

CALL FOR STREET ART PROJECT



GENERAL CONTEXT

The municipality of Jette is launching a call for the realization of the 10th urban mural of the Street Art Course «Yes We Can» and of 20 garbage cans.

The mural will cover the southern façade of the Florair 1 building located at 100-199 avenue Guillaume De Greef in 1090 Jette. This building is part of a group of social housing belonging to the S.C.R.L. LOJEGA, a public service real estate company. The surface of the wall covers about 400 m².

OBJECT

This artistic journey aims to connect neighbourhoods and promote social inclusion by using street art as a tool for openness and dialogue with the local population.

Today's route consists of nine monumental murals by Koolhaas, Dourone, Soaz, Shoof, Shamisa, Alvari, Kunlo, Nova Dead and Amandine Lesay. To reinforce the impact of the route, about 90 garbage cans were painted by these artists and strategically placed throughout the municipality. The work on the garbage cans guides the visitor to the murals and helps create awareness of the need to use them to preserve the cleanliness and beauty of the city.

The techniques that can be used for the realization of this project (mural and garbage cans) are the usual techniques used for street art (bomb, stencil, etc.). They are acceptable if they are adapted for the project, comply with safety standards and guarantee a lifespan of 10 years.



**Candidates to submit their application no later than
Sunday, March 19, 2023, midnight.**

Application File Request:

- Contact details of the artist / collective: Surname / First name, Status (volunteering, self-employed, RPI, ASBL or others)
- Name of the institution, legal status, company office, mission, address of registered office, date of birth, address, telephone number, e-mail, bank details
- Project name
- Choice of theme
- Techniques used (use of ecological materials preferred)
- Technical sheet of the realization of the mural (including the analysis / preparation of the south-facing wall, choice of paint / materials, choice of scaffolding / nacelle, choice of professional partners)
- Originality of the project
- How the work enhance the architectural, urban, cultural and social environment of the place
- A portfolio. If the creations are not of the mural type. Please provide visuals of projects that inspires the artist / collective.
- A mockup of the mural on the wall

The file must be sent by email to the address culture@jette.brussels. The candidates will receive an acknowledgment of the receipt of your file. Incomplete projects will not be considered.

For further information, please contact:

Culture Department - Géraldine De Nyn
gdenyn@jette.brussels
GSM : 0471/72.78.12
02/423.12.65



FINANCIAL CONDITIONS AND RIGHTS TO THE WORK

This project is subject to budget discussions and decisions and the approval of the 2023 budget by the municipal authorities, the estimated budget amount is 35,000 euros VAT* and includes:

- The fees of the artist / collective
- The expenses of the artist / collective (for the materials used, travel expenses, living expenses, the assembly and dismantling of the site, and the protection of the site, including equipment, insurance costs and catering)
- Night fees
- The assignment of rights to the work and its reproduction, for the benefit of the municipality of Jette, within the limits of the law

* except for the preparation of the wall (cleaning, laying of the primer), the rental of the scaffolding / nacelle

The realization of the project will be subject of the approval of the 2023 budget. No money engagement can be committed before and no compensation to the artist/collective, who have incurred expenses prior to the approval of the 2023 budget.

The municipality will remain attentive to the conservation of the work for 10 years but assumes no responsibility for the voluntary or the involuntary deterioration that the work may incur. It assumes no obligation in terms of maintaining the integrity of the work.

The work must be original therefore the artist will assume all responsibility in case of dispute of a third party and will guarantee the municipality of Jette of any claim of a third party who considers that his intellectual rights have been violated. These conditions will be formalized in an agreement between the artist / collective and the municipality of Jette after approval of the 2023 budget.





SELECTION CRITERIA

- General concept
- Intentions of the project
- Ability of the artist / collective to work in public spaces on monumental formats (have the licence for operating a nacelle)
- Aesthetic quality
- Adequacy of the work with the urban environment
- Technical feasibility concerning the realization and durability of the work
- Social dimension
- The mural must not be of a shocking nature, contrary to good morals, degrading to the image of the municipality, or of a political nature
- Price

MISSION OF THE ARTIST / COLLECTIVE

- Design of the project (1 mural + 20 garbage cans)
- Analysis of the feasibility of the mural
- Budgeting
- Scheduling meetings with representatives of the municipality
- Meeting with tenants of Florair 1
- Logistics coordination
- Site coordination
- Management of the work schedule
- Management of the artists / collective
- The artist / collective is responsible for applying for planning permission and appointing the contractor who will prepare the wall.

CHOICE OF CANDIDATE AND REALIZATION

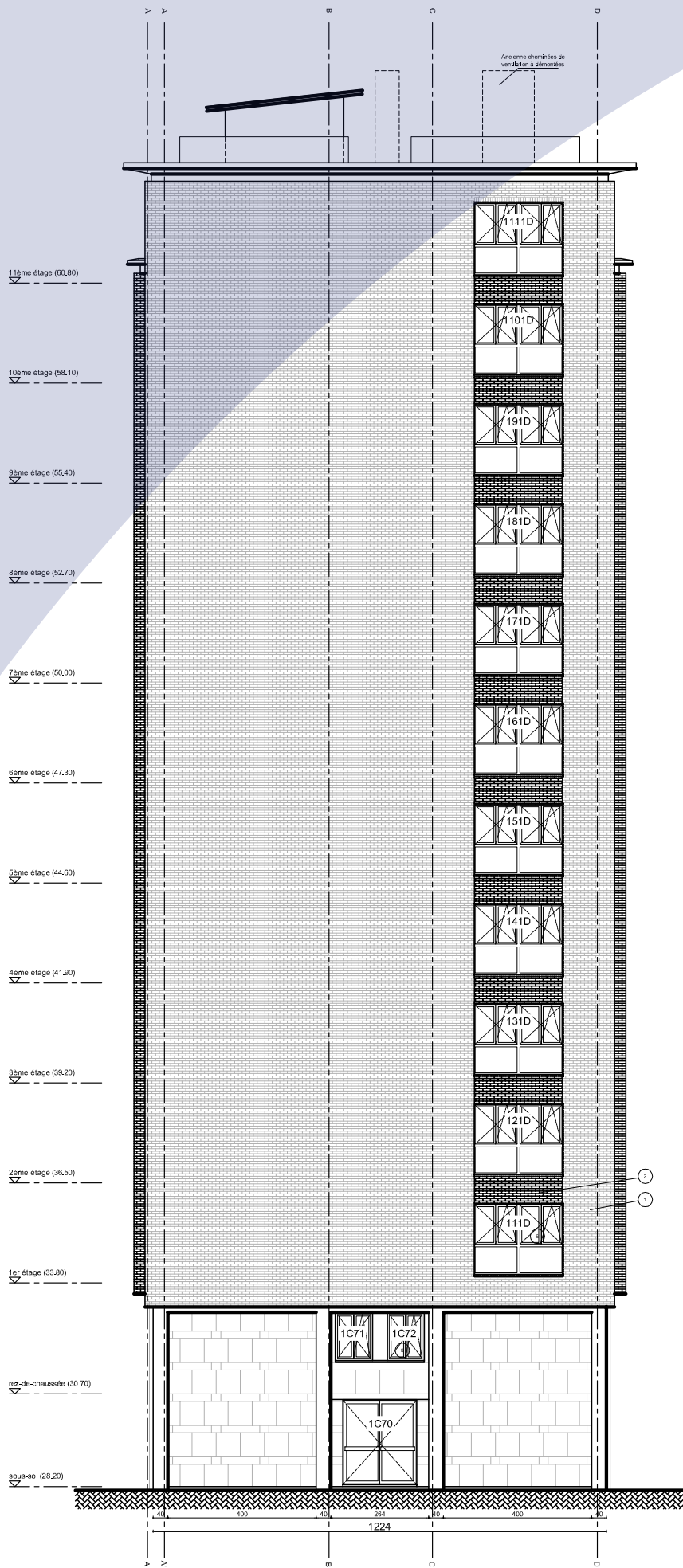
The project will be selected no later than March 31, 2023, by a jury of 10 members, chaired by Claire Vandevivere, Mayor of Jette.

In a second phase, the works will be judged by the tenants of Florair 1 by April 14, 2023.

The municipality of Jette reserves the right to not retain any project, to request additional information or even to cancel the project if the 2023 budget should not be approved.

SCHEDULE
FORECAST

- Launch of the call for projects: February 7, 2023
- Identification phase by the artist/collective: from February 7, 2023 to March 19, 2023
- Sending of applications: no later than March 19, 2023 midnight
- Selection of the jury: no later than March 31, 2023
- Selection of the winner(s): no later than April 14, 2023
- Realizations of the mural + 20 garbage cans: June 2023 (depending on the weather)



FLORAIR I
 FACADE SUD