



Public Art Update and Signature Opportunities

RTS 10695
June 1, 2016



Agenda



Gunda Forster, *Ice Light*, 2010, City Hall

1

Public Art Update

- Background
- Projects

2

Report back on Signature Opportunities

3

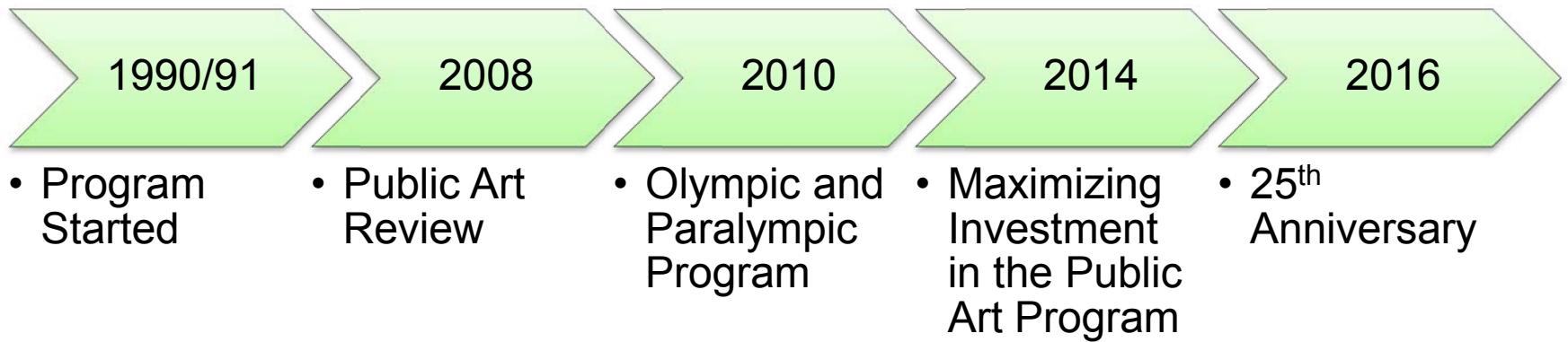
Next Steps



1 Public Art Program Background



Vancouver's Public Art Program celebrates 25 years



Public Art Program commissions new artwork that reflects Vancouver



Susan Point, *People Amongst the People*, 2008
Stanley Park Vancouver

Mandate to program, fund, implement and maintain public art.
Program goals are:

- Include artists in city building
- Achieve a collection of international calibre

Program has two ways of funding public art projects

Civic

- City commissions art
- Seek a diversity of projects, types of art, scale by emerging and established artists
- ~ \$0.7M per year

Private

- Developer contributes public art for major rezonings
- >100,000 sf at \$1.98*sf
- ~\$2.0M - 4.0M per year

**as of Sept 30, 2016*

Over 400 public artworks

Civic Program

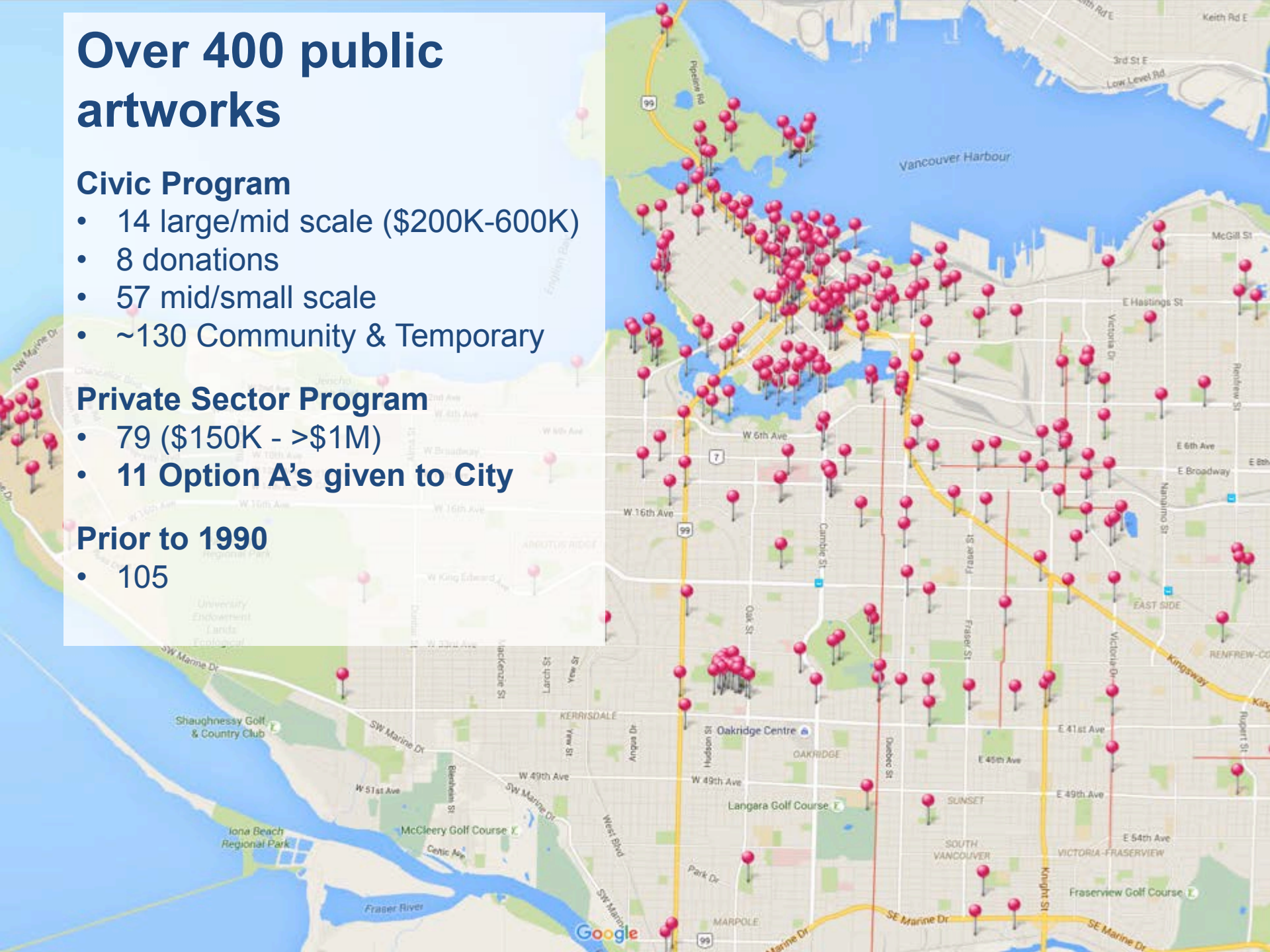
- 14 large/mid scale (\$200K-600K)
- 8 donations
- 57 mid/small scale
- ~130 Community & Temporary

Private Sector Program

- 79 (\$150K - >\$1M)
- 11 Option A's given to City

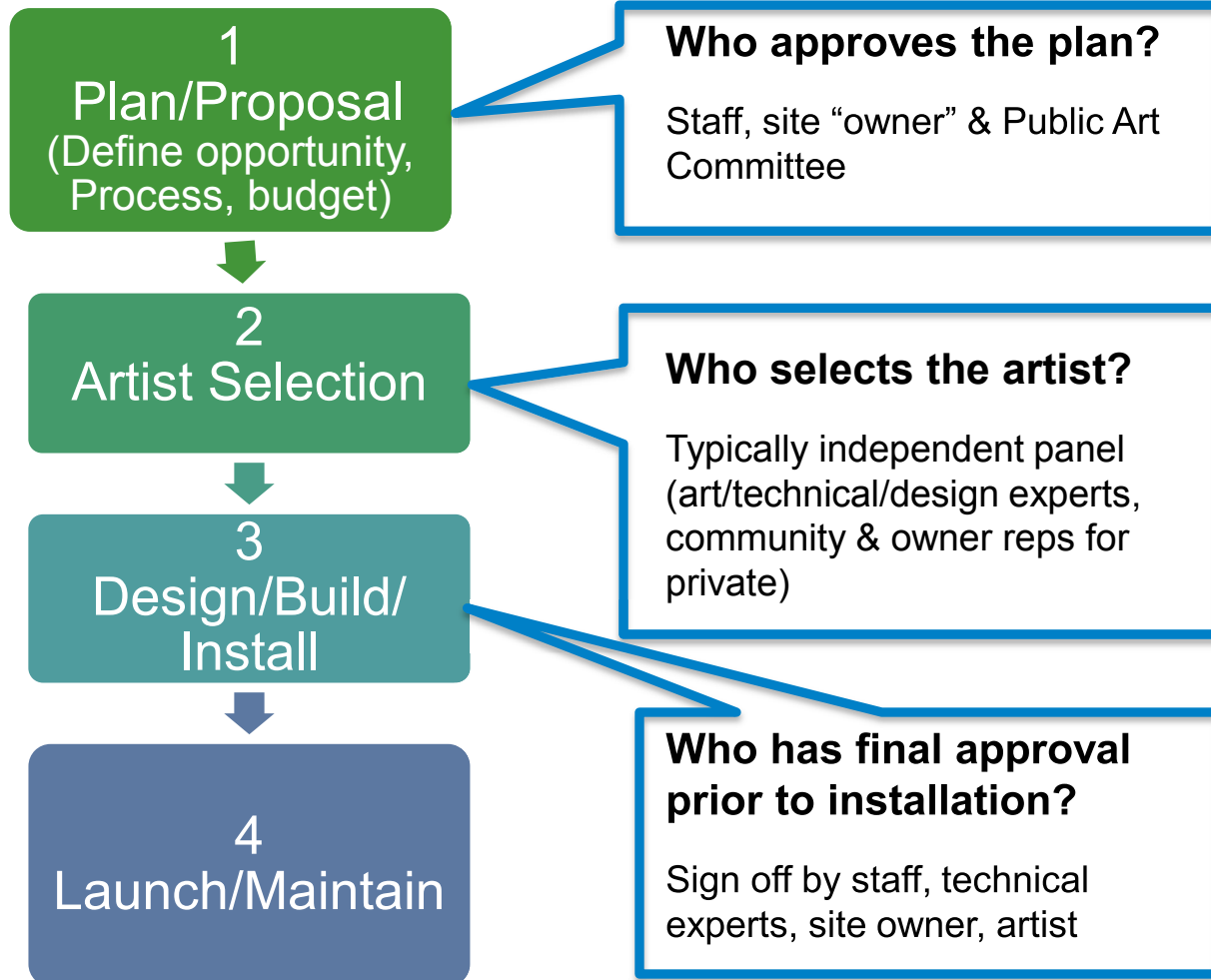
Prior to 1990

- 105



Process guides key decisions

Key Decisions



Public art opportunities throughout the city



Greg Snider, *Project for a Public Works Yard*, 2004

Infrastructure Projects

- Facilities
 - Central Library, Roundhouse Expansion
- Parks
 - Creekside expansion, New Brighton
- Streets/Transportation
 - Broadway & Arbutus Corridor, TransLink

Neighbourhoods

- DTES, Flats, Marpole, West End (Jim Deva Plaza), Grandview, Britannia

Major rezonings

- Over 75 projects underway

Program supports a diverse range of projects



Support ideas that:

- Support artistic excellence
- Include artists in city building
- Build on civic initiatives
 - e.g. City of Reconciliation, Canada 150+, Greenest City 2020
- Align with community plans

Project ideas initiated by:

- Artist calls
- Other departments, community groups

Twenty-five civic projects underway



Dana Claxton, *Elk for c̓əsnaʔəm*,
City Centre Station Vancouver

Underway

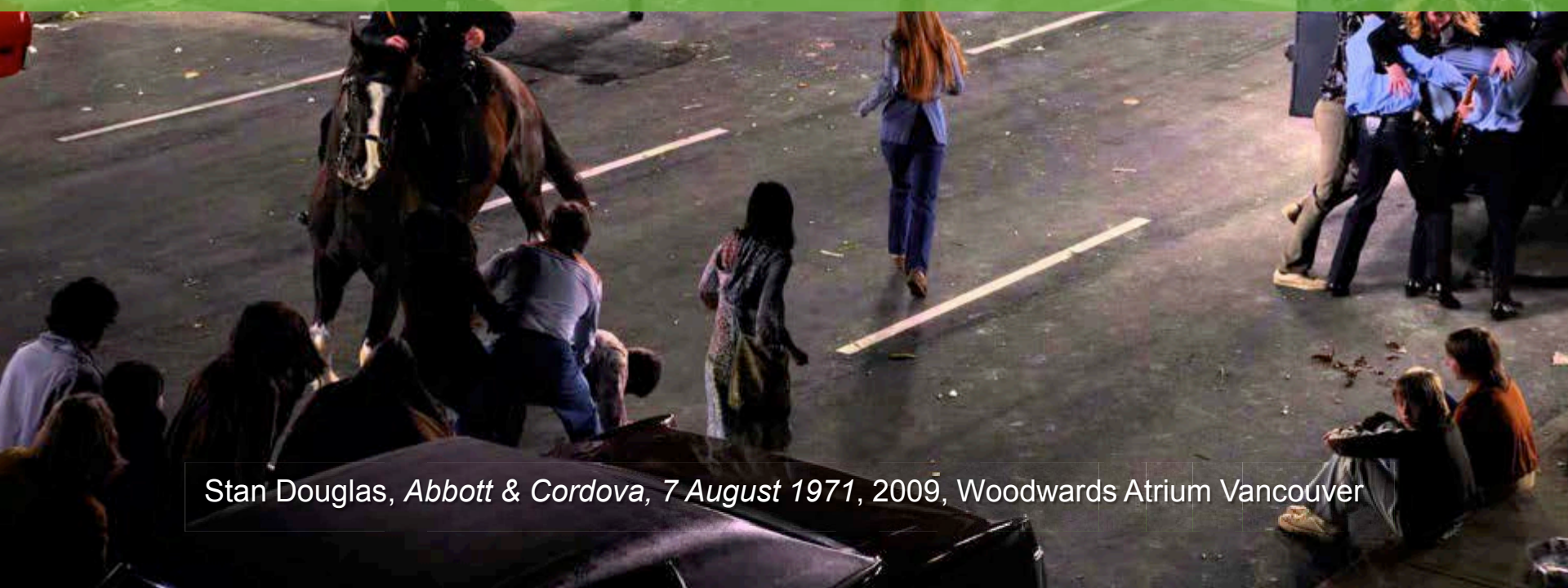
- Coastal City | 15 Temporary 2-D artworks
- Community arts grants & murals
- Local Nations in Council Chamber
- n̓éc'aʔmat ct Strathcona Branch Library
- Home and Away at Hastings Park
- Collaborations with departments

Upcoming

- Large scale murals
- Artist Residencies
- Artist Initiated Call
- Expanded public realm interventions

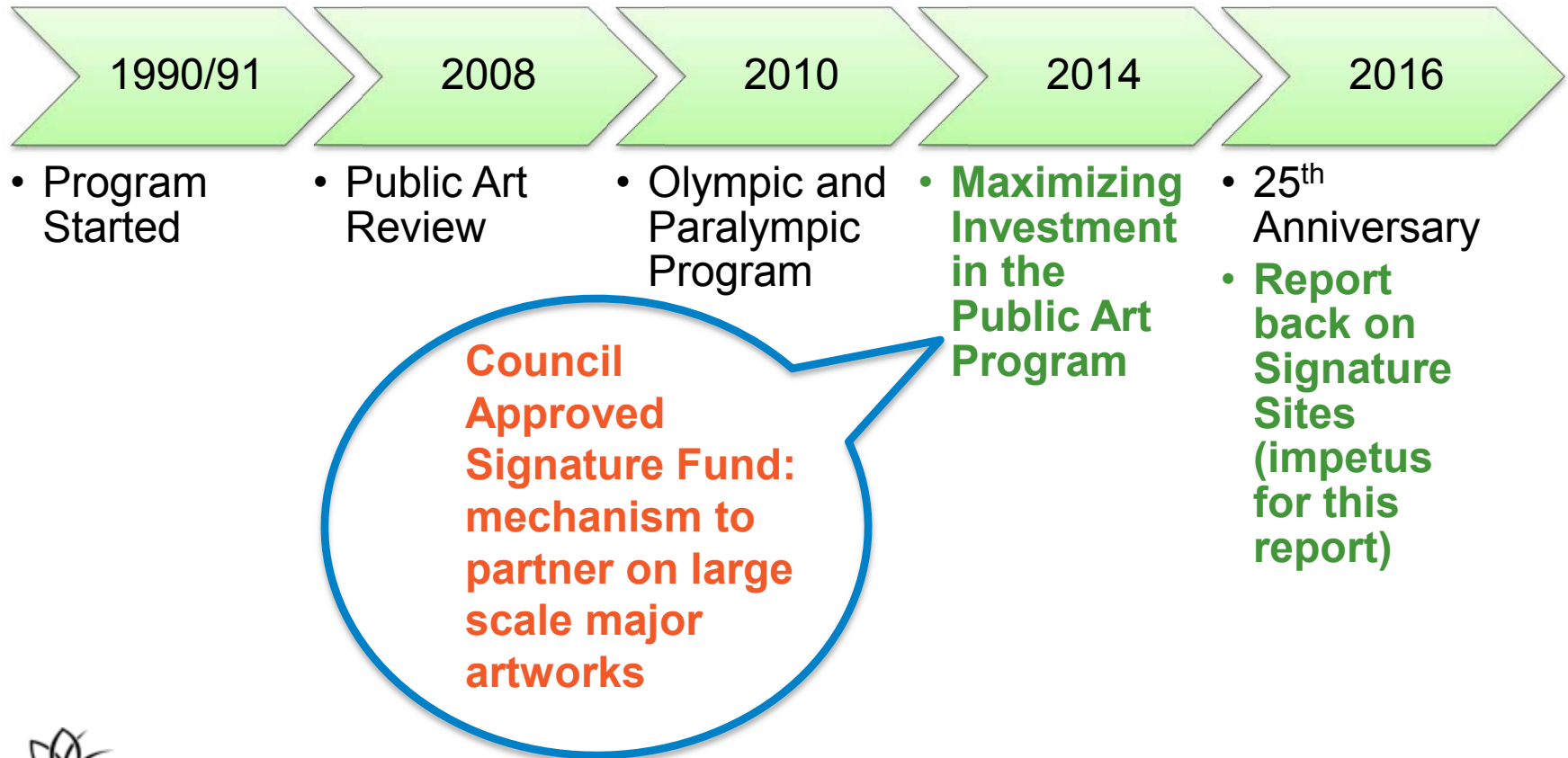


2 Report Back on Signature Opportunities




Stan Douglas, *Abbott & Cordova*, 7 August 1971, 2009, Woodward's Atrium Vancouver

Council approved Signature Fund in 2014



Signature projects can be a destination

- 
- New artworks
 - More substantive budgets (e.g. > \$0.5M)
 - \$1.6M approved by Council

2014 Private sector options updated to add Signature Fund incentive

A

Developer commissions artwork

Requires Public Art Committee to approve art plan
10% to City

B

Cash out to **Signature Fund**

20% discount

Consulted with key communities and staff on:

*What are our aspirations for Signature projects?
Where should we site Signature projects?*

Workshops and meetings with key stakeholders

- Art Experts
- Developers
- Public Art Committee
- Arts & Culture Policy Council
- Representatives of local First Nations

Meetings with staff teams

- Planning & Development
- Engineering Services, Facilities
- Aboriginal Planner, Canada150
- Parks

Signature Fund to have city-wide focus



Park Board interested
in sculpture garden

- Conduct Public Art Plan
- Encourage adjacent developers to partner



Kota Ezawa, *Hand Vote*, 2008, Offsite @ S
La Vancouver

Key locations for Signature projects are areas under-going major change



Inges Idee, *The Drop*, Vancouver, 2009

Area plans/Large Rezoning

- e.g. NEFC, Downtown, River District, Oakridge

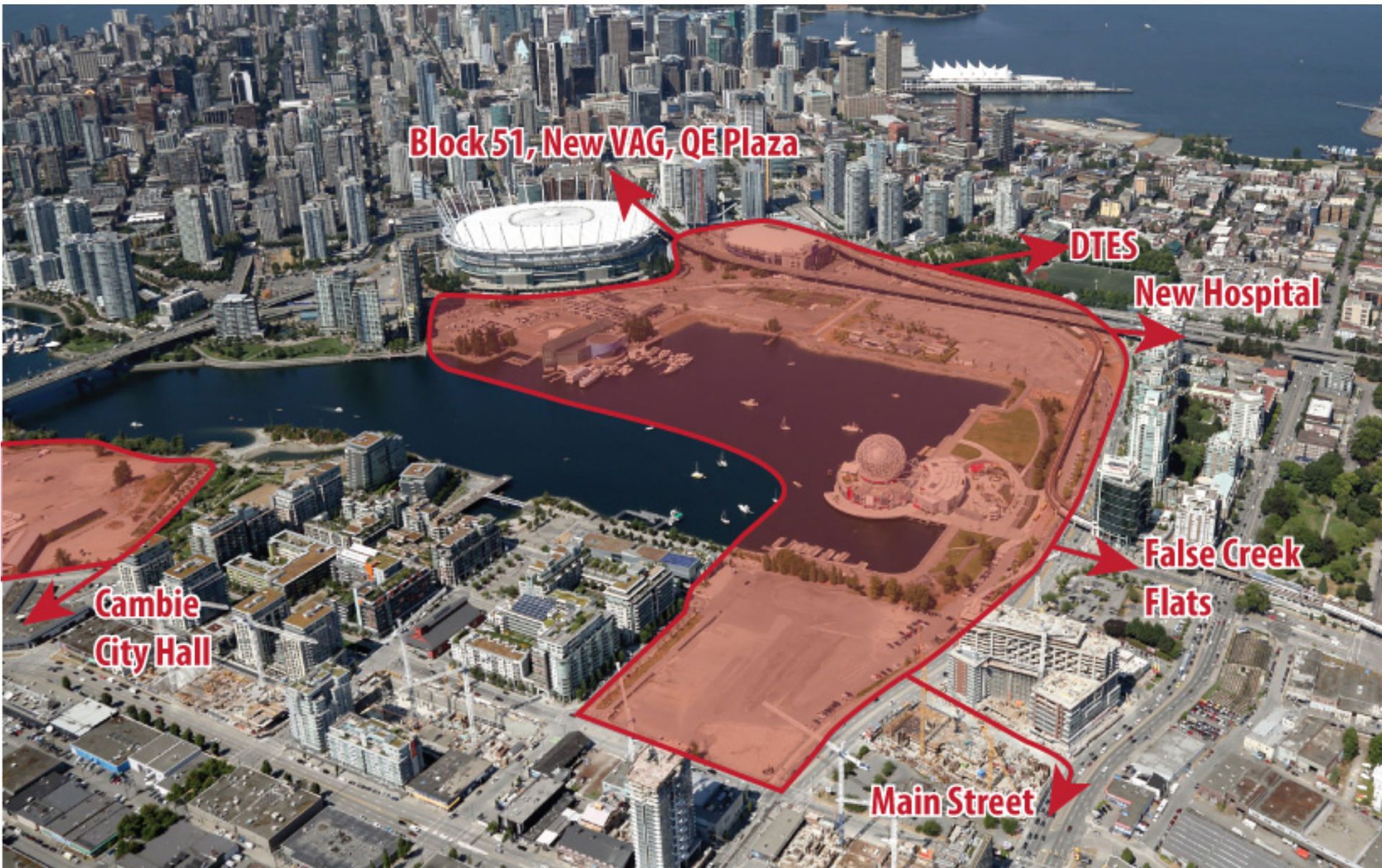
Places of significance

- Entries and gateways, City Hall

Large infrastructure projects

Major parks – preferably new/expanded parks

Eastern False Creek Basin provides great opportunities for sites

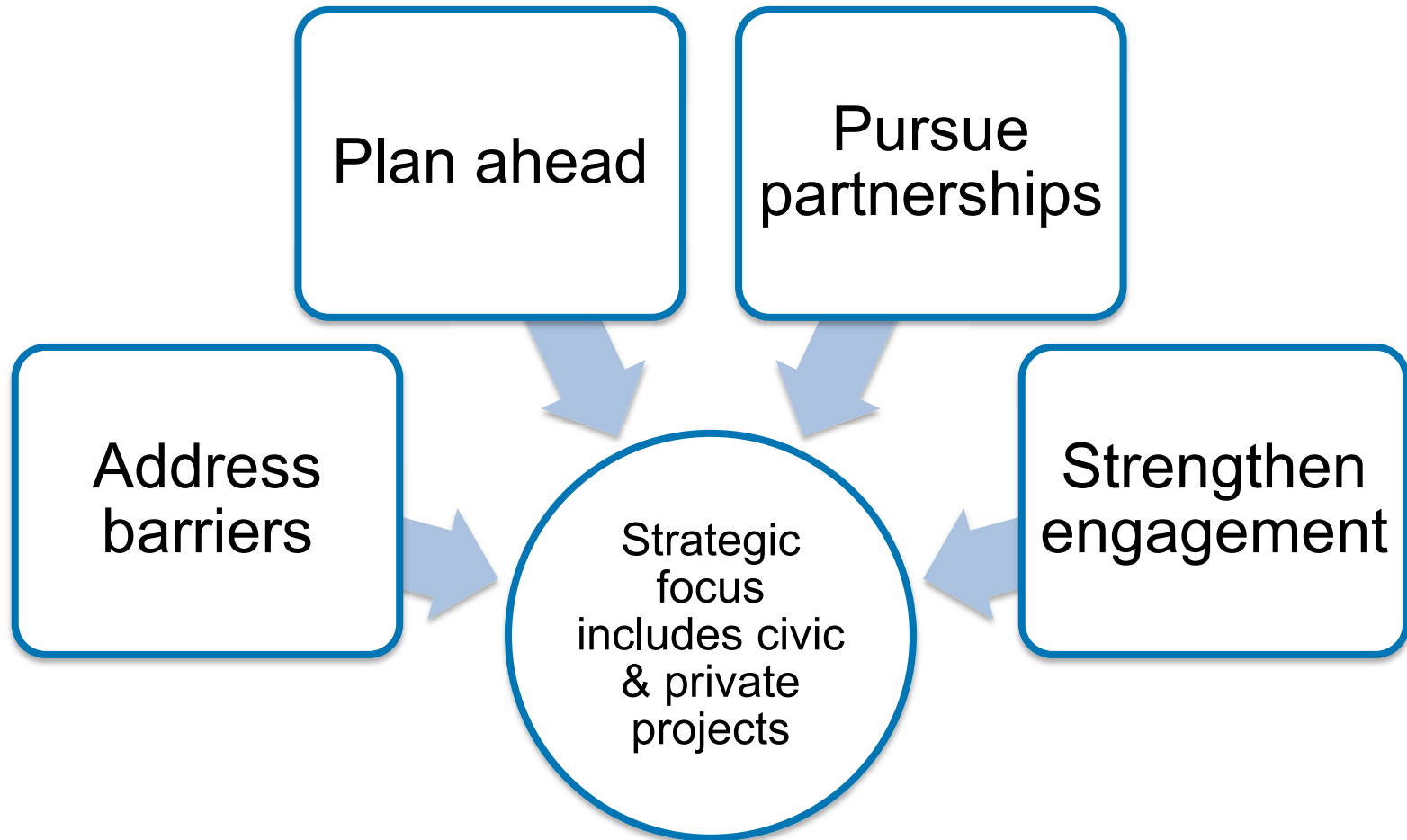


The background of the slide is a photograph of a museum gallery. The walls are covered with a dense grid of scientific illustrations, likely anatomical or biological in nature, rendered in a light blue or teal color. In the foreground, a staircase with a metal railing is visible, leading up towards the right. A semi-transparent green horizontal band is overlaid across the middle of the image, containing the text.

3

Next Steps

Holistic long range approach to achieve aspirations



Work together to reduce barriers

Challenges

- Securing sites
- Length of time
- Lack of clarity on processes

Directions

- Joint policies with Park Board:
 - Site approval , donations, memorials, temporary
- Streamline processes
- First Nations Protocol

Make space for art by planning ahead

An aerial photograph of a modern city waterfront. In the foreground, a large, silver, geodesic dome structure is partially visible. The water is a vibrant blue, and a marina in the middle ground is filled with numerous kayaks and small boats. The city skyline in the background features a mix of modern glass skyscrapers and older buildings, set against a backdrop of green hills.

Participate in
area/community
plans

- Conduct area art plans
- Seek partnerships to achieve plans

Meet with developers early

Partner on Option A

- Encourage excellence
- Develop pooling mechanism to support multiple partnerships

Strengthen Option B

- For developments with less opportunity for strong artwork

Partnerships can lead to better outcomes



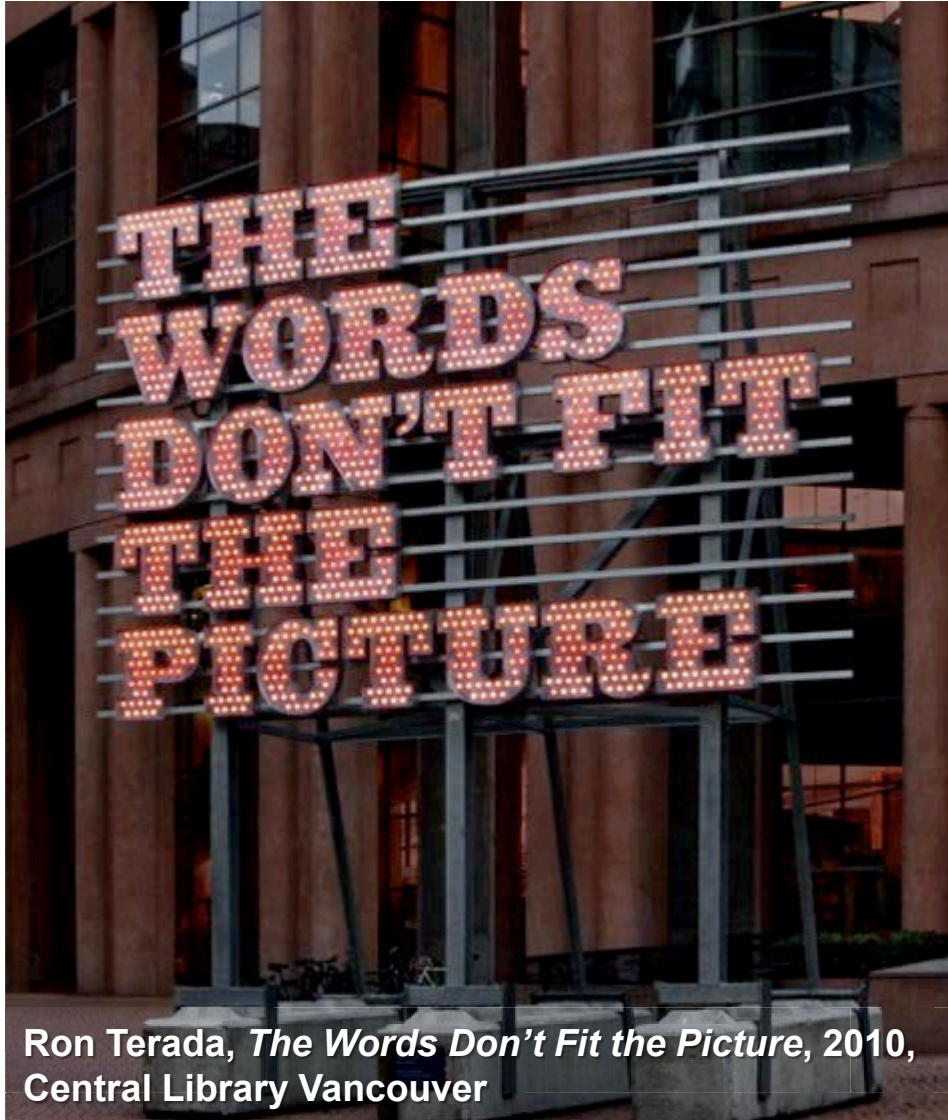
Private Sector - Option A

- River District (underway)
- Seniors health project with Park Board (planning)
- New Emily Carr University (planning)

Civic Projects

- Healing Lodge (completed)
- Opportunities with local non-profits (e.g. BIA's, artist run centres, galleries, Biennale)
- Other departments and agencies

Spread the word about public art



Ron Terada, *The Words Don't Fit the Picture*, 2010,
Central Library Vancouver

Strengthen engagement & promotion

Expand digital outreach

- #25in25
- Mobile tours
- Photo Sharing Project

Engagement plan for every project

Report Back in 2017

Launch three Signature projects



1 Selected artist invited to propose idea and site

2 With local First Nations, City Hall, Canada 150+

3 Contemporary aboriginal reconciliation artwork (partnership in SEFC 2018)

Questions?



Henry Tsang, *Welcome to the Land of Light, Vancouver Seawall, 1997*