

MEMORANDUM

TO: Chair and Members of the Community and Corporate Affairs Committee

FROM: Catherine McLeod, Cultural Development Coordinator

DATE: August 9, 2019

MEMORANDUM NO.: MEM-ADMIN-2019-0013

RE: Banner Project Update - Public Art Master Plan

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to inform Committee of the successful artist proposal for the Public Art banner project, per the Council-approved Public Art Policy. The proposal was recommended by an Art Selection Panel, and approved by the Public Art Advisory Board.

BACKGROUND:

The Town's first public art project to be implemented under the Public Art Program is a temporary art installation which will run from January to June 2020. The installation consists of a series of seven banners designed by a professional artist on the theme of sustainability. Approximately 150 banners will be displayed in multiple locations in Georgetown and Acton. The Public Art Master Plan was approved by Council per report ADMIN-2018-0021. The scope, scale, budget and concept for the first installation were noted in report ADMIN-2019-0005 and approved at the May 2019 Council meeting.

COMMENTS:

1. Call for Proposals

Cultural Services staff worked with the Public Art Advisory Board, and Purchasing and Transportation staff to develop the RFP for the Banner Project. The call for proposals was open for three weeks (May 21 – June 11, 2019) to maximize the RFP's exposure and availability to interested artists. The call was extensively promoted and distributed through multiple communication channels, including:

Town-owned Communication Channels:

- Town social media – all channels (Facebook, Twitter, Instagram)

- Town website – Electronic banner on the Arts & Culture webpage; a promotional ‘slider’ on the haltonhills.ca homepage; and posted on the ‘call to artists’ webpage
- Media Release
- HUB (intranet) posting and direct e-mail

Local Cultural Groups and Networks:

- Helson Gallery e-mail list of artists
- Public Art Advisory Board
- Cultural Services Coordination Committee
- Culture Days Committee
- Regional Cultural Working Group
- Former Board of the Halton Hills Cultural Roundtable
- Credit Valley Artisans
- Halton Hills Camera Club
- Lucy Maude Montgomery Heritage Society
- Heritage Acton

Other Arts & Cultural Groups and Networks:

- Arts Milton
- Headwaters Cultural Roundtable
- Guelph Arts Council
- Beaux Arts Brampton
- Dufferin Arts Council
- York Region Arts Council
- Mississauga Arts Council
- Visual Arts Mississauga
- Central Counties Tourism (for distribution to Alton Mill artists)
- Toronto Arts and Letters Club
- Ontario Plein Air Painters
- Ontario Society of Artists
- Ontario Association of Art Galleries
- Women’s Art Association of Canada
- Society of Canadian Artists
- Creative Cities Network
- CodaWorx

Paid Advertising:

- Print ads in the Tanner and IFP for two weeks
- Online ad in Slate Art Gallery Guide (a popular periodical for Public Art Calls)
- Akimbit (an art network that is a popular posting site for Public Art Calls)

The RFP had a tremendous response, especially considering that this was the Town’s first RFP seeking public art submissions. A total of 29 submissions were received, well beyond expectations.

2. The Selection Process

a) Art Selection Panel

An Art Selection Panel was struck according to the criteria set out in the Public Art Master Plan. Panel make-up was determined by the Public Art Advisory Board. Selection criteria were developed, approved by Purchasing and applied consistently to all submissions. The Art Selection Panel reviewed, scored and ranked all 29 submissions individually and then met for a full-day jury on July 8, 2019, and ultimately reached a unanimous decision.

Members of the Art Selection Panel were:

- Alan McCord (photographer, Halton Hills)
- Stephanie Schirm (artist and instructor, Halton Hills)
- Carl Tacon (artist, Orton)
- Lisa Robinson (artist and arts administrator, Brampton)
- Elizabeth Koc (Vice Chair, Board of Directors, Chamber of Commerce, Halton Hills)

b) The Public Art Advisory Board

The Public Art Advisory Board approved the Art Selection Panel's recommendation.

3. The Selected Proposal

The selected work is by Hamilton artist Ingrid Mayrhofer. Her submission is based on her current body of work in printmaking. Her sketches are based on her style of collagraphs which provide a layered feeling to the work as well as vibrant textures and colours.

Confidential Appendix 1 provides the artist's concept sketches of the banner art. It is important to note that the concept sketches were submitted for the purpose of the RFP process to communicate the concept and demonstrate the artists' skill and capability to fully develop the concept. They do not represent the final artwork. Similar to typical consultant submissions for various Town studies, the concept sketches represent proprietary work. A substantial amount of work is now being undertaken by the artist to fully develop the final art banners.

4. Next Steps:

Next steps in the process include:

- Artist work to develop the final art designs (underway)
- Mid-September 2019: Approval of rough banner art sketches
- Mid-November 2019: Final artwork delivery

- Mid-November/December 2019: Artist approval of test banner (colour, etc.) and banner fabrication
- Mid-November/December 2019: Design of the title banner in consultation with the artist
- Mid-November 2019 to Mid-January 2019: Development of Communications Strategy and materials
- Mid-January 2020: Banner installation
- February 2020: Banner launch event
- Mid-June 2020: Banner de-installation and project debrief

CONCLUSION:

Following extensive communication, the Town of Halton Hills received a tremendous response to its first RFP issued under the Public Art Master Plan. The selected proposal by Ingrid Mayrhofer will create a vibrant street presence from January to June, 2020. The proposal was unanimously supported by the Art Selection Panel and the Public Art Advisory Board. This project will raise the profile of the new Public Art Program; enliven the streetscape; spark dialogue; highlight Halton Hills' community identity and long-standing commitment to sustainability; and contribute to a thriving cultural sector. This project is another example of the Town's ongoing commitment to cultural vibrancy, and the delivery of unique and leading cultural initiatives.

Reviewed and approved by,



Damian Szybalski, Director of Economic Development, Innovation & Culture



Brent Marshall, Chief Administrative Officer