



# CALL FOR ARTISTS

**CULTURAL MEDIATION PROJECT**  
with the Mgr-Marcel-François-Richard  
high school in Beaurivage

Submissions open:  
**March 13 2025**

*\*Document updated on March 20*

Submission deadline:  
**April 4, Midnight 2025**



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## Section 1 : Description of project

The **Kent Regional Services Commission** (KSRC) in partnership with the local **Coalition of Planet Youth Kent** and the **Société culturelle Kent-Sud** invite New Brunswick artists to submit an application to take part in a cultural mediation project with students from the **Mgr-Marcel-François-Richard high school** in Beaurivage. This project is a new initiative undertaken to strengthen public art offerings in our region, to support New Brunswick's professional artists, and to provide opportunities for New Brunswickers to experience public art. This project is funded by the **New Brunswick Department of Tourism, Heritage and Culture**.

## Section 2 : Who can apply?

Professional artists based in New Brunswick (see the complete definition of a professional artist here): [Critères Artiste Criteria.pdf \(artsnb.ca\)](#) and have resided in New Brunswick for at least 12 consecutive months prior to the date of application.

The application form is available on **page 7**.

Projects may be submitted in English or French and must be received no later than midnight Atlantic Standard Time on **Friday, April 4**.

Any questions about the application or details of the project can be submitted in writing until **April 4** to **Claudie Ringuette** at [claudie.ringuette@csrkc.ca](mailto:claudie.ringuette@csrkc.ca).



## Section 3 : Level of funding

Funding will be provided to selected professional artists in the amount of **\$12,000 CAD**, which will cover the artist's fee (compensation), materials and installation costs.

## Section 4 : Selection process

The professional artist(s) selected will be chosen by a jury including at least one professional artist. Proposals will be evaluated on the basis of documents submitted in accordance with the project's criteria and objectives. The project should begin the week of **April 21**, and should be completed and installed by **mid-June 6, 2025**. The successful artist(s) will enter into a contract with the Kent Regional Services Commission. The successful artist(s) will be required to obtain confirmation of a criminal record check and will also be required to provide proof of general liability insurance to install the public art work if they do not hire an insured installer.

## Section 5 : Evaluation process

The evaluation of proposals will be based on the following:

**-Demonstrate** an ability to create a work in line with the main issue and the style developed by the students: **10 points**;

**-Demonstrate** a vision that takes into account the development of skills, resilience, self-confidence and social inclusion of the students involved: **10 points**;

**Longevity**: the project's ability to stand the test of time - 10 points;

**Adherence** to budget, schedule and deadlines - 10 points

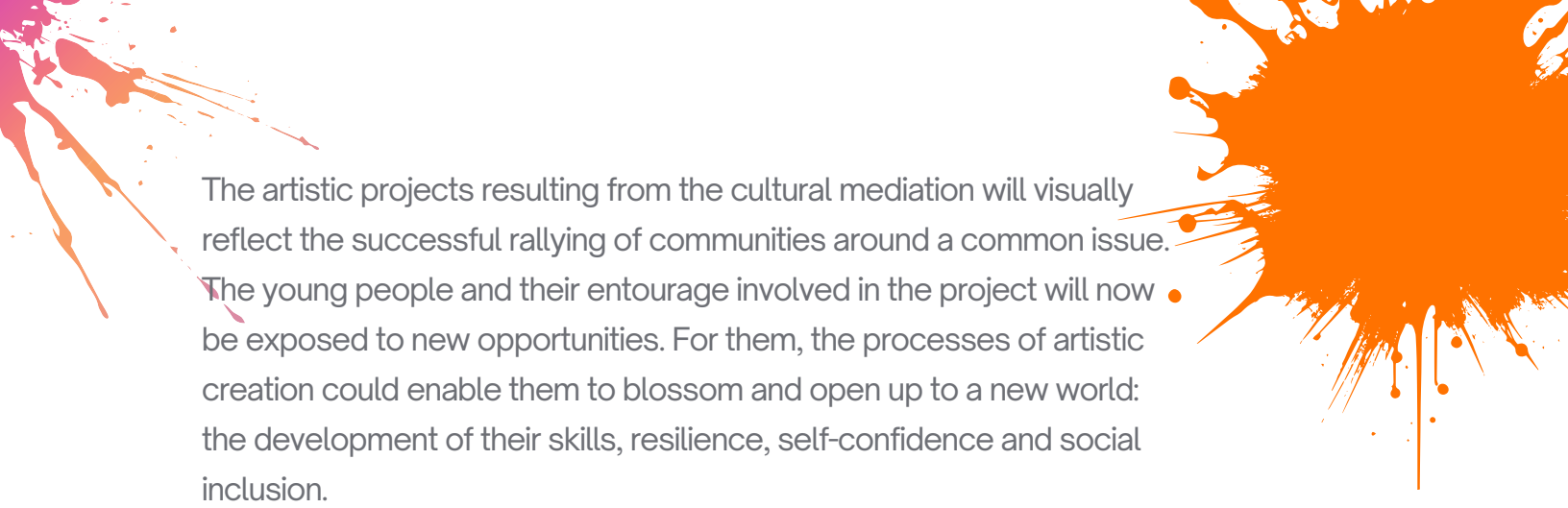
## Section 6 : **About the project / location**

The Kent Region Cultural Mediation Project aims to bring Greater Kent Region communities together around the social issue of youth substance use. This initiative will prove to be a unifying link for the communities involved in the Planet Youth (PY) pilot project in the Greater region the KRSC serves.

Since 2022, the Kent region has been one of the pilot sites selected by the NB government to implement the Planet Youth program. The Planet Youth pilot project is a prevention model of Icelandic origin based on theory in the reduction of substance use (alcohol, tobacco and other drugs) among young people. The model is designed to reinforce protective factors, reduce risk factors and create healthy community environments adapted to the positive development of young people, based on key areas of the local community: family (parents), friendships, wellness in school and free time (extracurricular).

Based on the results of a survey of grade 10 students in three Kent region high schools, the data shows that only 14% of teenagers participate in extracurricular activities related to art, music, dance or drama once or more per week, and that 69% of young people find that there aren't many activities in which they can participate in their community. It goes without saying, then, that the lack of recreational opportunities is a major risk factor on which the Kent local coalition and the Kent RSC want to take action.

This cultural mediation project represents an opportunity to create not only a recreational and cultural opportunity for young people and their entourage, but also a sense of belonging as well as increased awareness of the cause.



The artistic projects resulting from the cultural mediation will visually reflect the successful rallying of communities around a common issue.

The young people and their entourage involved in the project will now be exposed to new opportunities. For them, the processes of artistic creation could enable them to blossom and open up to a new world: the development of their skills, resilience, self-confidence and social inclusion.

This project is a cultural mediation initiative that will culminate in a graffiti/street art-style mural. The theme/style of the work is determined by the students, and will reflect the challenges they face on a daily basis. The chosen artist will need to be able to direct the students towards the creation of this mural, and will need to adapt accordingly.

## Section 7 : **Proposal requirements**

The artist(s) will be responsible for all expenses associated with the production and installation of the work. The artwork must be original. The artist owns all rights to the material used, and must not infringe any copyrights. The work must be made of resistant materials to guarantee its durability and be composed of durable materials, ensuring its longevity over time. The format of the work is left to the artist's discretion, allowing him or her to fully express his or her creative vision. Safety is paramount. The work must be conceptualized to ensure that its construction is safe, both structurally and for students, school employees and the public.

After consulting with the students, the community agent and the principal at Mgr-Marcel-François-Richard high school, it was concluded that they would like to participate in the creation of a mural outside the school.

- ☀ The students who will be taking part in the project are at-risk youth who are best placed to understand the issues surrounding the consumption of alcohol and drugs.
- ☀ The artwork would be in the “street art/graffiti” style
- ☀ The artwork would be attached to the building and not painted directly on the building.
- ☀ The location would be in front of the Kent Aqua Centre, which is opposite the school and the place most seen by students and the public.
- ☀ Staff and the Town of Beaurivage are in talks to confirm location details.
- ☀ Themes (linked to one of the issues these young people face on a daily basis)

# Section 8 : Application form

## CULTURAL MEDIATION PROJECT: APPLICATION FORM

**Submission deadline: April 4, 2025**

Name(s) of artist(s) : \_\_\_\_\_

If this is a group of artists, please identify the artist's team leader:

\_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_

Postal code: \_\_\_\_\_

Email: \_\_\_\_\_

Phone : \_\_\_\_\_

Website (if applicable) : \_\_\_\_\_

Facebook : @ \_\_\_\_\_

Instagram : @ \_\_\_\_\_

Location: Mgr-Marcel-François-Richard high school in Beaurivage.

**SUBMISSION REQUIREMENTS:** Submit the following documents to **Claudie Ringuette** at [claudie.ringuette@csrkc.ca](mailto:claudie.ringuette@csrkc.ca) by **midnight, April 4.**

This completed application form.

A **brief statement of interest (max. 1 page)** describing your artistic practice, experience or interest relevant to the call and the general idea of the project. The project description should include your ability to collaborate with students, a short description of an inclusive vision of students in the project and the proposed materials.

A **description of your process**, the approach and a timetable.

A **resume: (max. 2 pages)** detailing your experience as a professional artist.

**Portfolio** : a maximum of 5 samples of works that best relate to the call. One sample is equivalent to:

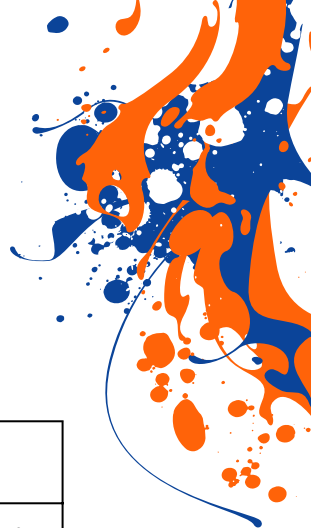
- o 1 image (JPG or PNG, max. 2 Mo per image)
- o 1 minute video, animation or media content available online via Vimeo, YouTube or weblink (include l'URL)
- o 1 page written document (WORD or PDF)
- o 1 minute audio

**Sample list** identifying the name of the file, title of the artwork, date, format, approximate size, location.

**Proposed budget** using the template provided on page 8



# Section 9 : Budget



## TITLE OF PROJECT : PROPOSED BUDGET

*It is understood that the costs indicated in this budget are educated estimates, rather than definitive figures.*

<b>Artist, creation and research fees, and project management costs associated with the project.</b>		
Artists fees	\$ -	Recommended minimum 20% of total budget
Artists' travel expenses (including gas)	\$ -	
Artists' accommodation expenses (hotel costs if you are traveling for a site visit, research, etc.)	\$ -	
Materials (including shipping)	\$ -	
Studio and/or equipment rental (if applicable)	\$ -	
Research and/or consultation (if applicable)	\$ -	
<b>Production costs</b>		
Design and/or third-party consulting fees (if applicable)	\$ -	
Technical and production costs	\$ -	
Other (please specify)	\$ -	
<b>Installation costs</b>		
Installation fees (if applicable)	\$ -	
Other (please specify)	\$ -	
Liability insurance	\$ -	Required only if the artist installs independently of an insured third party.
Unforeseen expenses	\$ -	Recommended 10%. Funds to pay for unforeseen costs or changes associated with the project.







# *Appendices*



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# Possible materials and styles









