

MEMORANDUM

TO: Mayor Bonnette and Members of Council

FROM: Catherine McLeod, Senior Arts and Culture Specialist

DATE: February 1, 2021

MEMORANDUM NO.: MEM-ADMIN-2021-0004

RE: Under Wraps Public Art - Project Status Update

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to inform Council of the successful artist proposals for the 'Under Wraps' utility box project, per the Council-approved Public Art Master Plan. This project entails wrapping Town-owned utility boxes in vinyl wraps, featuring the designs of local artists.

BACKGROUND:

Council previously approved the scope, scale, budget and sites for the Under Wraps project via report ADMIN-2020-2027 at its October 13, 2020 meeting. This call for artists was limited to professional artists living in or having their artistic practice based in Halton Hills. It was part of Cultural Service's COVID-19 Recovery and Support Program for the local arts and culture sector. The project provided opportunities for a maximum of 10 artists/artist teams to participate.

COMMENTS:

1. Call for Proposals

Cultural Services worked with the Public Art Advisory Board (PAAB), and Town staff from Purchasing, Transportation and Public Works, Finance, and Recreation and Parks to develop the Request for Proposals. The call for proposals was open for four weeks (October 14 to November 10, 2020) in order to maximize its exposure to interested local artists. The call was widely promoted and distributed through multiple local communications channels, including:

- Town social media channels
- Town website
- The Current e-newsletter

- Print and digital ads in the IFP over a two week period
- Local Arts and Cultural Groups and Networks:
 - Public Art Advisory Board (PAAB)
 - Culture Days Committee
 - Cultural Services Coordination Committee
 - Culture Days Activity Organizers
 - Helson Gallery Artists
 - Cultural Services E-mail Distribution list
 - Williams Mill Artists
 - Credit Valley Artisans

The RFP received a great response from the local art community. A total of 36 proposals from 17 artists were received. Of these, 16 artists met the application criteria for the 10 opportunities offered through this project.

2. Selection Process

a. Art Selection Panel

An Art Selection Panel was struck according to the criteria set out in the Public Art Master Plan. Selection criteria were developed by the PAAB, subsequently approved by Purchasing staff, and then applied consistently to all eligible submissions. The Art Selection Panel members reviewed, scored and ranked all 16 proposals individually and then met virtually for a half-day jury on November 25, 2020. There was unanimous agreement on the selected proposals.

Members of the Art Selection Panel were:

- Gerrie Loveys (Curator, Victoria University, Toronto)
- Barbara Mitchell (Curator of Collections - The Arts and Letters Club; Independent Art Appraiser, Toronto)
- Peter Palermo (Visual Artist; Professor, Faculty of Arts & Design, Sheridan College, Halton Hills)
- Kate Taylor (Visual Artist; Founder, Women's Art Collective, Erin)
- Elizabeth Koc (Vice Chair, Board of Directors, Chamber of Commerce, Halton Hills)

b. Public Art Advisory Board (PAAB)

The PAAB approved the Art Selection Panel's recommendations and matched successful artists with locations according to artists' preferences, and based on the design's ability to contrast with or complement the surroundings in terms of colour, subject and style. For example, a contemporary non-objective painting was matched to the Glen Williams utility box in consideration of its proximity to the Williams Mill. Feedback was offered to applicants that were not successful to assist them in strengthening their proposals for future calls for artists.

3) Successful Proposals

As shown in the Table below, nine artists' proposals were selected:

Artist	Box Location*	Box # in Appendix 1
Pauline Gladstone	Queen St. (HWY 7) & Tanners Drive (Acton), Northwest corner of the intersection	1
Chris Golden	Queen St. (HWY 7) & Churchill Rd. (Acton), Southeast corner of intersection	2
Robert Attrell	Glen Williams Park (Glen Williams), Northwest end of park near baseball diamond	3
Shelly Newman	Guelph St. & Mill St. (Georgetown), Northeast corner of intersection	4
David Manuel	Guelph St. (HWY 7) & Brucewood Rd. (Georgetown), Southwest corner of intersection	5
Peter Perko	Mill St. & Edith St. (Georgetown), Entrance to Edith Street Parking Lot	6
Nadine Manuel	Guelph St. (HWY 7) & Delrex Blvd. (Georgetown), Southeast corner of intersection	7
Eric Kohlfurst	Gellert Community Centre Park (Georgetown), Southwest of Skatepark, near dugout for Baseball Diamond #1	8
Brenda LaRose	Gellert Community Centre Park (Georgetown), North of Skatepark, near dugout for Baseball Diamond #2	9

*Box locations were selected with input from Traffic and Recreation and Parks staff. Location were previously approved by Council. Maps of the box locations are included in Appendix 1.

Confidential Appendix 2 provides the successful artists' concept sketches. 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 necessarily represent the final artwork. Similar to typical consultant submissions for various Town studies, the concept sketches represent proprietary work and hence are attached as a confidential Appendix. The artists are now working to provide high resolution images of their work for the wraps.

The PAAB foresees 'Under Wraps' as an ongoing project pending Council's approval of future project proposals. The one location that was not selected in this process will be

included in a future RFP for additional wraps. The lifespan of the wraps is expected to be a minimum of five years.

4) Next Steps

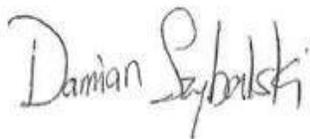
Next steps in the process include:

- Artists submit high resolution images (underway)
- Draft and Issue RFP for fabrication and installation (currently being prepared with Purchasing)
- Mid-March 2021: Award bid for fabrication and installation
- April 2021: Artists' approval of formatting
- April – June 2021: Wrap fabrication and installation (weather dependent)

CONCLUSION:

The Town received a great response from the local art community for its first RFP focused specifically on local artists. The selected proposals, unanimously supported by the Art Selection Panel and the Public Art Advisory Board, represent the strength, depth and diversity of the art sector in Halton Hills. 'Under Wraps' will continue to raise the profile of local artists and the local arts sector as well as that of the Public Art Program. As part of Cultural Services' COVID-19 Support and Recovery Program, this public art project contributes to supporting a thriving cultural sector that has been especially hard hit by the pandemic. 'Under Wraps' is another example of the Town's ongoing commitment to cultural vibrancy and the delivery of responsive cultural initiatives.

Reviewed and approved by,



Damian Szybalski, Director of Economic Development, Innovation & Culture



Chris Mills, Acting Chief Administrative Officer

**APPENDIX 1: MEM-ADMIN-2021-0004
Box Locations**

Acton Box Locations



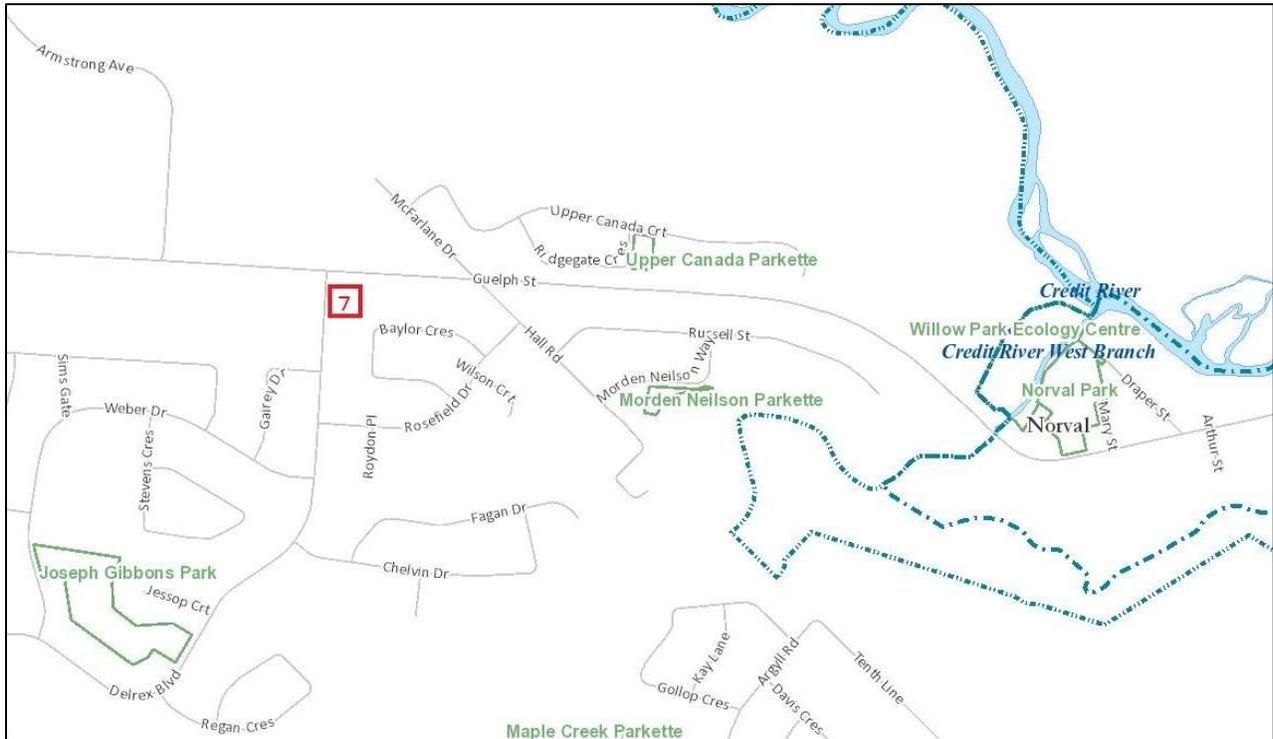
Glen Williams Box Location



Georgetown Box Locations



Guelph Street & Delrex Boulevard Box Location



Gellert Community Centre Box Locations

