



Call for Artists: Vinyl-Wrap Mural – Laurentian Escarpment Community Trailhead

As part of the City of North Bay's Centennial, Discovery Routes and the North Bay Mountain Bike Association are commissioning a vinyl-wrap mural to be installed on a storage container at the new Escarpment Trailhead Hub. This public artwork will celebrate a century of active living, volunteer spirit, and community connection on North Bay's Escarpment.

Theme

The Laurentian Escarpment has long been a gathering place for outdoor recreation, welcoming hikers, skiers, mountain bikers, snowshoers, and fat bikers. The mural will honour generations of volunteers who have built, maintained, and championed these trails while inspiring future stewards to continue this legacy.

We are looking for artwork that:

- Celebrates the diversity of outdoor activities on the escarpment
- Pays tribute to community volunteers and trail builders
- Reflects North Bay's natural beauty and cultural heritage
- Inspires pride in our past, present, and future



Eligibility

Open to local artists or artist teams with a connection to North Bay. Experience with large-scale works is an asset but not required.

Technical Details

Digitally created images will be applied as a vinyl wrap on one side of a Cube-It storage container located at the trailhead parking lot on Ski Club Road. Approximate dimensions are 16' x 8'. Exact dimensions and specifications will be provided to the selected artist. Must be high-resolution and suitable for large-format printing.

Submission Requirements

- Artist statement and connection to the project theme
- Concept sketch or preliminary design
- Portfolio with sample works
- Resume or short bio

Selection Process & Criteria

Submissions will be reviewed by a volunteer trail committee made up of community members and trail stewards. Proposals will be evaluated on artistic merit and originality, alignment with project goals and Centennial values, feasibility for vinyl application, and the artist's connection to the local community.

Budget & Timeline

Commission Fee: \$1720 based on CARFAC suggested royalties for permanently installed billboards not used for advertising purposes.

Completion: Selected artist must provide digital artwork in print-ready format by **November 30, 2025**.

How to Apply: Submit materials to jennifer@discoveryroutes.ca by **October 10, 2025**.

A portion of this project is funded through the North Bay Centennial Program.

