

1660 Hollis Street Mural Opportunity

Project Description

The Downtown Halifax Business Commission (DHBC), in partnership with Sidewalk Real Estate Development, invites artists to submit proposals for the design and installation of a public mural on the exterior step of a building at 1660 Hollis Street. The theme for this project is “**Rise and Thrive.**” Artists are encouraged to develop a visual concept that reflects the idea that personal growth, strength, and wellbeing are built through consistent effort, resilience, and optimism. The mural should act as a continuous ribbon of encouragement, offering a subtle but uplifting visual experience for pedestrians as they move along the sidewalk.

The step runs horizontally along the building façade and sits near a new Anytime Fitness location. As a result, the mural should function as a motivational corridor—providing a moment of inspiration for people heading to work, exercising, or simply walking through the Downtown.

The mural surface consists of **two segments** (see photos in the following section).

- **Segment One** includes the area where an existing mural is currently located; this work will be fully covered by the new design.
- **Segment Two** is positioned at the prominent corner of Hollis Street and Sackville Street, offering strong visibility to pedestrians and passersby.

Hollis Street is one of the principal north–south streets in Downtown Halifax, running parallel to the harbour and located one block uphill from the waterfront. This portion of the street lies within the city’s central business district, between Prince Street and Sackville Street, and is characterized by a blend of historic institutions, professional offices, and contemporary commercial activity. The area serves as a

transition between the financial district and the historic waterfront, creating a professional yet pedestrian-oriented urban environment.

Artists are welcome to use their preferred styles and techniques to create a vibrant, visually engaging mural that conveys encouragement and positivity. The artwork should function as a public art installation rather than advertising, and should communicate visual elements of personal resilience, vitality, wellness, and steady progress. The goal is to create an installation that resonates broadly with the public and contributes positively to the experience of moving through Downtown.

Wall Specifications



Figure 1: Image of the 1st segment of the proposed mural location at 1660 Hollis Street.



Figure 2: Image of the 1st segment of the proposed mural location at 1660 Hollis Street.

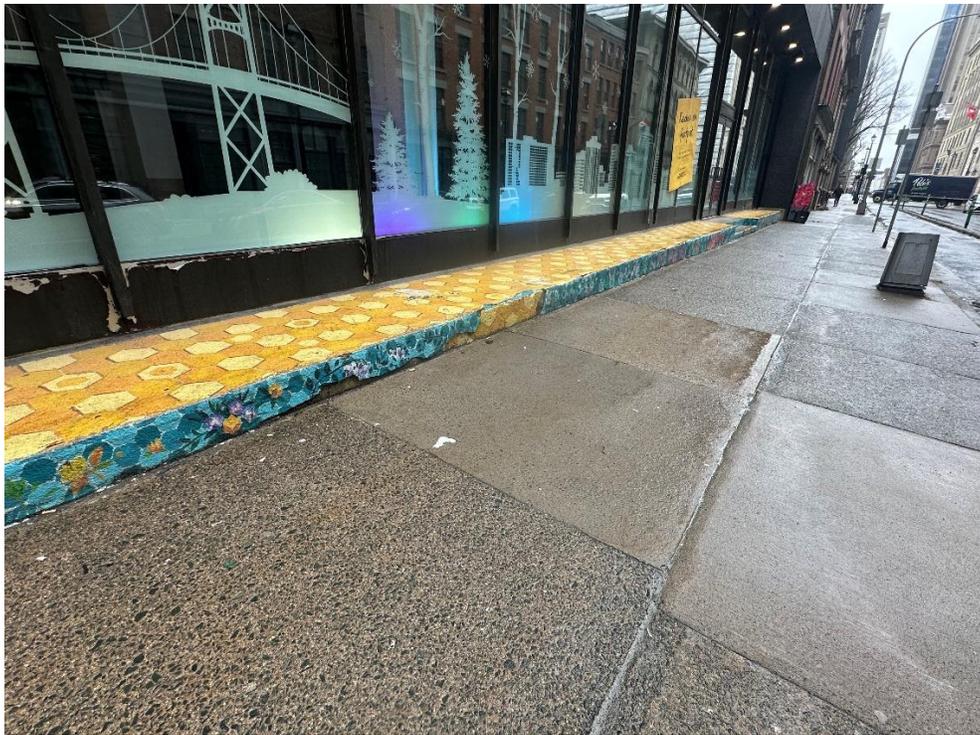


Figure 3: Image of the 1st segment of the proposed mural location at 1660 Hollis Street.



Figure 4: Image of the 2nd segment of the proposed mural location at 1660 Hollis Street.



Figure 5: Image of the 2nd segment of the proposed mural location at 1660 Hollis Street.



Figure 6: Image of the 2nd segment of the proposed mural location at 1660 Hollis Street.

Location: 1660 Hollis Street, Halifax, NS B3J 1V7

Dimensions:

1st Segment: 70'7" (*l*) x 2'11" (*w*) x 1'3" (*h*).

2nd Segment: 57'5" (*l*) x 3' (*w*) x 5" (*h*).

Surface Material: Concrete.

Special Considerations:

- Artist(s) must be comfortable working in a space with high pedestrian activity.
- Artist(s) must be prepared to paint directly on concrete.
- Artist(s) must comply with operational policies and regulations of Sidewalk Real Estate Development.

Artist Eligibility

Artists of all experience levels are encouraged to apply, including:

- **Emerging artists:** 0–1 years experience / 0–2 completed murals
- **Mid-career artists:** 2–5 years experience / 3–5 completed murals
- **Established artists:** 6+ years experience / 6+ completed murals

We welcome artists from all backgrounds to apply. In an effort to expand the representation and diversity of murals within Downtown Halifax, 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

- **Selected Artist Notification:** Week of May 18, 2026
- **Project Completion:** Week of June 29, 2026
- **Project Duration:** Approximately 6 weeks

Artists may work on the mural before, during, or after opening hours of the businesses within the building. The Downtown Halifax Business Commission will provide up to **\$10,000 CAD** in funding for the selected project. Funding will be provided based on actual eligible expenditures and excludes HST.

Application Process

To be considered for this mural opportunity, applicants are asked to submit a completed Gritty to Pretty Mural Grant application form. The form can be found on our website at

<https://downtownhalifax.ca/2026-2027grittytopretty>. Additional documents that describe and support

applicants do not need to obtain property owner approval as part of the application process. The

deadline to apply for this mural opportunity is **Monday, April 13, 2026, at 11:59pm**.