MARDA LOOP
where life connects

Marda Loop BIA – Street Banners Project

Project Overview:

The Marda Loop BIA (Business Improvement Area) is looking for an artist to design 5 distinctive street banners for the Marda Loop business district, now that the "main streets" construction is reaching completion.

We are looking for designs that reflect the history of Marda Loop, but also with an eye to continuity to the present and future. A newly researched history of the Marda Loop area will be available to the artist for inspiration, and potential use of photographs. The artist will also have access to input from the BIA's volunteer Streetscape Committee and local history experts. Marda Loop brand material is also available. Each of the 5 designs will hang in a pair alongside branded Marda Loop BIA banners (which may be colour-matched to the "art" banner), decorating our newly built streetscape.

Project Description:

- The banners are 28" wide x 48" long.
- There are up to 50 locations available on 33rd and 34th Avenues SW and connecting streets.
- The banners will be durably printed and are expected to last at least 5 years.
- The artist will be required to provide digital artwork files. There are no additional funds available for digitizing traditional artworks (i.e.: paintings, drawings)
- The artist will be required to work with the printer on details of implementation.
- The artist will be required to participate in promotion of the banners (e.g. news release, social media, unveiling event, interview. A maximum of 4 promotions)
- The final designs will be approved by the Marda Loop BIA.

Compensation: $6000

How to Apply:

Please provide a CV or Artist's Resume, a Portfolio of work (maximum 10 images), and a Letter of Interest that describes your interest in the project and how you are qualified. Submit in PDF form, to info@visitmardaloop.com. This opportunity will remain open until end of day January 19, 2025 or until an artist is chosen. Any questions? email info@visitmardaloop.com.

Timeframe: We will work with the chosen artist on deadlines, but the intention is for designs to be completed by March 31, 2025

About Marda Loop BIA

The Marda Loop BIA includes 200 businesses along 33rd and 34th Avenue SW in Calgary, Alberta. It is a walkable, rapidly evolving commercial and residential district with a growing list of shops, restaurants and services. A new streetscape has been under construction for the past 18 months, with wider sidewalks, new street furniture, décor, trees and plantings, and a multi-use path. The months of construction have been challenging for businesses and residents.

The Marda Loop BIA is a non-profit organization of businesses in the area. The BIA's role is to promote and improve the business district, and to serve the needs and interests of the diverse Marda Loop business community.

This is our 40th anniversary! The Marda Loop BIA (then BRZ – Z for "Zone") was founded in late 1984, the second such organization in Alberta. In 1985 the BRZ ran a contest to choose a new name to brand the area; the name Marda Loop was submitted by the winner, local schoolteacher Irene Horn. The Marda Loop BIA is the organizer of the Marda Gras Street Festival, first founded in 1985 as "Summerfest".

A business district had been present in the area for decades, and particularly grew in the post-WW2 era. "Marda" comes from the old Marda Theatre, formerly at 33rd Ave. and 20th St. SW, which was named after its owners Marc and Mada Jenkins. It opened in 1951, later became an Odeon Theatre in 1964 and was closed in 1989. The "Loop" refers to the old trolley bus and street car lines that used to serve the area. Both "Marda" and "Loop" had been part of business names in the area for many years, but were put together into the area name by the BRZ.

The Canadian Forces Base was a big influence on the area from mid-1930s until it's closure in the late 1990s. The closure of the base prompted the development of Garrison Woods, and a new phase of growth in the residential and business area.

For more information on the Marda Loop BIA www.visitmardaloop.com/about

For more information on Marda Loop history, check out www.visitmardaloop.com/history