



Media Release

Call for Artists: 2020 Downtown Midland Holiday Window Painting

October 14, 2020 – The Town of Midland is accepting applications from North Simcoe residents to create temporary window paintings to decorate Downtown Midland during the 2020 holiday season.

In an effort to celebrate the holiday season and add some holiday decor to Downtown Midland, the Holiday Window Painting will see local artists working in consultation with our local business owners to design concepts for windows to spread holiday cheer from Yonge Street to Bayshore Drive.

“The level of artistic talent in our region never ceases to amaze me, and I encourage all residents with interest in creating art to apply,” said Mayor Stewart Strathearn. “This year, more than any, we could all use some extra holiday cheer, and nothing would help spread that cheer more, and add more reason to visit our downtown than these holiday window paintings in our great local businesses.”

Selected artists will be required to work with the business owners to create a design concept that the owner approves of before any painting begins. Payment to artists will be based on the size of the window and determined by the Town of Midland and Downtown Midland BIA. Artists will be paid a minimum of \$150 per window, and paint for the project will be supplied. All other supplies and equipment are to be supplied by the artist.

The call is open to those living in Midland, Penetanguishene, Tay, Tiny and members of Beausoleil First Nation. Individuals and households/families may submit applications for consideration.

The application deadline to be considered for this project is Friday, October 23, 2020, at 12 p.m. Applicants must include a completed application form and three samples of completed paintings. The application form and full details on eligibility can be found at Midland.ca/2020DowntownMidlandHolidayWindowPainting.

Selected artists will be notified by Friday, October 30, with a deadline to complete the holiday window paintings by the end of the day on Sunday, November 22, 2020.



For media enquiries, please contact:

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