



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
 From: Kate Sparrow, Director, Recreation & Cultural Services
 Re: Gateway Theatre "Fly Tower" Wall Art Project

Date: February 13, 2006
 File: 11-7000-09-20-041/2005-Vol 01

to Parks, Rec & Culture - Feb 28, 2006

Staff Recommendation

That staff implement the installation of the "SCRIPT Inside Outside" wall art at the Gateway Theatre, as presented in the report dated February 13, 2006 from the Manager, Policy Planning.

K Sparrow

Kate Sparrow
Director, Recreation & Cultural Services

Att. 4

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Facility Management.....	Y	<input checked="" type="checkbox"/>	N	<i>K Sparrow</i>	
Budgets	Y	<input checked="" type="checkbox"/>	N		
Policy Planning	Y	<input checked="" type="checkbox"/>	N		
REVIEWED BY TAG		YES	NO	REVIEWED BY CAO	
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Staff Report

Origin

On February 14th, 2005, Council endorsed the following recommendation:

That 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 dated January 6, 2005 from the Manager, Policy Planning), be endorsed.

This report recommends the “Gateway Theatre Wall Art Public Art Project” proposal for Council’s consideration and endorsement.

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 owns and maintains this facility. The Richmond Gateway Theatre Society and its volunteer Board of Directors operate the Theatre.

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, and a community landmark which presents an artistic surprise to the entering, passing public and motorists. The artist will be required to work within the constraints of traffic safety, durability, structural integrity and ease of maintenance.

Theme of Gateway Theatre Wall Art Project

The theme for the wall art project is the celebration of performing arts, with the form and the materials to be used to create the artwork open to the artist’s discretion.

Terms of Reference – Gateway Theatre Wall Art

The public art terms of reference for the Gateway Theatre “Fly Tower” Wall Art Call (**Attachment 1**) describes the art opportunity, site description, scope of work, budget, selection process and design schedule.

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**. This report to Council is at Step 7 of the Richmond Public Art Program Management process.

Gateway Theatre Public Art Project Panel

The Panel members, who reviewed 26 public art submissions (and are recommending an artwork for the Gateway Theatre Wall Art Project), include:

- ❑ Ian Biddlecombe, Richmond Business Person
- ❑ Diane Cousar, Gateway Theatre Board
- ❑ Sherry Elasoff, Gateway Theatre Staff
- ❑ Ricarda McDonald, Richmond Art Gallery Association
- ❑ Barbara Zeigler, Artist
- ❑ Jim Huffman, Architect

Recommended Public Art Project – “SCRIPT Inside Outside”

The Public Art Project Panel selected the artwork “*SCRIPT Inside Outside*” by artists Karen Kazmer and Todd Davis for the Gateway Theatre “Fly Tower” Art Wall Project (see **Attachment 3**).

The artists’ note that the artwork “*SCRIPT Inside Outside presents a colour lighting system: theatrical graphics that presents “a painting with light” on the Fly Tower that informs the public of upcoming events as the daylight wanes. Inside the stage lights go up, while outside the proposed system is illuminating the theatre’s tower in a multitude of colours speaking of the magical space within, where professionals on stage are set to entertain. The drama of colour and information comes to the Gateway Theatre.*”

This work will incorporate new technology on two levels:

- ❑ The initial lighting system, Red-Green-Blue LED, wash lights, sits at the base of the Fly Tower walls producing a multitude of colours creating a sequenced gradient wash. This mimic of ‘footlight’ stage lighting will be controlled by real-time events and a simple computer system.
- ❑ The secondary system attached to Fly Tower walls involves several ellipsoidal spots that allow for simple graphic imagery (e.g. ropes, curtains, stage lights, stars, logos, artworks, which are portrayed in one colour (white graphics) as a gobo or still or moving generated image on to a single or multicoloured background.

The play of colour on the “Fly Tower” wall will provide a point-of-discussion for the passing public and develops the Gateway Theatre as a constantly changing visual landmark within the City of Richmond.

The Richmond Public Art Commission supports the Panel’s recommendation, as does the Gateway Theatre (**Attachment 4**).

Financial Impact

1. *Budget*

Council has approved a budget of \$53,000 for the Gateway Theatre “Fly Tower” Wall Art Public Art Project.

2. *Spent To Date*

For the public art project competition and administration: approximately \$6,000.

3. *Approval Sought*

To design and construct the public art project:	\$42,000.
Permits, Installation and Electrical services	\$ 2,000
Contingency Allowance	<u>\$ 3,000</u>
Total	<u>\$47,000</u>

4. *Annual Maintenance Cost*

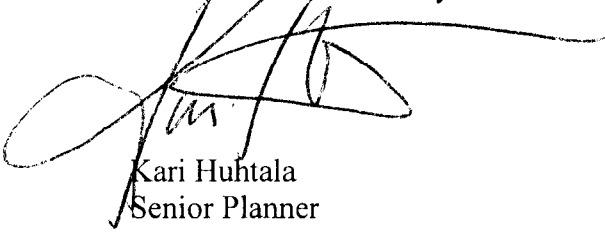
The estimated cost to provide contracted preventative maintenance for the proposed artwork including LED and Gobos lamp replacement, cable and electrical inspection is: \$400 - \$500 per year whilst Hydro costs would be approximately \$100. These costs would be recovered through the Gateway Theatre operating budget.

5. *Lifecycle Replacement*

The estimated lifespan for the proposed artwork is 10 years after which replacement of the entire system would proceed through new public art initiatives or considered as a minor capital project supported with community funding

Conclusion

The proposed artwork will ensure that the Gateway Theatre as a constantly changing visual landmark within the City of Richmond.



Kari Huhtala
Senior Planner
(4188)

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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

A photograph of the Gateway Theatre building and its iconic 'Fly Tower' archway. The building is a light-colored, modern structure with 'GATEWAY THEATRE' written on its side. The archway is a large, stylized structure with a central opening. In the foreground, there are two blue banners with yellow stars and the Gateway Theatre logo. The text 'Gateway Theatre "Fly Tower" Wall Art' is overlaid in a large, bold, white font with a black outline.

Gateway Theatre "Fly Tower" Wall Art

6500 Gilbert Road, Richmond, B.C.

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 Monday, May 2, 2005

Richmond City Hall, 6911 No.3 Road
Richmond, BC V6Y 2C1

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

Gateway Theatre "Fly Tower" Wall Art

6500 Gilbert Road, Richmond, B.C.

Richmond Public Art Program Policy & Project



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@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

6500 Gilbert Road, Richmond, B.C.

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 2006. The duration of the artwork is open to discussion between the artist and the design team.



Gateway Theatre “Fly Tower” Wall Art

6500 Gilbert Road, Richmond, B.C.

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

6500 Gilbert Road, Richmond, B.C.

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 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.



SCRIPT Inside Outside

Gateway Theatre Flytower Public Art Project

Karen Kazmer & Todd Davis

RICHMOND GATEWAY THEATRE PUBLIC ART PROJECT: FLY TOWER PROPOSAL

Script Inside Outside presents a colour lighting system, theatrical graphics and concise text which explore the relationship between information and meaning in the context of The Gateway Theatre and the multiple systems set within this venerable cultural centre of Richmond BC.

Like the “world of wonder” that awaits those who attend the events INSIDE the Gateway Theatre, this proposal for public art presents a metaphorical version OUTSIDE.

The large text and graphics present art works, as well as inform the public of upcoming events as the daylight wanes. Inside the stage lights go up while outside the proposed system is illuminating the theatre’s tower in a multitude of colours, speaking of the magical space within where professionals on stage are set to entertain. The drama of colour and information comes to the gateway Theatre

This work will incorporate new and available technology on two levels. The initial lighting system, Red-Green-Blue LED ‘wash’ lights, sits at the base of the fly tower walls producing a multitude of colours creating a sequenced gradient wash. This mimic of ‘footlight’ stage lighting will be controlled by real-time events and a simple computer system. A number of LED colour wash units encircle the fly tower from a distance of approximately 10 feet (3.5m). Their compact size allows them to be concealed from view at the base of the tower façade. They are spaced approximately 6 to 8 feet (2m to 3m) apart, and positioned to cast saturated, colored light and effects that reach 40 feet (13 meters) high. The lighting effects are easily controlled by a DMX interface through a computer. We will develop a series of custom light shows that can be utilized for specific presentations, holidays and a signature Gateway Theatre pattern of color painting the fly tower façade which will allow the public to “watch the stars come out”.

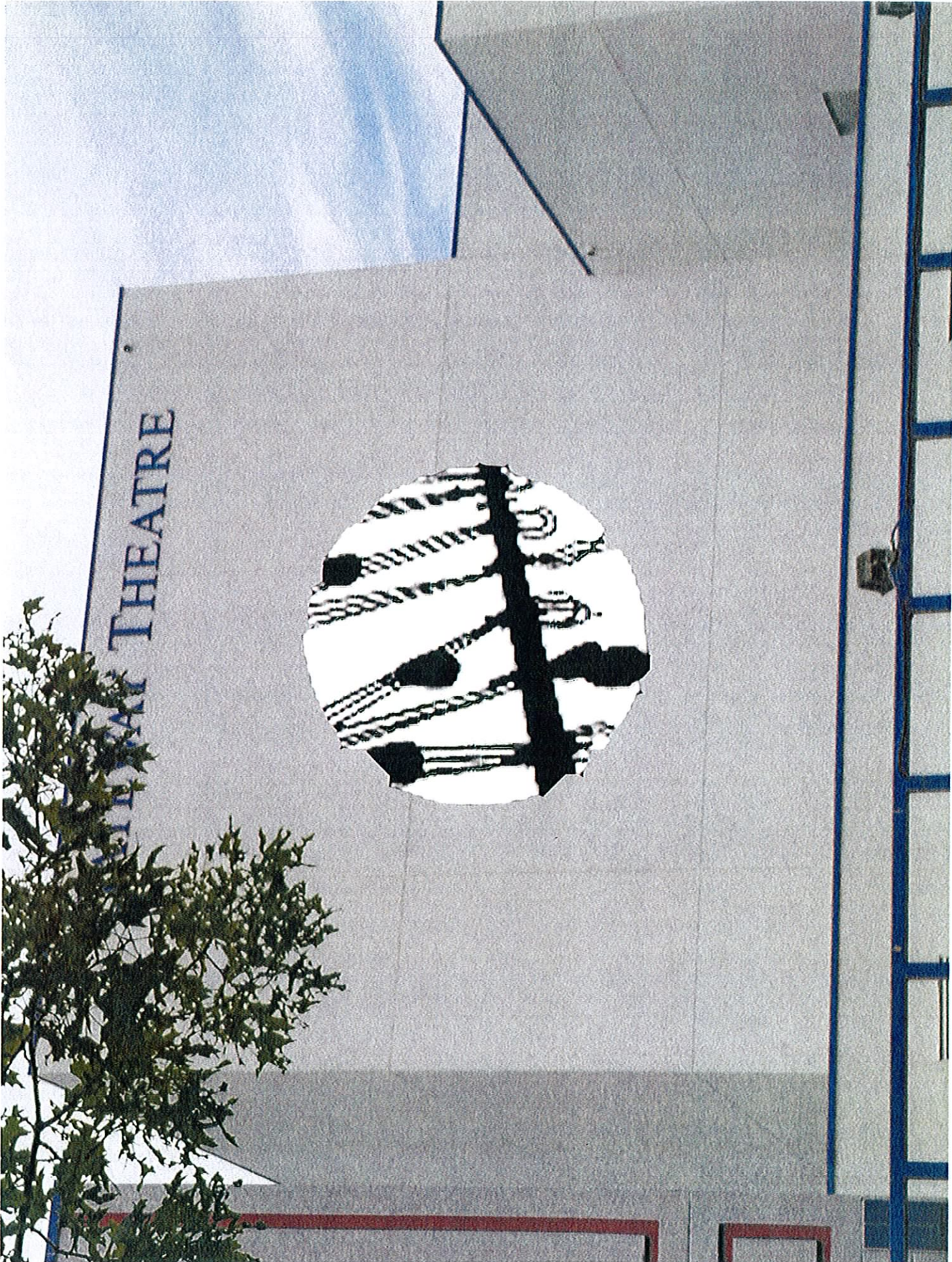
Inspired by the colourful historical and current theatrical imagery of the Gateway Theatre, this “painting with light” of the fly tower provides a point-of-discussion for the passing public and develops the Gateway Theatre as a constantly changing visual landmark within the city of Richmond. The play of colour will act as a visual intervention onto the building’s ‘white screen’ flytower.

The secondary system attached to the fly tower walls are several ellipsoidal spots (Source 4 with storm enclosures) that allow for simple graphic imagery and text projected across the theatre facade. Images of ropes, curtains, stage lights, stars, logos, art works and children are portrayed in one colour (white) graphics as gobo generated images. Images and text will be generated from a myriad of sources: artists, theatre crews, presentation information and present and past scripts, historical texts from the Gateway Theatre archive and other pertinent theatrical texts. This data will provide a constant flow of information to the patrons and public from several vantage points on the theatre grounds, the parking lot, the adjacent park and cars traveling along Gilbert Road.

The ‘spot and gobo’ displays situated across the façade as a representation of theatre interior can provide information for upcoming events such as Gateway Theatre productions on the main stage and Studio B, the Pacific Piano competition, notices concerning the Gateway Academy for the Performing Arts and rental situations. At the same time, the “painted fly tower” acts as a beacon and focal point.

Our attempt is to portray what takes place INSIDE the Gateway Theatre with informational and colour lighting systems OUTSIDE, while portraying aspects of theatre in general, and make the Gateway Theatre a landmark in its own time.

Karen Kazmer & Todd Davis
January 2006



THEATRE



WILLIAM WALKER THEATRE



GATEWAY THEATRE

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Thursday, February 09, 2006

Dear Mayor & Council:

Subject: Gateway Theatre "Fly Tower" Wall Art Project

Gateway Theatre supports the selection of the lighting artwork "SCRIPT Inside Outside" by Karen Kazmer and Todd Davis. Participating in the selection process were Diane Cousar our board representative and Sherry Elasoff who represented the theatre staff. We are especially proud and grateful to have worked with Kari Hutala in bringing this unique piece of art to Richmond.

We believe this exciting artwork allows the drama of colour and images to come alive on the theatre's fly tower. This "light sculpture" also has flexible applications that will allow the artists do a "light painting" on the exterior wall that interprets the show on stage. The technology is designed to be changed as often as desired and with an extraordinary spectrum of images. The only limitation is the imagination of the artists.

This installation will be a focal point of the Minoru Park area and of interest to residents and visitors to our community.

Yours truly,

Simon Johnston
Artistic & Executive Director

F:\06 Flytower art - letter to Council.doc

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