

Gritty to Pretty 'NSCAD University' Mural Opportunity

Project Description

The Downtown Halifax Business Commission in partnership with the Nova Scotia College of Art and Design (NSCAD) University is requesting an artist(s) to design a creative mural on the back wall that faces the intersection of Sackville Street and Market Street. With the designated theme for this mural being **'Theatre & Animation'**, artists are encouraged to create a mural that displays an element or elements of theatre as a performing art, while blending it with animated imagery that reflects on tools and styles used in developing animations. Although the civic address for the wall is 1649 Brunswick Street, the wall is situated at the back of the property and faces Market Street (see photos). Artist(s) are encouraged to utilize preferred artistic styles and techniques that will allow this mural to be eye-grabbing and engaging for the viewer. Artist(s) are also encouraged to produce a design that takes into account the wall's unique location which is on NSCAD's Brunswick Street campus that focuses on film, animation and experimental media, as well as the close proximity to Halifax's iconic Neptune Theatre. The aim of the mural is to be a dynamic installation that captivates viewers with striking displays that both connect with the local area and can be recognized by members of the public. Kindly note that this mural is not aimed at being an advertising tool for NSCAD University, but instead serves as a public art installation that shares a distinctive message that can resonate with residents and visitors of Downtown Halifax.

Wall Specifications



Figure 1: Image of proposed wall for mural.



Figure 2: The centre point of the proposed wall for mural.



Figure 3: Image of the opposing end of the proposed wall for mural.

Location: 1649 Brunswick Street, Halifax, NS B3J 1K9 (the wall is situated behind the building and faces Market Street).

Dimensions: 82' (l) x 80' (l) x 4'5" (h) x 2'5" (h).

Surface Material: Concrete

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.
- Artist(s) must comply with NSCAD policies and regulations.
- Artists(s) will paint over the existing mural.

Artist Background

Artists of varying experience levels are encouraged to apply. This includes but is not limited to young and emerging artists (0-1 years' experience/0-2 completed murals), mid-level artists (2-5 years' experience/3-

5 completed murals) as well as seasoned professional (6+ years' experience/6 or more completed murals).

We welcome artists from all backgrounds to apply. In an effort to expand the diversity of murals, we specially encourage artists 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 4th (i.e., 6 weeks to complete the project). Artists are welcome to work before, during and/or NSCAD University 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.**