



EXPRESSION OF INTEREST KEYS TO OUR TOWN (DEADLINE FOR SUBMISSIONS MARCH 25, 2017)

BACKGROUND

Street Pianos Cobourg (Keys to our Town) debuted in five locations throughout Cobourg in 2013, two in 2014, three in 2015 and three in 2016. Each summer donated pianos have been painted by local artists and displayed in various locations throughout the downtown and waterfront.

The concept was based on the *“Play Me, I’m Yours”* project by artist Luke Jerram, originating in Sheffield, England. In 2013 an overwhelming 40 charitable donation offers of pianos were received and continue to be offered.

Each year, once the artists complete their work the pianos are secured to a selected location as a public art project aimed at providing a free avenue for individuals to express their musical talents. Over 10,000 people played the ivories over the last three summers. 2014’s piano “Foxgang Amadeaus” in Victoria Park received international attention when a video of a pianist playing the piano was posted on YouTube and hit 1 million views.

ELIGIBILITY

This project is open to artists, individuals and designers within Northumberland County. There are THREE PIANOS for the summer of 2017.

THEME

STRONG PROUD AND FREE – CANADA!!!

OR

Celebrating Cobourg’s 180th Birthday

BUDGET

The selected Artists will be paid a \$500.00 honorarium and reimbursed for art supplies.

Travel, insurance, food, studio space etc. is the responsibility of the artist however the Town of Cobourg will transport the original piano and finished piano to its permanent summer location. The Piano becomes the property of the Town from the beginning of the project.



EXPRESSION OF INTEREST – STREET PIANOS COBOURG

Artist and/or individuals are asked to submit the following:

1. **Cover letter** – 1 – 2 pages outlining your interest in the project,
2. **A written concept and sketch of the piano**
3. **Resume or Bio** – highlighting your credentials and relevant experience
4. **Contact Information** – Telephone, email, website, and mailing address.

A panel of judges will review all submissions. Only those selected will be contacted.

DEADLINE FOR EXPRESSION OF INTEREST

Deadline for Expression of Interest is March 25, 2017

PROJECT COMPLETION DATE

The pianos must be complete by June 20, 2017 and will be installed at locations throughout the Town.

HOW TO SUBMIT

Please submit the required information to:

Town of Cobourg

Victoria Hall

Attn: Lara Scott, Events Coordinator

55 King Street West

Cobourg, ON, K9A 2M2

T: 905-372-5481 ext 4150

F: 905-372-1306

lscott@cobourg.ca