

I Heart Bikes Mural Opportunity

Project Description

The Downtown Halifax Business Commission (DHBC), in partnership with I Heart Bikes, is seeking artist(s) to design a dynamic, large-scale mural on a 20' shipping container located on the Halifax Waterfront. The theme for this project is **“The Colour of Motion.”** Artists are invited to create a visually striking and immersive installation that celebrates energy, movement, and the continuous flow of life through abstract and vibrant design. The mural should convey a sense of movement, connection, and positivity using bold colors, fluid forms, and intricate patterns. While the design should remain abstract to allow personal interpretation, it should maintain a clear sense of flow and rhythm that draws viewers in and encourages exploration. The installation should transform the space into a visually engaging environment, inviting interaction and offering a photogenic, “Instagram-worthy” experience from multiple perspectives.

I Heart Bikes is located at 1549 Lower Water Street at the base of Salter Street, across from the Amos Pewter gift shop. This popular bike rental and e-bike tour company provides a wide range of bicycles — including comfort, hybrid, road, and electric bikes, as well as kids’ bikes and e-scooters — alongside self-guided and guided rides throughout Halifax. Its lively, outdoorsy atmosphere perfectly complements the harbourfront energy, offering locals and visitors alike a relaxed and active way to experience the city.

The mural will occupy **all four sides of I Heart Bikes’ 20’ shipping container**. Artists are expected to create a cohesive design across every side, including the side featuring the circular *‘Sea Troll’* mural. For this side, the design should function as a complementary background, avoiding intricate foreground elements that could detract from the existing mural, while still maintaining the overall theme of energy

and motion. Artists are encouraged to embrace bold, energetic color palettes and abstract imagery that make the space lively, immersive, and photogenic.

This mural is not intended as an advertisement for I Heart Bikes, but as a public art installation that conveys energy, optimism, and movement. The goal is to inspire viewers, encouraging them to engage with the artwork, feel uplifted, and move through the space, creating an interactive and community-focused experience.

Wall Specifications



Figure 1: Image of the front wall of the I Heart Bikes' shipping container for the proposed mural.



Figure 2: Image of the back wall of the I Heart Bikes' shipping container for the proposed mural.



Figure 3: Image of one of the side walls of the I Heart Bikes' shipping container for the proposed mural.



Figure 4: Image of one of the side walls of the I Heart Bikes' shipping container for the proposed mural.

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

Dimensions:

Front and Back Walls: 20' (l) x 8'6" (h).

Side Walls: 8'(l) x 8'6" (h).

Surface Material: Steel

Special Considerations:

- Artist(s) must be comfortable working in a space with high pedestrian activity.
- Artist(s) must be prepared to paint directly on steel.
- Artist(s) must comply with operational policies and regulations of Build NS.
- Artist(s) are 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.

Artist Background

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 I Heart Bike's opening hours. 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 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 **Monday, April 13, 2026, at 11:59pm.**