

Gritty to Pretty 'I Heart Bikes' Mural Opportunity

Project Description

The Downtown Halifax Business Commission in partnership with I Heart Bikes is requesting an artist(s) to design a creative mural on the wall of their shipping container and the asphalt in front of it. With the designated theme for this mural being '**Cycles of Colour & Design**', artists are encouraged to create a mural that is abstract, wildly colourful and makes the space 'instagrammable'. Located at 1549 Lower Water St at the base of Salter Street (across from the Amos Pewter gift shop), the mural will be situated on I Heart Bikes' shipping container and transition onto the pavement that is in front of this structure. Artist(s) are strongly encouraged to use vibrant colours and abstract imagery that will not only attract visitors into the space, but also create a setting that invites social media users to interact with the artwork. The aim of the mural is to be a vibrant installation that intrigues viewers with vivid colours, intricate patterns and/or shapes, and has a positive tone that the surrounding community can enjoy and digitally document. Kindly note that this mural is not aimed at being an advertising tool for I Heart Bikes, but instead serves as a public art installation that shares a beautiful message and display that can resonate with residents and visitors of Downtown Halifax.

Wall Specifications



Figure 1: Image of the I Heart Bikes' shipping container and asphalt area.



Figure 2: Another angle of the I Heart Bikes' shipping container and asphalt area.



Figure 3: Another image of the I Heart Bikes' shipping container and asphalt area.



Figure 4: Another angle showing of the asphalt area.

Location: 1549 Lower Water St, Halifax, NS, B3J 1S2.

Dimensions: Shipping container – 8' x 40'; Ground space 5'-7' from the base of the shipping container.

Surface Material: Shipping container – steel; Ground space – asphalt.

Special Considerations:

- Artist(s) must not disturb parking operations around the space.
- Artist(s) must be open to working in space with high pedestrian volume.
- To avoid disruptions from pedestrian traffic, artist(s) are encouraged to work on asphalt area between 6am to 9am.
- Artist(s) must comply with waterfront policies and regulations governed by Build NS.
- Artist(s) are strongly encouraged to reach out to Sarah Craig (sarah@iheartbikeshfx.com), Owner of I Heart Bikes, to learn more about the containers and the surrounding space.
- The existing mural, 'Sea Troll', depicting the woman will be relocated prior to the installation of the new mural.
- The parking sign will be temporarily moved for the purpose of this project.
- For paint applied to the asphalt, artist(s) must mix paint with a gritty material (such as sand) to make the artwork safely accessible when wet, as required by Build Nova Scotia.
- The business owner is open to the creative license of the artist and their desire to have the mural extend from the pavement to the container, with the artwork potentially weaving from one surface to the other.

Artist Background

While artist(s) of varying experience levels are encouraged to apply, the ideal candidate(s) will have at least 3 years' experience and/or completed at least 3 large scale murals. We welcome artist(s) from all

backgrounds to apply. In an effort to expand the diversity of Downtown public art, we specially encourage artist(s) from diverse communities to apply for this mural. This includes but is not limited to African Nova Scotians and other racially visible persons, women, Indigenous/Aboriginal People, persons with disabilities and 2SLGBTQ+ persons.

Timelines & Budget

The selected artist(s) will be notified during the week of June 23, and must complete the mural by August 4 (i.e., 6 weeks to complete the project). Artists are welcome to work before, during and/or after I Heart Bikes' opening hours. DHBC will award the selected artist(s) up to **\$10,000.00** in funding (based on actual expenditures and excluding HST).

Application Process

To be considered for this mural opportunity, applicants are asked to submit either a completed Gritty to Pretty Mural Grant or a completed Gritty to Pretty BIPOC Mural Grant application form, depending on your eligibility. Both forms can be found on our website at www.downtownhalifax.ca/grittytopretty. Additional documents that describe and support funding requests are encouraged. With this mural opportunity confirmed with the property owner, applicants do not need to obtain property owner approval as part of the application process. The deadline to apply for this mural opportunity is **Sunday, June 15, 2025, at 11:59pm.**