



Expression of Interest (EOI): Public Art Installation

Location: 396 Main Street, Wolfville, Nova Scotia

Issued by: Town of Wolfville

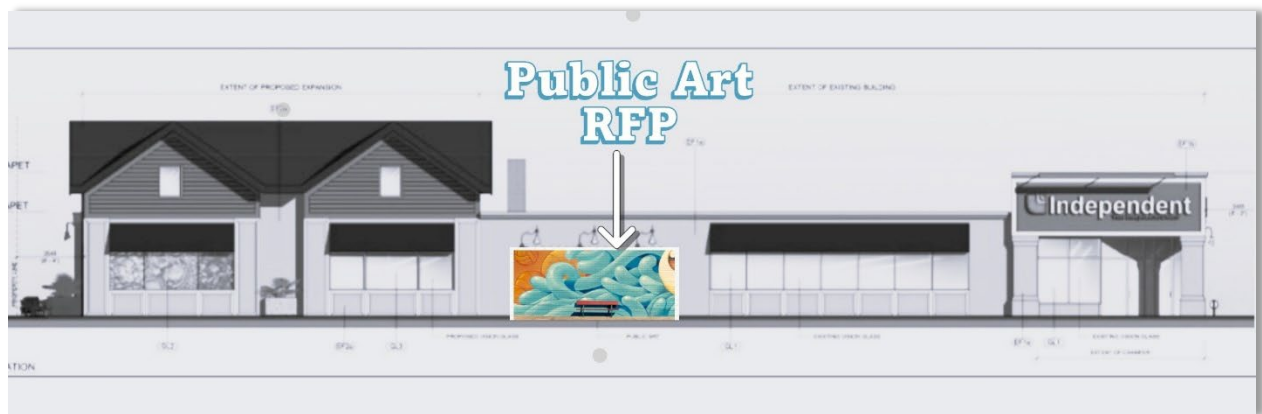
Issue Date: Sept 18, 2025

Closing Date: October 10, 2025

1. Overview

The Town of Wolfville invites individual artists, artist teams, photographers or designers to submit an Expression of Interest (EOI) to design and install a public artwork on the exterior of *Carl's Independent* grocery store located at 396 Main Street, Wolfville. This public art installation is intended to enhance the streetscape, celebrate local culture and history with an engaging artwork on a prominent location in our community. This project is funded by Loblaw as part of their commitment to developing a larger grocery store in Wolfville.

Location – centre of front façade, 396 Main Street Wolfville, Nova Scotia:



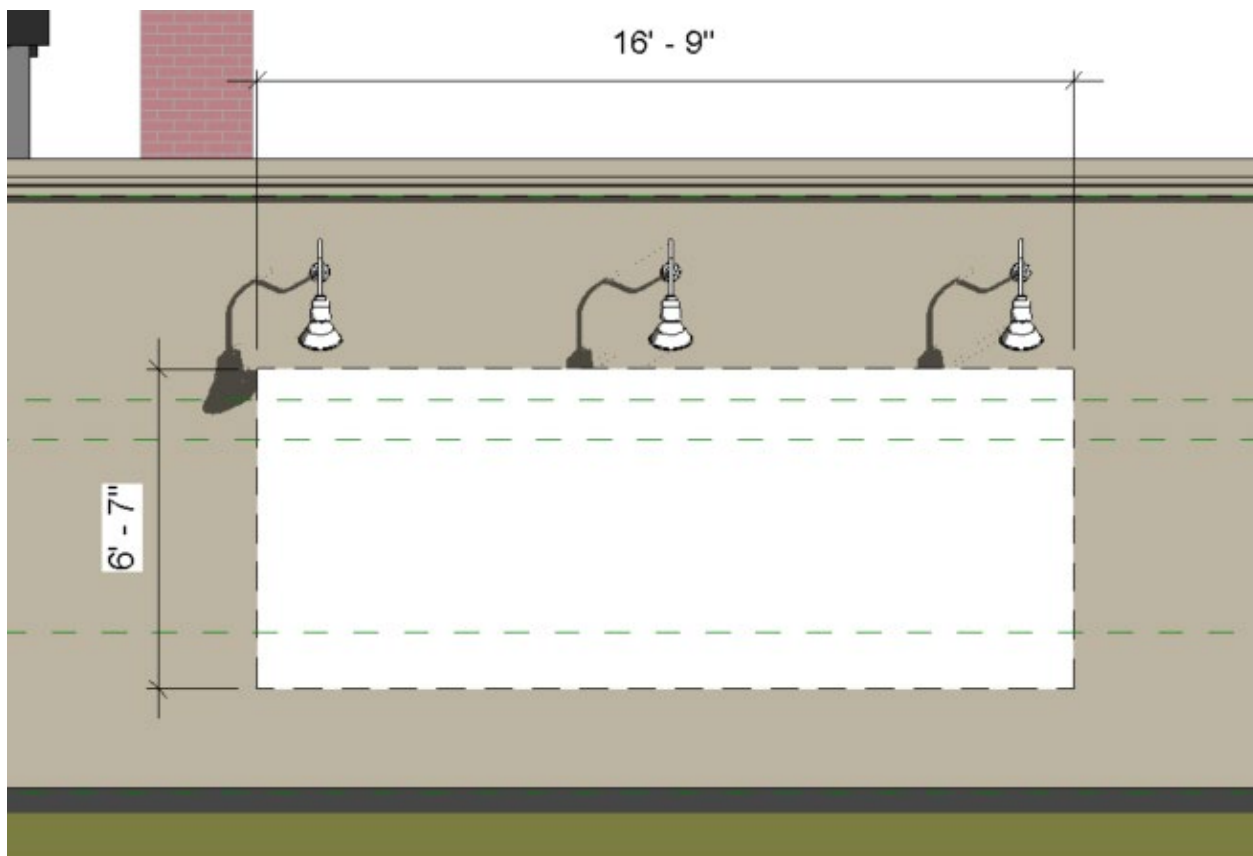
2. Project Objectives

- Beautify and activate the public space around the grocery store.
- Reflect the culture and character of Wolfville.
- To support local artists and foster community identity.
- Enhance the streetscape along a long stretch of building.

3. Site Description

The art installation is intended to locate on the Main Street façade of the Carl's Independent grocery store, located in the heart of downtown Wolfville. This building is currently undergoing an expansion and through the planning approval process, Loblaw has committed to a public art installation along Main Street. The flat wall between the new and old sections of this store makes for a suitable location for a mural or other art installation.

The art installation should comply with the following dimensions as a constraint.



4. Eligibility

This EOI is open to:

- Professional artists, muralists, photographers, designers or artist teams.
- Artists with experience in public art or community-based projects.



- Artists residing in Nova Scotia are preferred, with a priority given to local artists.

5. Submission Requirements

The Town of Wolfville welcomes and encourages applications from Black, racialized and Indigenous Peoples, 2SLGBTQ+, newcomers to Canada, and People with Disabilities.

If you are a member of a group that has been historically excluded from opportunities, we encourage you to self-identify in your submission and to share your pronouns

Interested applicants must submit the following:

- **Artist Statement** Describe your proposed process and interest in this project.
- **CV or Resume**
- **Portfolio:** Images of previous work with descriptions.
- **Contact Information:** Name, address, phone number, and email.

6. Selection Criteria

Submissions will be evaluated by the Town's Art in Public Places working group and include consultation with Loblaws (building owner). Evaluations will be based on:

- Artistic merit and originality.
- Experience with similar projects.
- Relevance to the site and community.
- Feasibility and durability of the proposed concept.

7. Budget

Submissions are asked to provide a price that includes all fees, materials, fabrication, installation and travel associated with the proposed artwork. Fabrication and installation methods will need to be developed with the concept by the selected proponent.

This is an expression of interest only.

Funding for this art installation is being provided by Loblaw.



8. Submission Process

Please submit your EOI by October 10, 2025 to:

Mark Fredericks, Senior Planner - Town of Wolfville

Email: mfredericks@wolfville.ca

Subject Line: EOI – Public Art at 396 Main Street

File Format: PDF preferred, max 10MB

9. Timeline

- **EOI Deadline:** October 10, 2025
- **Shortlisting & Interviews:** Mid October, 2025
- **Final Selection:** Late October, 2025
- **Installation Period:** November 2025 or later, depending on weather and installation type to be determined.

10. Contact

For questions or further information, please contact:

Mark Fredericks, Senior Planner - Town of Wolfville

mfredericks@wolfville.ca

902-599-7252