

CreativeHub 1352  
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MISSISSAUGA



*Festival  
of Trees*



Tree Installation Artist Package  
— 2023 —

Application Deadline: October 16, 2023

# About

We invite you to share your work at the third-annual Mississauga Festival of Trees, a celebration of the winter season, art, food, and community! With twinkling displays of seasonal lights, contemporary tree and woodpile art installations, artisan and culinary markets, 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 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, educational organizations, groups, and not-for-profit or charitable organizations operating in Ontario.

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



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

## 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.





Wish Tree, Asli Aslin (2022)  
Photo: Sanborg Productions

# Impact

The third-annual Mississauga Festival of Trees provides the perfect opportunity to sell your products to a wide range of people during the holiday season.

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.

*In 2022, 96% of event attendees said the event directly impacted their likelihood to support local businesses during the holiday season, and 92% said it impacted their appreciation of arts and culture.*



In 2022 nearly 36,000 people experienced CreativeHub 1352 events and activities!



6,800+  
Social Media Followers



6,600+  
Newsletter Subscribers



47,000  
Yearly Website Visitors



3,000+ expected Market 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 2022 Festival of Trees, please see our [Highlight Reel](#).



**Application  
Deadline**

October 16, 2023

**Artists notified of  
approval**

October 23, 2023

**Access to  
building/grounds  
for Installation:**

December 4th - 8th, 2023

**Final Installation  
Date:**

December 8th, 2023

**Tear Down Date:**

December 18th, 2023  
(daytime)

# Festival Dates

**The Festival will run from December 8th - 17th, 2023 at the Small Arms Inspection Building (1352 Lakeshore Rd East, Mississauga, ON).**

The Festival will include both daytime and nighttime hours (Exact hours are TBD). The Festival's Tree Art Installation Program will run throughout all Festival dates; these temporary site specific installations will be displayed until December 17th, at which point artists will be responsible for tear down and disposal.

*\*December 8th will be a special reception to launch the event with artisans, sponsors and supporters of the event.*



Reflection of Earth  
Jasmine Cowan and Ebru Kur (2022)  
Photo: Michael Scholz

Proposals for temporary tree installations should highlight Mississauga's cultural diversity, with an emphasis on the key themes of culture, creativity, and family (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 more abstract interpretations of these themes. Artists may produce solo works or collaborative projects.

**We are looking for up to 10 tree 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, with some consideration given to outdoor proposals.

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.

## Installation Budget

The Hub has allocated a budget of \$2,000 per 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.

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



# What do we provide?

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- \$2,000 Budget for artist fees and materials.
- A space to present your installation.
- Signage which will include an artist statement and details about the installation.
- 2 Tickets for the special reception to launch the event on December 8th (additional passes may be available for larger organizations/collectives).
- An opportunity for an estimated 5,000 people to view your installation.
- Marketing and publicity through our website and social media leading up to and during the event.
- Mentorship and guidance throughout the installation process, from artist Richard Posa.

## What do you provide?

- Any materials you wish to use in your installation;
- Input on how lighting will be incorporated into your installation (in conversation with our lighting designer);
- Share info about the event/project through your network;
- Shipment/delivery to site and installation;
- Tear down and disposal of all materials on December 12th;
- 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.



Streeward, Gabriel Arrache (2022)  
Photo: Sanborg Productions

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# Application Guidelines

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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 (500 words max):** Tell us about yourself or your organization and your artistic practice, as it relates to the project you are proposing to CreativeHub 1352;
- **Project Description (500 words max):** Please provide a brief 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;
- **Budget:** The attached Budget should indicate roughly how much your project will cost to create 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 16, 2023. 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
<b>Concept /6</b> <ul style="list-style-type: none"> <li>• Culture / Family</li> <li>• Creativity</li> <li>• Connections to Community</li> <li>• Striking Features</li> <li>• Originality</li> </ul>				
<b>Craftsmanship /5</b> <ul style="list-style-type: none"> <li>• Quality / Variety</li> <li>• Surface Design</li> <li>• Environmental Footprint</li> <li>• Materials / Finishes</li> <li>• Technique</li> </ul>				
<b>Budget /2</b> <ul style="list-style-type: none"> <li>• Effective use of funds</li> <li>• Balance of artist time/materials</li> </ul>				
<b>Feasibility /3</b> <ul style="list-style-type: none"> <li>• Installation/Strike</li> <li>• Safety</li> <li>• Shipment/Delivery</li> </ul>				
<b>Use of Space /4</b> <ul style="list-style-type: none"> <li>• 10 x 10' square</li> <li>• 8' - 12' height</li> <li>• Freestanding/ No supports</li> <li>• Site Relationship / Scale</li> </ul>				
<b>Total /20</b>				

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.







Coalescence, Chrissy Poitras and  
Kyle Topping (2022)  
Photo: Sanborg Productions

# How to apply

Apply online at:

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

**Application Deadline: October 16, 2023**

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](mailto:info@creativehub1352.ca).

Supported by:



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