

CALL FOR PROJECTS **to counter the isolation of seniors**

Artist wanted

With citizens in a situation of confinement, the Pincourt's Healthy Town Committee is looking for an artist to carry out a cultural mediation project to break the isolation of seniors.

Project description

While respecting the health regulations in force, the selected artist will carry out a cultural mediation activity that results in the creation of a collective work. Depending on the final work's format and medium, it may be installed at the new Pointe-aux-Renards residence. If a digital work is created, it will be made available on the Town's various platforms.

This project's main objective is to break seniors' isolation, which is compounded at this time by the confinement and physical distancing measures in place. The project will serve to highlight their contribution to the community. Prioritizing this target group is mandatory for this project.

Subject of the work

The Healthy Town Committee has been looking to address loneliness in seniors for a number of years. One in three seniors in Quebec lives alone (compared to one in 14 in 1951). Moreover, one in three seniors has no contact with their family during the course of a week.¹ While this problem was already present before COVID-19 came on the scene in Quebec, confinement has greatly aggravated it. Therefore, the Committee would like to commission a work of art whereby the Town's seniors will feel that they are an integral part of the community. On the one hand, the artwork will help seniors feel included in their living environment. On the other hand, it will serve as a reminder of the importance of their contribution to our community during and after the confinement period.

The following themes should guide the project's creative process:

- The isolation of seniors, which is currently compounded by the health regulations in place
- Social inclusion and inclusive ageing, to promote the place of seniors in their community
- Solidarity, to establish a sense of being stronger together
- The contribution of seniors to our society, i.e. sharing their experience, their social involvement, their contribution to the job market, and so forth, as well as their contribution to our collective wealth
- The importance of personal development at all stages of life and in all contexts.

¹ Paule Lebel et al. « L'isolement des personnes âgées, un réel gaspillage humain », Le devoir. En ligne. <https://www.ledevoir.com/opinion/idees/536356/l-isolement-social-des-aines-un-reel-gaspillage-humain>



The project targets all Town of Pincourt seniors. The Healthy Town Committee will support the artist in recruiting participants. The cultural mediation activity can be offered to seniors living in a residence or in their own home.

Many options exist for carrying out the workshops with the participants (online workshops, discussions by telephone, delivering parcels or kits with materials and instructions, etc.). The Committee will prefer a hybrid formula that leverages both digital and traditional tools and ensures that the project will be as inclusive as possible. The chosen approach must respect the social distancing and hygiene rules in force, as determined by the public health authorities.

In their studio, the artist must complete the piece by adding their artistic touch to the look of the final artwork.

Technical specifications:

- The final work must be permanent.
- Depending on its format and medium, the work will either be installed in a public place that holds meaning for those in their golden years or published on the Town's various digital platforms.
- Minimum and maximum size of 5 feet high by 13 feet wide.
- A maximum of \$3,000 is earmarked for this project.

Conditions:

The artist must:

- Have previous experience in carrying out cultural mediation workshops.
- Supply all the materials necessary to execute the work(s) (depending on the type of project). The Healthy Town Committee can support the artist in their overall promotion strategy if required.
- Make themselves available for a vernissage/unveiling at the end of the project (date TBD).
- Respect the hygiene and social distancing rules in effect, as set out by the public health authorities. The person in charge on behalf of the Town of Pincourt must approve any proposed activities beforehand.



How to submit a proposal?

The proposal must feature these elements:

- An outline of the proposal as well as a sketch.
- A list of materials, mediums and techniques.
- A description of the proposed approach with respect to participants (including a short description of the method to be used to engage participants and ensure their ability to take part in the project in the context of the pandemic; details regarding the type of workshop and nature of the participation required).
- A breakdown of costs; the maximum amount that will be granted is \$3,000.

Email the proposal to:

Célia Corriveau

Head of Division – Social and Cultural Development

E-mail: c.corriveau@villepincourt.qc.ca.

The deadline for submitting a proposal is June 9, at noon.

If you have any questions or require more information, don't hesitate to call or email Célia Corriveau (514 453-8981, ext. 273, or c.corriveau@villepincourt.qc.ca).

**Given the health regulations in force, site visits will not be permitted prior to the start of the project.*