



BUMMP

Beltline Urban Murals Project

Created by



NEIGHBOURHOODS
BELTLINE
ASSOCIATION

2020 Beltline Urban Mural Project

Information for Building Owners



About

The Beltline Urban Mural Project is an award winning community-driven project to showcase art, promote tourism, improve the public realm and build community spirit in Calgary. Now entering its fourth year, BUMP has curated a diverse portfolio of local, national and international artists who have created eye-catching, inspiring and beautiful murals in Calgary. The project continues to expand with the 2020 BUMP Festival celebrating art, music and community.

We believe that public art can enrich communities, create beautiful and captivating places, challenge our ideas, provoke discussion and add beauty to the everyday.

BUMP celebrates the diversity, talent and vibrant character of the Beltline through works of art that are thought-provoking, whimsical, awe-inspiring, creative and powerful. We believe that art belongs in public and buildings are the best canvasses.

Since its inception in 2017, BUMP has enriched the very character of the Beltline with 31 murals that capture the imagination of residents and visitors in a celebration of the visual arts.

The mural on our building has benefited our business by creating a more visually appealing space. Many prospective customers would simply drive by the business without noticing where we were located. The mural has become a landmark for our business that has made it easier for customers to locate our business. We are happy to support the Beltline Urban Mural Project and we would be very happy to participate once again.

SANDEEP ARYA, SANEAL CAMERA SUPPLIES LTD.

As a company invested in working in the arts, signing up for the BUMP program was an easy decision for Commonwealth. Their team and artists were easy to work with from inception to final product and it has not only increased our visual presence within the Beltline, but also digitally with photos being posted online. Local arts based initiatives like BUMP make Calgary a more vibrant city. If we had more walls to be painted, we'd sign up again.

COLIN CANNING,
COMMONWEALTH BAR AND STAGE

I want to tell you how much we love our mural. Not only is it a great eye catcher that helps people notice our business, but so far it has completely stopped our weekly graffiti/tagging problem. The customer feedback has not only been amazing, but we have also noticed it being used as a backdrop for numerous photo shoots!

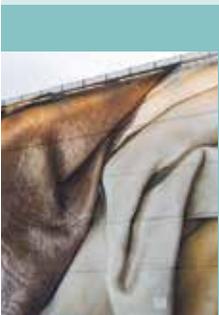
JULIAN FERREIRA,
THE CAMERA STORE

This is a fantastic program that not only supports Art in the community, but also greatly enhances and adds warmth to the Beltline area in the city of Calgary. This program is definitely well worth continuing to fund as it adds a great social aspect and beauty to the community for years to come!

LOUISE DIRKS, CEO, GRAVITYPOPE

The artists have turned dilapidated, tired and plain ugly eyesore into 3 unique works of art that will and have inspired not only conversation, but deep discussions at the building and countless pictures and video by locals and indeed many tourists. This is truly and urban Impact statement of epic proportions and I encourage more building owners to offer up their buildings as fresh Urban Canvas if the opportunity arises.

ALAN HUNTER,
PROPERTY/OPERATIONS MANAGER,
COMMUNITY NATURAL FOODS



Why have a mural?

A mural is a great way to attract attention to your building, draw more customers for your business, and show you are invested in your community. Murals can make buildings stick out, add character to your space, show our support for the creative arts and improve the environment around your property. Your building will not only be showcased in the BUMP website, but also on the social media accounts of thousands of Calgarians. People are attracted to great places, and art can make any place great.

How does it work?

1. Building owners are solicited for their interest in the participation in the project by BUMP volunteers.
2. Interested building owners express their desire to participate in the program and are considered for the project. A short list of candidate buildings is finalized in late winter.
3. In early spring, artist applications are submitted and a shortlist is created.
4. In late spring, candidate building owners are provided the portfolios of the shortlisted artists are asked to rank their preferences. Artists and buildings are matched up based on artist and building owner preferences.
5. In early summer, artists work to create a concept for the mural, with final approval from the building owner.
6. In August, murals are installed on buildings and the BUMP festival, with mural tours, parties, artist talks and other events taking place.

Do I pay for the mural?

No. BUMP provides the full funding for the installation of the murals within the Beltline district. Alternative sources of funding may be available for buildings outside of the Beltline district. Please contact us to discuss if this is an option.

Sponsorships

In order to fund the BUMP Festival and special events, BUMP partners with organizations for sponsorships. A small corner of the mural will indicate the artists name, BUMP logo and a partnering sponsor.

Do I have a say in which artist will be assigned to my wall?

Yes. After buildings and artists are shortlisted for the project, building owners are provided the proposals from the artists for their review. The owners indicate their ranked preferences of

which artist they want for their building. It is important at this stage for building owners to indicate any artists they would not want for their building, to ensure that no artist is assigned to the wrong building. Think of it as online dating for murals - we won't match you with anyone you are not interested in, and we will try and match you with the artist that best fits your preferences.

Do I have a say in what the mural will be?

Building owners have some, although limited, input into the creative process of concept design for the mural once an artist is assigned. BUMP is funded by various funding mechanisms and has a mandate to provide public benefit as well as foster artistic creativity through the program. Murals are not intended as advertising for the building or business, and are not intended to be expressions of the owners personal ideas, they are intended for public benefit. However, the final approval of a concept is required by the building owner. In exceptional circumstances where a concept cannot be agreed to by the building owner, a new building will be assigned to the artist and the building removed from the project.

What happens after the mural is on my building? What if the mural is tagged?

BUMP provides an anti-graffiti protection for all the murals, however, as it is a grant-based program, it has no ongoing funding and is not responsible for ongoing maintenance of the mural. Typically, any graffiti on the mural can be easily removed with a power-washer or correct solvent if treated with an anti-graffiti coating.

BUMP will provide owners with a small amount of any required cleaner or anti-graffiti protection as well as any instructions for graffiti removal.

Murals are also required to remain on the building for a period of at least 5 years after installation.





Contact

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