



PUBLIC ART WORKSHOP



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Public Art Coordinator
Business, Environment and Culture



AGENDA

- Introduction to Public Art
- Halton Hills Public Art Program
- Upcoming Public Art Initiatives
 - Council Reports
 - Public Art Projects
- Next Steps
- Questions & Discussion



1. INTRODUCTION TO PUBLIC ART

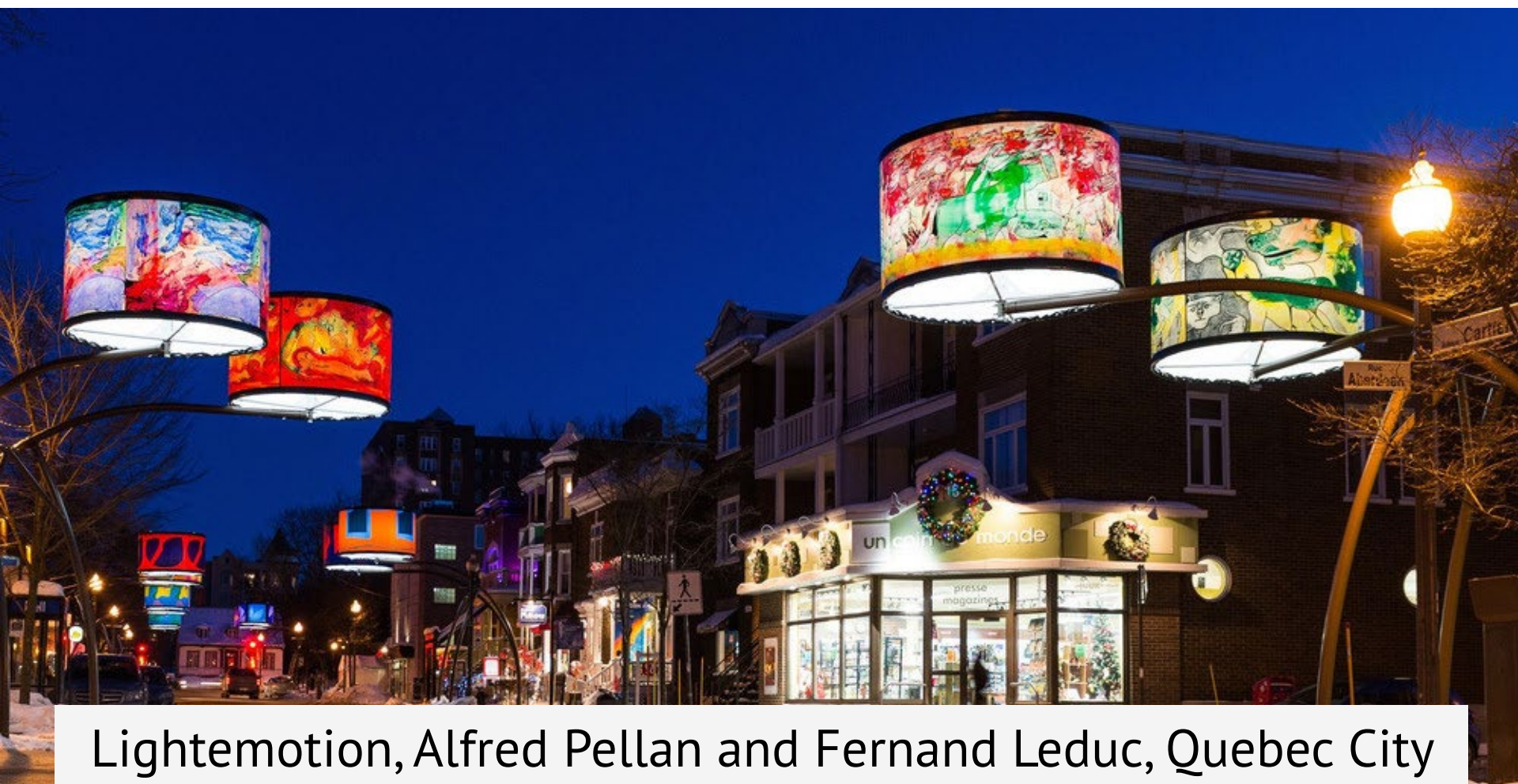
- What is Public Art?
- What is not Public Art?
- Why is Public Art Important?



The Shadow by Esther Shalev-Gertz, UBC



RedBall Project by Kurt Perschke, Calgary



Lightemotion, Alfred Pellán and Fernand Leduc, Quebec City

WHAT IS PUBLIC ART?

- A work of art that is accessible in public space
- Created or overseen by a professional artist
- Created with intention to reflect and/or engage
- Ephemeral, Temporary or 'permanent'
- Functional, commemorative or purely aesthetic
- Free standing or integrated into the site



Ribbon by Ruth Beer and Charlotte Wall, Surrey



Knit CamBRIDGE led by Sue Sturdy, Cambridge

WHAT IS PUBLIC ART?

- Site-specific – in response to place, community & relationship
- Diverse media including sculpture, painting, mosaic, installation, performance, sound and projection
- Specific genre – professional and critical discourse
- Product of public processes

WHAT IS PUBLIC ART?

The Coming Spring, Gordon Reeve, Saskatoon





WHAT IS NOT PUBLIC ART?

- Art displayed in museums and galleries, available to the public either by admission or restricted access
- Art produced primarily for commercial or advertising purposes
- Artistic writing or drawings made on surfaces in the public realm, without a public process or public funding
- Markers or plaques
- Yard/garden art
- Beautification

BEAUTIFICATION VS PUBLIC ART



Beaver by Mary Catherine Newcomb, Burlington

BEAUTIFICATION VS. PUBLIC ART



- Untitled Thermocromic Art Bench, Sam Falls, New York.
- Canoe Bench, Ingraham ART WORKS, Egan, Minn
- I Can't Give You Anything But Love, Shirgeru Uchida, Tokyo
- Conversations, Karen Ho Fatt Lee, Calgary
- Absorbed by the Light, Gail May Lucas & Light, Design Bridge, Amsterdam

WHY IS PUBLIC ART IMPORTANT?

- Fosters community pride and engagement
- Creates a sense of belonging
- Enhances opportunities for economic development and cultural tourism
- Promotes cultural vibrancy and social well-being
- Promotes artistic talent and supports artists
- Contributes to creative placemaking



2. HALTON HILLS PUBLIC ART PROGRAM

- Vision & Guiding Principles
- Timeline
- Public Art Process
- Public Art Coordinator Role
- Public Art Advisory Board (PAAB)
- Public Art Projects implemented to date



Snow Day by Kelcy Timmons Chan,
Bell Box Mural Project



A Reminder of Us by Chantel Bettencourt,
Bell Box Mural Project

VISION

The Town of Halton Hills Public Art Master Plan builds an exceptional collection of public art. Its collection honours the creative spirit, instills a sense of wonder, encourages contemplation, and establishes Halton Hills as a creative community and a leader in public art. Our innovative public art program will invite residents and visitors to explore and engage with all that Halton Hills has to offer in its natural, cultural, and urban spaces.

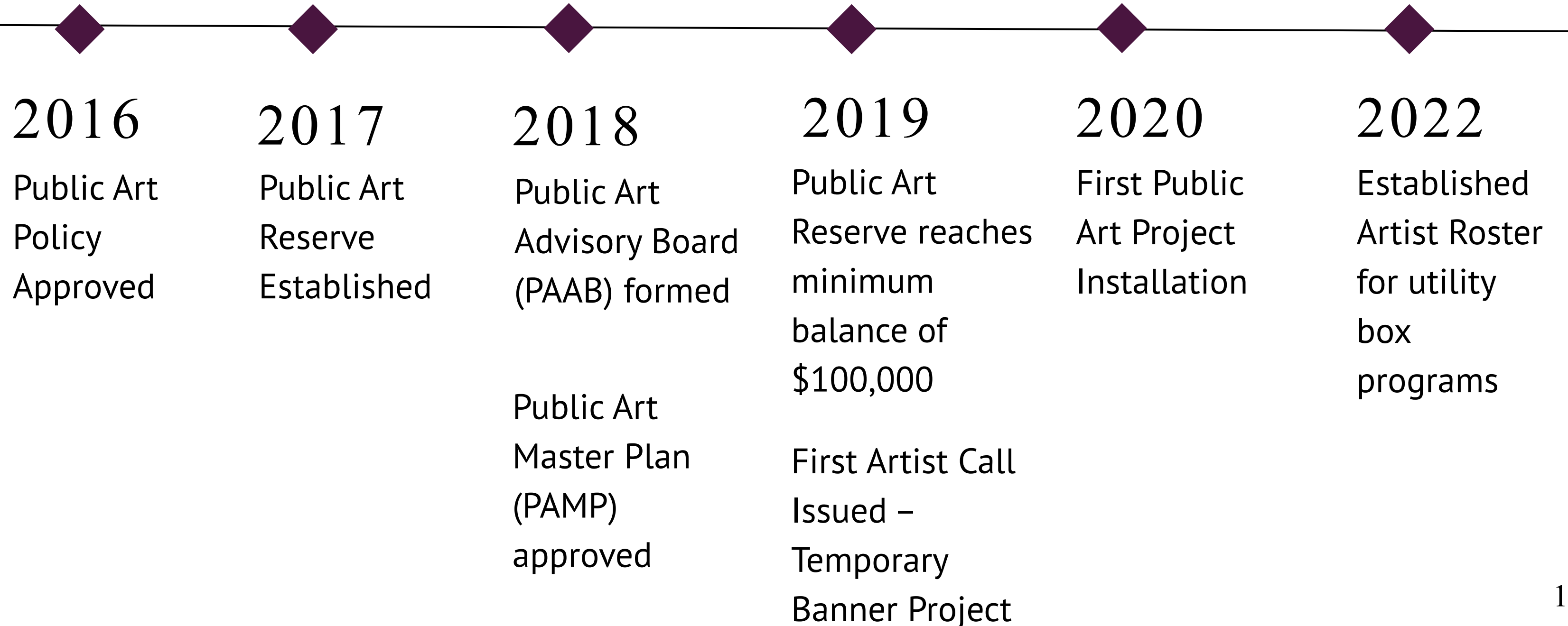


Them Eggs by Kelcy Timmons Chan,
Under Wraps

GUIDING PRINCIPLES

- Be inclusive and engage a diverse community
- Provide for a range of installations, temporary and permanent, in a variety of locations across Halton Hills
- Help to create a distinct sense of place and new destinations
- Apply fair, open, and transparent processes
- Follow best practices and commit to artistic excellence and quality
- Support and develop local artists, as well as attract artists from around the world
- Contribute to economic development through a creative public art program
- Ensure long term care and maintenance of public art
- Engage all Town departments to include public art opportunities in significant public capital projects

TIMELINE



PUBLIC ART ADVISORY BOARD (PAAB)

- Supports the ongoing development and implementation of the Public Art Program:
 - Provides input regarding public art policies and artist calls
 - Identifies public art projects and locations
 - Advises on the integration of public art into capital projects
 - Determines appropriate kinds of installations
 - Reviews artist proposals and recommendations from Art Selection Panels
 - Reviews works with regard to maintenance
- Comprised of four members of the public and three Town staff



Stirred Not Shaken by Robert Attrell, Under Wraps

PUBLIC ART COORDINATOR ROLE

Coordinates the Town's Public Art Program including temporary and permanent public art

- Leads implementation of public art projects:
 - New projects for existing Town infrastructure & properties
 - Management of ongoing programs
 - Leveraging temporary public art opportunities
 - Incorporating public art into Capital Projects
 - Supporting Community-initiated Public Art Projects
 - Encouraging Private Sector Public Art Projects and Partnerships
 - Long-range planning



PUBLIC ART COORDINATOR ROLE

- Coordinates Public Art Advisory Board (PAAB)
- Leads art selection process from Artist Call to Installation
- Manages and maintains the Public Art Collection
- Develops public art mentorship and professional development opportunities
- Creates and updates public art policies, plans and MOUs
- Promotes public art program and increases public knowledge of public art
- Develops and delivers public art programming
- Coordinates with Town departments, community groups, private sector, artists and vendors

PUBLIC ART PROCESS

- 1 Public Art Coordinator and PAAB identify location for Public Art
- 2 Council report of Project Brief (outlines scope, location, budget, timeline and selection process)
- 3 Council approval of Project Brief
- 4 Launch Public Art Selection Process
- 5 Artist Selection & Technical Review
- 6 Council Report on Selected Proposal (for information)
- 7 Contract Preparation, Design & Fabrication of Public Art
- 8 Site Preparation & Installation of Public Art
- 9 Collections Management, Inventory & Maintenance

Public consultation and education may be included in various stages of the process according to the project



AFTER NATURE 2020 & 2021

By Ingrid Mayrhofer

- 7 designs
- 6 locations
- 159 banners



- Positive public response
- Reinstalled due to community requests

UNDER WRAPS 2021 - PRESENT

- Re-imagines utility boxes as canvases to enliven the streetscape
- Features the artwork of professional artists on vinyl wraps on Town-owned utility cabinets
- 13 cabinets wrapped to date
- 3 additional wraps to be installed this year

“Wow that’s incredible! Looks a million times better. Wish they could all be ... like that!”

“It really brightens up our town!”



Dominion Gardens Playground
by David Manuel



Silvercreek Bridge by
Brenda LaRose



Rainbow by
Chris Golden



DeFlowers
by Peter Perko

#hopeandhealingcanada 2021/2022

By Tracey-Mae Chambers

- Temporary installations in the Library & Cultural Centre Plaza & Atrium
- Response to locating graves of Indigenous children at former residential schools
- Installations promote discussion about truth and reconciliation and decolonizing public spaces in Canada

"#hopeandhealingcanada, site specific installations across Canada, created with red wool, illustrating the lack of connection between Indigenous communities and settler Canadians." Métis artist, Tracey-Mae Chambers



BELL BOX MURAL PROJECT

2022-PRESENT

- USES existing Bell Canada infrastructure as canvases to enliven the streetscape
- Ongoing initiative in partnership with Bell Canada
- 8 murals completed to date

"A great idea and amazing artwork by the artists"

"What a fantastic idea to help beautify Halton Hills with creativity"





ART AROUND ACTON 2022

- Partnership with the Downtown Acton BIA
- Funded by Hamilton Halton Brant Regional Tourism Association through Canada's Tourism Relief Fund, delivered by FedDev Ontario
- Seven temporary and permanent public art activations in Downtown Acton

Activations:

- Acton Solstice Festival
- Artist Street banner series

Comments about 'Colour Unleashed' banners:
"Beautiful" - "Love it" - "Gorgeous" -
"They look so nice"



Acton Solstice Festival by Department of Illumination



Colour Unleashed by Shelley Newman

ART AROUND ACTON 2022



Activations continued:

- Five artist painted picnic tables
- Eight week Artist Residency at the Acton Farmers' Market
- Three window displays by local artists
- Six week music series at the Acton Farmers' Market
- Under Wraps box



Window Display by Kathleen Bignell



Artist Residency at the Acton Farmers' Market



Paula Sophia performing at the music series at the Acton Farmers' Market



Picnic Table by Omar Hopkinson

THE COMMUNITY COLOURING PAGE 2022

CULTURE DAYS



- Artist-led participatory Culture Days project supported by The Artist Next Door
- Arielle Rahal (Colour it Air) created two original colouring book pages on plywood panels for the public to paint
- Participants of all ages participated
- Panels featuring the historic McGibbon Hotel and the Limestone Conservation Area have been installed on AMICO's construction hoarding in downtown Georgetown



3. UPCOMING PUBLIC ART INITIATIVES

- Council Reports
- Public Art Projects



Wolf Pond by Robert John Paterson,
Bell Box Mural Project

HALTON HILLS LIBRARY AND CULTURAL CENTRE PLAZA INDIGENOUS PUBLIC ART



- Public art incorporated as part of the redevelopment of the Library and Cultural Centre Plaza
- Phase 1 of the project approved through the 2022 capital budget process
- Phase 2 reviewed through the 2023 capital budget process

It was suggested that staff report back to Council with an approach to proceeding with Phase 2 in 2023

TOWN PUBLIC ART POLICY 2016

- Guides development and implementation of the Public Art Program
- Does not include art on private lands, the Town's art collections, community exhibition and display spaces managed by the Town
- Provides Council, staff, artists and public with a process for the Town to assess and acquire Public Art for municipally owned public spaces and facilities
- Establishes funding models
- Establishes formation of PAAB and their roles and responsibilities



Window Displays by Sonja Mortimer, Art Around Acton



Window Display by Elizabeth Bard

PUBLIC ART POLICY UPDATES

- Language updates
- Policy gaps
 - Collections management
 - Donations
- Funding mechanism updates

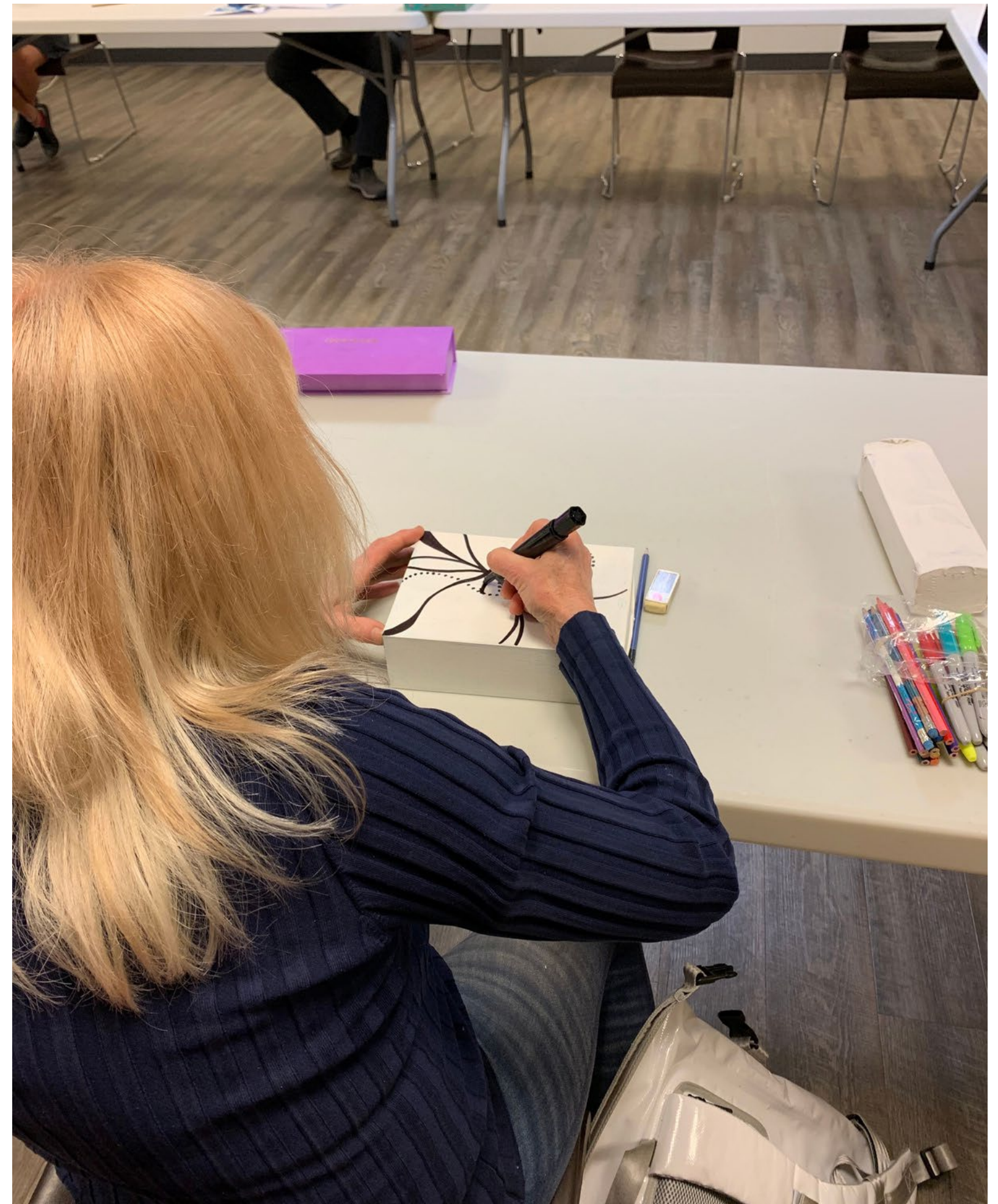
CURRENT FUNDING: PUBLIC ART RESERVE

- Primary funding source for Public Art projects
- Funds public art on Town-owned property and infrastructure
- Public Art Reserve funds replenished from operating through annual budget process to minimum balance of \$100,000
- Funds accessed with Council approval and transferred into Project Capital Account
- No impact on operating to move funds from Reserve to Capital Project
- Operating Impact occurs with reserve fund replenishment

In Our Neighbourhood by Jungle Ling,
Under Wraps

CURRENT FUNDING: PUBLIC ART OPERATING BUDGET

- Advance smaller-scale/ongoing public art projects
 - Bell Box Mural Project
 - Under Wraps
- Leverage timely opportunities
- Ongoing maintenance
- Increase efficiency



Art on Bell Boxes Mentorship Program

CURRENT FUNDING

TOWN LOAN

- For construction projects in which the Town has provided grants or loans to a local community group or service provider, the terms of that agreement may require public art to be incorporated into the project
- The grant or loan must exceed \$100,000
- The nature of the public art will be negotiated at the time of the loan, but would not exceed 1% of the value of the total loan up to a maximum of \$300,000

ENCOURAGED

- Public art partnerships:
 - Private sector
 - Institutional sector
 - Arts organizations
 - Other orders of government
- Voluntary participation from private development sector

FUNDING MECHANISMS UNDER REVIEW

- Updating Public Art Reserve Process
 - In-line with other Town reserves
- Capital Project budget
- Annual Per capita contribution
- Percent for Art
- Private Sector Contributions
- Donations, Grants & other Raised Funds



#hopeandhealingcanada by
Tracey-Mae Chambers



Picnic Table by Tina Newlove

50TH ANNIVERSARY PUBLIC ART

- 50th Anniversary Public Art
- Community-Initiated through Legacy Project Grants
- Town 50th Anniversary Public Art Project
- Pending Budget Approval
- Proposed Budget: \$100,000

Public Art Anniversary Projects from Ontario Municipalities

- City of Cambridge - \$250,000 maximum – Any media
- City of Mississauga - \$191,000 + HST – Large-scale Mural with Augmented Reality

HALTON HILLS 50TH ANNIVERSARY PUBLIC ART

- Options
 - \$100,000 focal piece
 - Smaller installations in towns and hamlets e.g., four projects \$25,000/each

\$25,000 project
City of Pickering

\$2500-\$3000
Vinyl Wrapped
utility box



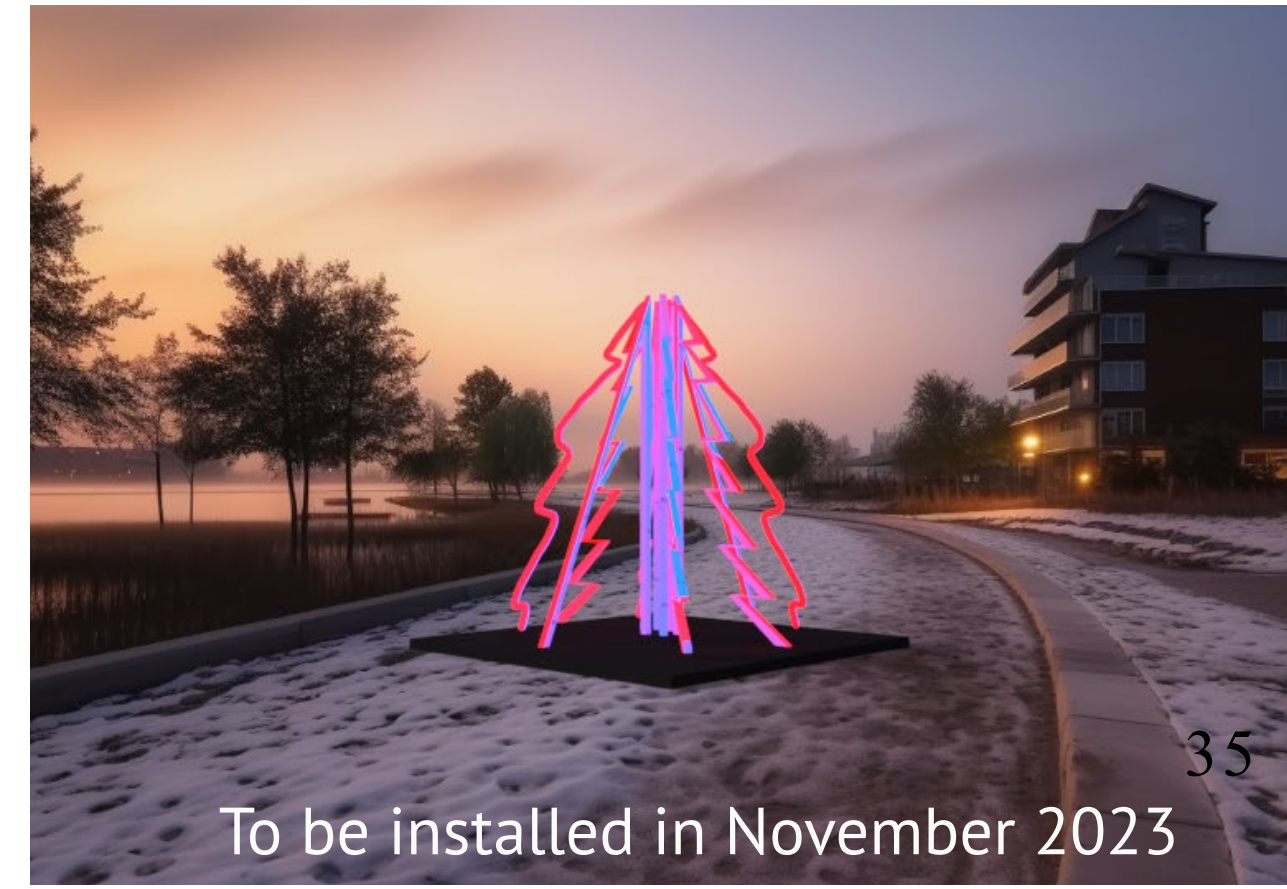
\$100,000 project in Oakville: Octagon for
Trafalgar Park by Laura Marotta



\$80,000 project in Pickering:
REFLECTIONS by Studio F Minus



\$25,000 project in Pickering Same
Material/Different Time by Jordan Shaw



To be installed in November 2023

PUBLIC ART COORDINATOR

2023 INITIATIVES

- Anti-Graffiti Action Plan
 - Incorporation of Public Art in Capital Projects
 - Gellert Community Park Expansion (TAC)
 - Tolton Park
 - Private Sector Partnership Development
 - Artist Calls
 - Artist Roster
 - Bell Box Mural Project
 - Under Wraps
 - Projects Installed/in progress
 - Six Under Wraps
 - Four Bell Box Murals
- Public Art Policy
 - Updates to 2016 Policy
 - Collections Management Policy
 - Donations Policy
 - Review of funding mechanisms
 - Development of MOUs with community groups re: community-initiated public art
 - Love Acton Heart Sculpture
 - Council reports and presentations

4. Next steps

- Indigenous Public Art Report
- Public Art Policy Update Report
- Legacy Project Grants
- Budget process re: 50th Anniversary Public Art Project
- PAAB Recruitment



Acton Solstice Festival

5. QUESTIONS & DISCUSSION



The Community Colouring Page by Arielle Rahal