

FOR IMMEDIATE RELEASE
March 31, 2010

Call for entries

TOWN OF CALEDON HOLDING PUBLIC ART COMPETITION



The Town of Caledon's Public Art Competition hopes to replace unsightly areas along two streets in Caledon East (left) with artwork (similar to sample shown - right) in this first-ever community competition.

The Town of Caledon's Public Art Competition is a unique opportunity for artists to have their work included in a very public display. The only catch – people might walk all over these masterpieces.

Artists are invited to submit work suitable for a sidewalk beautification campaign in this first-ever competition. There are over 30 areas along the sidewalks of Airport Road and Old Church Road in Caledon East where the street trees that were planted between the road and the sidewalk did not survive. The Town is hoping to replace these unsightly areas with "public art coins". The winning submission will be eligible for a \$500 cash prize; the Town is also covering the cost of installation of any selected piece. The intent is to create interest along the street while showcasing the artists' talent and creativity.

Public art is artwork located in spaces that are accessible to the public. In many communities, public art plays an important role in creating a sense of community identity and raising awareness of a community's culture and heritage.

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“Caledon is known its talented art community and this competition is a wonderful opportunity to tap into that creativity,” noted Mayor Marolyn Morrison. “We are also inviting artists from beyond our community to participate.”

A workshop to discuss the technical requirements and answer questions is scheduled for April 13, 2010 at 7:00 p.m. in the Council Chambers at Caledon Town Hall, 6311 Old Church Road, Caledon East. Deadline for submissions is June 11, 2010, with the target date of a September 2010 installation. Complete details of the Competition will be posted to the Town’s website at www.caledon.ca

Interested artists can also contact Jana Kelemen, Senior Development Planner and Urban Designer, at jana.kelemen@caledon.ca or 905.584.2272 x4291

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