



To: Parks, Recreation & Cultural Services
Committee

From: Terry Crowe
Manager, Policy Planning


Re: **GATEWAY THEATRE "FLY TOWER" WALL ART**

Date: January 6, 2005

File: 7000-09-20

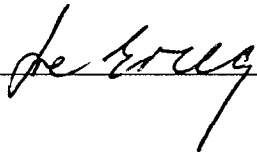

Staff Recommendation

That Council endorse an allocation of \$53,000 from the 2003 Public Art Project for the development of wall artwork at the Gateway Theatre, as per the report from the Manager, Policy Planning dated January 6, 2005.

for 
Terry Crowe
Manager, Policy Planning

TTC:keh

Att. 3

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Facility Management.....	Y	<input checked="" type="checkbox"/>	N		
Finance.....	Y	<input checked="" type="checkbox"/>	N		
Recreation & Cultural Services	Y	<input checked="" type="checkbox"/>	N		
REVIEWED BY TAG		YES	NO	REVIEWED BY CAO	
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	M.K.	<input checked="" type="checkbox"/>
					<input type="checkbox"/>

Staff Report

Origin

This report presents for Council's consideration a call for artists' expressions of interest to incorporate a wall artwork on the Gateway Theatre's "Fly Tower".

Findings Of Fact

Gateway Theatre

The Gateway Theatre, located in Richmond's City Centre overlooking Minoru Park, opened in 1984 and is Richmond's only live professional theatre. It is also the Lower Mainland's third largest theatre company. The Gateway Theatre is generously supported by the City of Richmond who own and maintain this facility. The Theatre is operated by the Richmond Gateway Theatre Society and its volunteer Board of Directors.

In 2004, the Gateway Theatre celebrated its 20th year anniversary of presenting performances and plays.

The location of the artwork is to be placed on the building's highest visual location along Gilbert (e.g. building façade and/or tower). The artwork can be functional, educational, informative, community landmark and one which presents an artistic surprise to the entering, passing public and motor vehicle. The artist will be required to work within the constraints of traffic safety, durability, structural integrity and ease of maintenance.

Terms of Reference – The Gateway Theatre "Fly Tower" Wall Art

The public art terms of reference for both calls (**Attachment 1**) describe the art opportunity, site description, scope of work, budget, selection process, and design schedule.

The selected artist, artist credentials and the proposed art work will be presented for Council's consideration and endorsement.

Wall Art Theme

The theme for the Wall Art will focus on the theatre's 20 years of performing arts excellence in a community that has just celebrated its 125th anniversary. The form and materials to be used to create the art work are open to the artist's interest providing the existing structure will safely support the artwork.

Site Ownership

1. The site is owned by the City and maintained by Facility Management.
2. There is no problem with the public artwork on the site, and
3. Artwork other than painting will require Building and Structural Engineering approval before installation.

Facility Management have contracted for Spring 2005, exterior painting of the facility with new colours that are presently being reviewed.

Public Art Selection Process

The chart outlining the public art decision-making process for a City initiated public art project is presented as **Attachment 2**.

Public Art Budgets

The total public art budget for the Gateway "Fly Tower" Wall Art Project is \$55,000.

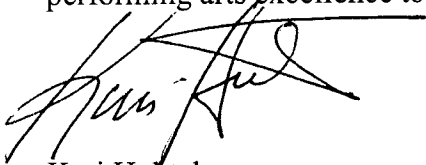
The Gateway Theatre letter of support for the public art project is attached as Attachment 3.

Financial Impact

\$55,000 (\$47,000 for artist fees and \$7,000 for project administration) (e.g. newspaper advertisements, detailed sketch or maquette fees, postage, etc.) is recommended from the 2003 Public Art Project #40853.

Conclusion

This artwork will visually enhance the theatre's exterior façade and promote the facility's performing arts excellence to the community.



Kari Huhtala
Senior Planner
(4188)

KEH:cas



Gateway Theatre "Fly Tower" Wall Art

6500 Gilbert Road, Richmond, B.C. V6V 1A1

Call for Expressions of Interest

The City of Richmond Public Art Commission, in collaboration with Richmond Gateway Theatre Society, is seeking proposals from artists to design, fabricate and install a site-specific wall art to be incorporated at the Gateway Theatre "Fly Tower".

Gateway is BC's third largest theatre company that commissions, develops and produces live, professional theatre, and is considered a regional theatre for Richmond and the necklace of communities that surround it to the south and east. The theatre company is a not for profit society made up of a volunteer Board of Directors who provide community continuity, direction to the professional administration and future planning.

For further information, the website is www.gatewaytheatre.com

CALL FOR ARTIST SUBMISSIONS

Submission due February 28, 2005

*For more information, please contact
Kari Huhtala at 604 276-4188 or
Email khuhtala@city.richmond.ca*

Gateway Theatre "Fly Tower" Wall Art

2000-2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

Richmond Public Art Program Policy & Guidelines



City of Richmond Public Art Policy

The Public Art Policy endorsed by the City of Richmond Council aims to “celebrate and stimulate” the cultural spirit of the community through the creation of art in public places.

One of the key goals is to provide an experience of art in the everyday life of the community, through artworks that both respond to and help to stimulate a unique “sense” of place in Richmond.

Enquires

All enquires about this project should be directed to:
Kari Huhtala, Public Art Coordinator, City of Richmond
Ph: 604 276-4188 Email: khuhtala@city.richmond.ca

Gateway Theatre

Gateway Theatre specializes in culturally diverse plays that are reflective of our multi-layered heritage, many of which have toured to cities in BC. The Theatre's mandate includes an “Academy for the Performing Arts” where over 200 youth per year (8-19) receive instruction in acting, singing, movement and dance, as well as satellite companies of new and emerging artists who produce cutting edge drama. Gateway Theatre sponsors the Pacific Piano Competition and hosts a variety of community performing arts companies during “Dance Month” and “Music in the Schools Month”.

Gateway's professional administration staff is supported by about 150 volunteers from our community.

The Gateway Theatre “Fly Tower” Wall Art Project is constituted under the mandate set out by the City of Richmond Public Art Commission.

Gateway Theatre "Fly Tower" Wall Art

at the Albert Road, Richmond, Virginia

Public Art Opportunities

Artist Opportunity

The City of Richmond is seeking an artist who will create a highly visible and time-specific imaginative wall art to be located at the most highly visual building face. The artwork will respond to the patron of the arts, the passing public and the community.

The theme for the wall art will be 20 years of performing arts excellence in a community that celebrated its 125th anniversary in 2004. The form and materials to be used to create the art work are open to the artist's interest.

The artist should be community minded, site oriented and be prepared to work in a collaborative fashion with a design team comprised of the Public Art Commission, the Gateway Theatre and City staff. The artwork will become, for its duration, integral to the theatre building, but should be designed so that it can be removed at the end of its span, and the building returned to its present condition. The artist will be required to work within the constraints of the theatre building, pedestrian activity area(s), safety, durability, and ease of maintenance.

The concept of the artwork proposal is open to the artist's discretion, although attention should be paid to the street's purpose and its location. Particular attention will be paid to the artist's proposal and how it celebrates and enhances the role and identity of the Gateway Theatre in the City.

It is anticipated that the wall art will be completed by the summer of 2005. The duration of the artwork is open to discussion between the artist and the design team.



Gateway Theatre "Fly Tower" Wall Art

6501 - Public Art - Gateway Theatre

Public Art Opportunities

Budget

The total budget available to the artist(s) or artist team, inclusive of all expenses (including GST), will be \$47,000.

Eligibility

This invitation is open to professional artists. Ongoing communication between the selected artist and the design team is a requirement of this project. Artists who reside outside of Greater Vancouver should be within a reasonable commuting distance.

Selection Panel & Process

The process of selecting the final artist(s)/team for the project will occur in two stages by the selection panel. The 5 person selection panel will be comprised of members from the artistic community, performing community, independent architect/landscape architect, and local community.

A resource team of City and Gateway staff will participate as advisors and resource to the Panel, but not vote on artist selection.

The Panel will review the artist credentials and a detailed description of a conceptual artwork approach, to include:

- ◆ The framework within which the building and site influences and expresses community identity, entry and place,
- ◆ Materials key to promoting an identifiable work for the passing public and performance attendees,
- ◆ Kind of symbolism relevant to the location and community,
- ◆ Examples of previous relevant artistic work, and
- ◆ Other related information.

The Panel will select the artist/team, which in their judgement best meets the above criteria. The recommended artist/team must be prepared to design an artwork in collaboration with the design team and see it completed, installed and taken down within the times as agreed with the project developer, or their representative.

Gateway Theatre "Fly Tower" Wall Art

6510 Civic Center Road, St. Louis, MO 63108

Public Art Opportunities

Submission Requirements

- ◆ A **typed statement**, which introduces your wall art ideas and how these ideas relate to your art practice (**2-page maximum**), which can be easily photocopied.
- ◆ Curriculum vitae or **resume of past work**, including any public art commissions.
- ◆ A **sleeve of up to 10 labelled slides** showing previous artistic work experience, accompanied by a slide list.
- ◆ A 9 X 12 **self addressed stamped envelope**.

The short listed artist(s)/teams will be paid a fee of \$1,000 for a conceptual artwork approach, which will be presented for display to the Gateway theatre ticket holders in the spring, 2005.

Selection Process & Criteria

Artist(s)/Team Review

- ◆ Compliance with the competition requirements.
- ◆ Artist/team previous experience, including artistic achievements.
- ◆ Imagination and artistic merit.
- ◆ Appropriateness of the proposed artistic approach to the site.
- ◆ Feasibility in implementation.
- ◆ Artist interview and discussion
- ◆ Examples of relevant artist work.
- ◆ The artist's ability to work co-operatively with an interdisciplinary City design team.

Following the short listed interview/presentation, the panel will recommend the artist/team for the project.



Richmond Public Art Program Management City Owned Projects

Purpose: To incorporate public art into the development / renovation
of City streets, buildings and parks.

This chart outlines the decision-making process for a City initiated public art projects.

1	City Staff + Public Art Commission <ul style="list-style-type: none"> • Identify public art project(s) (eg. site, theme & process)
2	Public Art Commission <ul style="list-style-type: none"> • Reviews & Endorse Project(s) • Recommends to Council
3	Staff Prepare Report to Council <ul style="list-style-type: none"> • Proposed Project & Expenditure
4	City Council <ul style="list-style-type: none"> • Review & Approve Proposed Project
5	Staff/Public Art Commission <ul style="list-style-type: none"> • Implement Council Approved Public Art Project Call
6	Independent Panel (established by Commission) <ul style="list-style-type: none"> • Review Artist Submissions • Short listed Artist prepare detailed design • Select Artist & Artwork
7	City Council <ul style="list-style-type: none"> • Staff Present Short Listed, Selected Artist & Artwork • City Council Reviews & Approves • Council involvement completed
8	Staff Implement Project <ul style="list-style-type: none"> • Advise Artist of Selection • Prepare City-Artist Legal Agreement • Manage & Monitor Project Development & Completion • Inform Council & Public on Project Completion • Opening Celebration



GATEWAY THEATRE
HOME TO CANADIAN THEATRE

Friday, November 26, 2004

Richmond City Council
C/o Kari Huhtala, Senior Planner
Policy Planning,
City of Richmond,
6911, #3 Road,
Richmond, BC. V6Y 2C1

Dear Members of City Council:

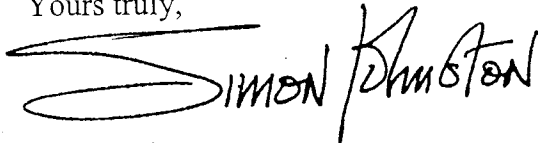
A mural created by an artist designed specifically for the Gateway Theatre is a project that we endorse without reservation.

Such a project will enhance the location, spotlight the visual arts and has the potential to be a destination feature for visitors and residents alike. The scope of the project is doable, the time line is sufficient and the scale of work is an attractive challenge for the right proposal.

This project also integrates the participation of Public Art, Richmond Art Gallery, the PRC Division and the Gateway Theatre. These partners are working together to enhance our community's premiere arts facility and contributing to the attractiveness of the Gateway as a gathering place.

On behalf of the board, staff, volunteers and patrons of the Gateway, we urge your support of the mural project.

Yours truly,



Simon Johnston
Producer/General Manager

cc. Ron Climenhaga, Chair, Gateway Theatre Society

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6500 Gilbert Road, Richmond, British Columbia, Canada V7C 3V4
Administration: (604) 270-6500 Fax: (604) 247-4995 Box Office: (604) 270-1812
www.gatewaytheatre.com

Owned by The City of Richmond and operated by the Richmond Gateway Theatre Society