner City Brewing - 2019**

Division	Total
<b>Project Costs</b>	
Artist Fees & Materials	\$18,350
Equipment Costs	\$1,850
Wall Preparation / Graffiti Protection	\$2,600
Permits	\$850
Photography & Video	\$1,000
Project Administration	\$1,800
<b>SUBTOTAL</b>	<b>\$26,450</b>





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### Troy Lovegates - Stratford Towers - 2019

Division	Total
<b>Project Costs</b>	
Artist Fees & Materials	\$18,900
Equipment Costs	\$2,750
Wall Preparation / Graffiti Protection	\$0
Permits	\$3000
Photography & Video	\$1,000
Project Administration	\$1,800
<b>SUBTOTAL</b>	<b>\$27,450</b>

