

MISSISSAUGA
*Festival
of Trees*

Tree
Installation
Artist
Package
2024

Application
Deadline:
September 15, 2024

PRESENTED BY

Creative
Hub
1352





Nature's Gift, 2023
Kathleen Troy
Photo: Sanborg Productions

About

01

We invite you to share your work at the fourth-annual Mississauga Festival of Trees, a celebration of the winter season, art, food, and community! With twinkling displays of seasonal lights, contemporary tree art installations, an artisan and culinary market, entertainment and public workshops, live entertainment, and more, Mississauga's historic Small Arms Inspection Building will once again be transformed into a winter wonderland of art, food, and fun this holiday season.

As part of the Festival celebrations, organizers are seeking submissions for contemporary tree art sculpture and installation works celebrating the winter season and the unique cultural diversity of Mississauga.

The Tree Art Installation Program will create opportunities for positive engagement among different community groups. The application is open to individual artists, artist collectives, AD HOC groups, and not-for-profit or charitable organizations operating in Ontario.

Join us to be a part of this truly magical event!

Who Are We?

CreativeHub 1352 is a non-profit, charitable, community-driven organization which exists for the advancement of community cultural development through the arts, heritage, and environmental sciences. CreativeHub 1352 is one of many groups vital to the reuse of the Small Arms Inspection Building. All proceeds are reinvested to support community arts, heritage and environmental programs.

CreativeHub 1352

Connect · Collaborate · Create



Diverse(tree), 2021
 Sheridan VMA Students
 Photo: Sanborg Productions

Impact

The fourth-annual Mississauga Festival of Trees provides the perfect opportunity to showcase your artwork to a wide range of people and connect with local artists and art enthusiasts.

Centrally located at the Small Arms Inspection Building at 1352 Lakeshore Road East, Mississauga, the event space is only a 20-minute drive from Toronto's downtown core, or a 12-minute walk from the Long Branch Go Station. Free parking is available.

The exhibition brings together a breadth of artistic interpretations of trees, celebrating relationships to the environment, togetherness, personal narrative and cultures.

2023 RESULTS



In 2023 nearly 52,000 people experienced CreativeHub 1352 events and activities!



8,223+
 Social Media Followers



6,600+
 Newsletter Subscribers



47,000
 Yearly Website Visitors



7,000+ Festival visitors



25-34: 24%
 35-44: 25%
 45-54: 22%
 55-69: 16%



Mississauga (41%)
 Toronto (27%)

To see more from the 2023 Festival of Trees, please see our [Highlight Reel](#).

Festival Dates

Application Deadline

September 15, 2024

Artists notified of approval

October 1st, 2024

Access to building/grounds for Installation:

December 3rd - 6th, 2024

Final Installation Date:

December 6th, 2024

Tear Down Date:

December 16th, 2024
(daytime)

The Festival will run from December 6th - 15th, 2024 at the Small Arms Inspection Building (1352 Lakeshore Rd East, Mississauga, ON).

The Festival will include mostly daytime hours and a few evening hours. Sculptures and installations that really on complete darkness to be viewed will not be considered because of the viewing hours mainly being daytime. The Festival's Tree Art Installation will be displayed from December 6th - 15th, at which point artists will be responsible for tear down and removal.

***December 6th will be a special reception to launch the event with artisans, sponsors and supporters of the event.**

What we're looking for



Timber, 2023
David Perret
Photo: Sanborg Productions

Installations should meet the following structural guidelines:

- Height: min. 8' / max. 12'
- Area: min. 7' x 7' / max. 10' x 10'
- Must be a freestanding 3-dimensional structure that does not need any additional supports or can be a suspended structure.

The Festival of Trees highlights Ontario's cultural diversity, with an emphasis on the key themes of culture, environment, connectedness and community (ex. an artist of Chinese heritage might choose to create a tree installation celebrating the Three Friends of Winter by using pine, bamboo, and plum as key materials). Tree installations can be creative literal representations or a more abstract interpretation of the tree form with the focus being any of the themes.

We are looking for up to 10 tree sculptures or installations. Consideration should be given to the aesthetic of the site, architecture of the building, seasonal nature of the festival, and natural environment. The majority of accepted installations will be indoors and two freestanding sculptures suitable for outdoors will be selected for the entryway courtyard.

Installation Budget

The Hub has allocated each artist a budget of \$2,500 per sculpture or installation. The available budget must cover all artists' expenses including artist fees, materials, tools, travel, installation, and other associated costs. Support on logistical concerns around final assembly, transportation, or other areas can be provided, as needed. The fee is for projects specifically created for the Festival of Trees.

Re-installation of existing works will be considered at a lower fee of \$1000.

Artist Eligibility

Applications are open to individual artists at any point in their career, artist collectives, AD HOC groups, and not-for-profit or charitable organizations operating in Ontario.

What do we provide?

- \$2,500 Budget for artist fees and materials.
- A space to present your artwork.
- Signage which will include an artist statement and details about the installation.
- 2 Tickets to the special reception for the launch the event on December 6th (additional passes may be available for larger organizations/collectives).
- An opportunity for an estimated 4,000 people to view your installation.
- Marketing and publicity through our website and social media leading up to and during the event.

What do you provide?

- Any materials you wish to use in your installation;
- Input on how your work is to be lit (in conversation with our lighting designer);
- Share info about the event/project through your network;
- Shipment/delivery to site and installation;
- Tear down and removal of all materials on December 16th;
- Any tools you want to use. We require that power and hand tools are handled in a safe manner. Some additional safety guidelines may be put into place by the organizers if required.

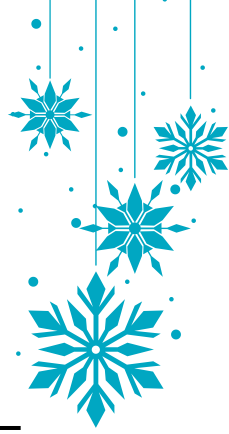


A Beacon of Light and a Wandering Wish, 2023
Daria Miran, Robyn Postma, Nicole Roasa, Chloe Hung
Photo: Sanborg Productions



Family Tree, 2023
Cathleen MacDonald
Photo: Sanborg Productions

Application Guidelines



If you are interested in participating in the MFT Tree Installation Program, please apply online:

<https://www.creativehub1352.ca/mft-tree-installation-application>

- **Artist Statement (250 words max):** Tell us about yourself or your organization and your artistic practice;
- **Project Description (500 words max):** Please provide a description of your proposed installation;
- **Technical Description:** The technical description should include a preliminary list of all foreseeable technical requirements including equipment and materials necessary for installation within the SAIB. Include any specific lighting requirements or power needs;
- **Budget:** The attached Budget should indicate roughly how much your project will cost to create, materials and install, itemized by category;
- **Visual Support Material (5-10):** Please include 5-10 images to supplement your proposal. These can include technical sketches, images of your proposed materials, past work, etc. You may also include links to video and/or audio files;
- **Visual Support Material List:** Please include a short list describing the Visual Support Materials.

Submissions will be evaluated by the Festival Committee, and decisions will be made by October 1, 2024. A member of the Committee will contact all applicants to let them know if they have been accepted or denied.

Installation Criteria



Category	Committee Member #1	Committee Member #2	Committee Member #3	Committee Member #4
Concept /6 <ul style="list-style-type: none"> • Thematic relevance • Originality • Effectively communicates visually 				
Craftsmanship /5 <ul style="list-style-type: none"> • Quality • Surface Design • Environmental Footprint • Materials / Finishes • Technique 				
Budget /2 <ul style="list-style-type: none"> • Effective use of funds • Balance of artist time/materials 				
Feasibility /3 <ul style="list-style-type: none"> • Installation/Strike • Safety • Shipment/Delivery 				
Use of Space /4 <ul style="list-style-type: none"> • 10 x 10' square • 8' - 12' height • Freestanding/ No supports • Site Relationship / Scale 				
Total /20				

The Installation Committee will be comprised of local artists and art workers from Mississauga and the GTA area. The Committee reserves the right to increase the number of members on the Committee.

How to apply

Apply online at:

<https://www.creativehub1352.ca/mft-tree-installation-application>

Application Deadline: September 15, 2024

The MFT Committee will review all applications. A member of the Committee will contact all applicants to let them know if they have been accepted or denied.

Have questions?

Send an email to info@creativehub1352.ca. **ATTN: Jo Yetter**

Supported by:

