



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Marie Fenwick
Senior Manager, Arts, Culture and Heritage Services
Date: May 14, 2019
File: 11-7000-09-20-268/Vol 01
Re: Richmond Cultural Centre Proposed Community Mural Public Art Project

Staff Recommendation

That the concept proposal for the Richmond Cultural Centre Community Mural Public Art Project by the artist team Richard Tetrault and Jerry Whitehead, as presented in the staff report titled "Richmond Cultural Centre Proposed Community Mural Public Art Project," dated May 14, 2019, from the Senior Manager of Arts, Culture and Heritage Services, be endorsed.

Marie Fenwick
Senior Manager, Arts, Culture and Heritage Services
(604-276-4288)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Facilities	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

On February 13, 2018, Council endorsed the Public Art Community Mural Program. The focus of the Community Mural Program is to install murals in highly visible locations in pedestrian oriented areas throughout Richmond. The Program provides opportunities to build community, animate highly visible public spaces, foster community dialogue and cross-cultural exchange and engage diverse and multigenerational communities.

This report brings forward for consideration a proposal for a mural to be installed at the Richmond Cultural Centre.

Analysis

Background

Opened in 1993, the Richmond Cultural Centre houses a range of cultural facilities, including the City of Richmond Archives, Richmond Arts Centre, Richmond Media Lab, Richmond Art Gallery, Richmond Public Library and Richmond Museum. The Cultural Centre is also home to exhibition, performance and meeting spaces for several community arts groups.

For the mural opportunity at the Richmond Cultural Centre, artists will engage community members to develop and inform the mural design, which will be applied to the continuous exterior fascia surfaces and columns of the building. Artwork themes will reflect Richmond's cultural heritage and represent the plethora of arts and cultural activities offered at the Cultural Centre.

Artist Selection Process

A two-stage selection process was implemented for the artist opportunity in accordance with the terms of the Public Art Program Policy Administrative Procedures. All artist proposals were evaluated on the basis of artistic merit, appropriateness to the goals of the Community Mural Program and the Public Art Program, artist qualifications and project feasibility. The artist call was posted in April 2019 (Attachment 1) and staff received 19 artist submissions.

The artist selection panel included the following five members:

- Yun-Jou Chang – Vice-President, Cinevolution Media Arts Society
- Paige Gratland – Branscombe House Artist-In-Residence
- Megan Lane – Artist and Community Representative
- Danielle Lemon – Richmond Public Library Board Member
- Pat Thorson – Richmond Artist Guild

The artist proposal was presented to the Richmond Public Art Advisory Committee (RPAAC) on May 22, 2019. RPAAC supported the proposed project.

Recommended Artist

The artist team, Richard Tetrault and Jerry Whitehead, have extensive experience in executing large-scale mural projects and numerous artist-initiated community engagement processes in the Lower Mainland. They have worked extensively as Artists-In-Residence with the Vancouver School Board, ArtStarts in schools and other organizations. As the lead artist, Mr. Tetrault has produced a number of high profile murals in the Metro Vancouver region, particularly in East Vancouver.

Using murals to explore cultural identity and origins and as an expression of personal dignity and strength, artist Richard Tetrault's public art projects typically involve youth mentorship, community activism, extensive planning and outreach. Richard is a recipient of the City of Vancouver Mayor's Arts Award. He is also a founding member of Creative Cultural Collaborations Society, Arts in Action and the Eastside Culture Crawl. With the Canada-wide group La Raza Artists, he has initiated projects in various parts of Canada, Mexico, Argentina and Cuba. As well as working as a muralist, he is a painter and printmaker who has shown his work locally and internationally in more than 50 exhibitions.

Recommended Public Art Concept Proposal

As outlined in Attachment 2, as part of the project's scope of work, the artists will lead five hands-on art-activity public engagement events with the Cultural Centre's resident groups and users to solicit stories, iconography, drawings and feedback on the artist's approach, rationale and intentions.

The hands-on public community engagement workshops will engage the Richmond Arts Centre and Media Lab, Richmond Art Gallery and Richmond Public Library. The community engagement sessions will be free and accessible as drop-in sessions at the Cultural Centre.

The artists will develop a maquette and scaled drawing of the entire length of the exterior fascia wall to act as a mobile visualization tool and allow people to see the impact of their design contributions as the design evolves. Hands-on stencil patterns developed through the public engagement sessions will reference the community's diverse cultural backgrounds and reflect the Cultural Centre's resident groups and activities.

The columns will be painted in solid colors to compliment the colour palette of the main fascia mural artwork.

The artist describes the mural opportunity as follows:

"The Richmond Cultural centre is a rich resource facility that will provide us with both a venue for the community engagement sessions as well as some of the visual materials that will be incorporated. We hope to engage children, youth, adults and seniors in research and hands-on design. By setting ourselves up in this highly visible spot to work on sections of the fascia design, we hope to start a dialogue and encourage community participation. By demonstrating the process of cutting stencils on site, multiple generations of all backgrounds and user groups of the Cultural Centre will be encouraged to be involved. The hands-on creating of stencils is a compelling process and one that is accessible to all."

Next Steps

Following Council endorsement of the concept proposal presented in this report, Staff will work with the artists to coordinate the community engagement sessions. At the conclusion of the sessions, the artists will finalize the mural design for presentation and feedback by project stakeholders. The project will proceed to on-site installation and completion by early fall 2019.

Transportation Services will be consulted to ensure a safe Traffic Management Plan is implemented during on-site installation of the mural. City staff will assist artists in minimizing barriers and prioritizing safety as part of a risk-management review process in consultation with Facilities and Parks Services.

Any surface paint preparation, maintenance and repairs required for the artwork will be the responsibility of the Public Art Program as part of the annual operating budget.

Financial Impact

None.

Conclusion

The Richmond Cultural Centre Community Mural Public Art Project creates an opportunity for building community and encouraging community cultural exchanges through free and accessible hands-on art activities. The mural design will transform the building's continuous exterior fascia surfaces and columns into a unique and compelling artwork for the Minoru Civic Precinct cultural hub, reflecting a vibrant and culturally diverse community for years to come.



Biliana Velkova
Public Art Planner
(604-247-4612)

- Att. 1: Call to Artists - Richmond Cultural Centre Mural
2: Community Mural Proposal by Richard Tetrault and Jerry Whitehead

call to artists

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Figure 1. Richmond Cultural Centre, 7700 Minoru Gate.

Richmond Cultural Centre Mural

Request for Qualifications (RFQ)

January 2019

OPPORTUNITY

The Richmond Public Art Program seeks an artist or artist team to create a mural for the exterior fascia and structural columns of the Richmond Cultural Centre, located at 7700 Minoru Gate. Artists with demonstrated experience and skill sets working with multiple project stakeholders and executing outdoor murals are encouraged to apply.

A two-stage artist selection process will be implemented for this commission. Shortlisted artists will be invited to outline a public engagement process to develop a design concept working with community members, Cultural Centre user groups and project stakeholders. All details on how to apply are contained herein.

Budget:	\$30,000
Eligibility:	Artists residing in British Columbia
Deadline:	March 15, 2019
Completion:	Summer, 2019

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BACKGROUND

In February 2018, the Richmond Public Art Mural Program was approved by City Council. The Program provides opportunities to build community, animate highly visible public spaces, foster community dialogue and cross-cultural exchange, and engage diverse and multigenerational communities.

Many blank building facades exist throughout the City in highly visible public locations, adjacent to sidewalks in urban areas, or in natural settings beside trails and in parks. By incorporating art onto these buildings, we can transform ordinary surfaces into unique representations of community identity and pride.

The mural will reflect the culturally diverse community, user groups and vibrant cultural programming, facilities and agencies within the Richmond Cultural Centre, including:

- City of Richmond Archives
- Richmond Arts Centre / Richmond Media Lab
- Richmond Art Gallery
- Richmond Public Library
- Richmond Museum
- Rooftop Garden
- Performance Hall

Artists are encouraged to visit the facility and familiarize themselves with the site, context of the building and programs offered in the facility. Shortlisted artists will be invited to attend an artist orientation session with City staff and stakeholder representatives to ask questions before developing their mural concepts.

ARTIST SCOPE OF WORK

The commissioned artist will engage multiple community stakeholder groups in a series of dialogue sessions and/or hands-on art-making activities to develop and inform the mural design.

The artist will lead five (5) community engagement sessions with interested groups at the Richmond Cultural Centre. The intent of the engagement process is to allow the artist and City staff to listen and learn from user groups and community members about what makes this community unique, and why and what people value by engaging in arts and culture as part of their everyday lives.

The format of these sessions will be developed by the artist in consultation with City staff. The expectation is for the artist to interpret feedback, observations, stories and themes to be represented in the mural design. Following the public consultation work, the artist will develop concept mural designs to be reviewed by City staff and project stakeholders.

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Artists will be required to work on site and obtain all the necessary permitting to use lift equipment or scaffolding. An approved work plan will need to be developed in consultation with City staff.

LOCATION

The Richmond Cultural Centre is located at 7700 Minoru Gate, within the Minoru Park precinct. The exterior building fascia band, approximately 5 ft. high and 1,063 linear feet across is a continuous feature around the perimeter of the building. The building's 33 structural columns will also be included in the artist's concept.

BUDGET

The total budget established for this project is \$30,000 CAD. This budget includes (but is not limited to) artist fees, leading community engagement sessions, materials, supplies, paint, permitting as needed, labour, photography, insurance, travel, accommodation and all taxes, excluding GST.

ARTIST ELIGIBILITY

Artists residing in British Columbia are eligible to apply. Artists who are currently contracted by the City of Richmond Public Art Program are not eligible to apply. City employees and volunteers serving on City of Richmond Advisory Committees are not eligible to apply.

SELECTION PROCESS

A selection panel consisting of a combination of artists, art professionals, and community representatives will engage in a two-stage artist selection process to review all artist submissions. Up to three (3) shortlisted artists will be awarded a \$150 honorarium to prepare a presentation and attend an interview with the Selection Panel. Artists who are travelling outside of Greater Vancouver will be reimbursed for travel expenses up to \$500.

At the conclusion of the process, the panel will recommend one artist or artist team. The selected artist will enter into an initial design contract with the City of Richmond and work to finalize a conceptual approach to be submitted for review by the Richmond Public Art Advisory Committee (RPAAC) and City staff. Council approval of the selected artist will be required prior to the implementation phase. Please be advised that the City is not obliged to accept the artist concept. The City reserves the right to reissue the Artist Call as required.

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STAGE ONE - ARTIST SELECTION CRITERIA

Submissions to the Call will be reviewed and decisions made based on:

- Artistic merit of artist statement of intent in response to the project goals;
- Artist capacity to engage community stakeholders and work with other City contractors and staff professionals.
- Artist's demonstrated experience in producing artwork that responds to the existing character of the site by taking into account scale, colour, material, texture, as well as the physical characteristics of the building and location.
- Appropriateness of the proposal to the Public Art Program goals:
www.richmond.ca/culture/publicart/plans/policy

STAGE TWO - ARTIST SELECTION CRITERIA

Shortlisted artist proposals will be reviewed and decisions made based on:

- Artist's response to follow up questions/comments from the Selection Panel.
- Feasibility of Artist's preliminary project budget breakdown.
- Artist's approach to the community engagement sessions, including methodology to ensure the final mural design is representative of the engagement process and community identity.
- Artist's work plan and outline of community engagement sessions with identified objectives.
- Appropriateness of the proposal to the Public Art Program goals:
www.richmond.ca/culture/publicart/plans/policy

SUBMISSION REQUIREMENTS

E-mail all documentation as one (1) PDF document, not to exceed a file size of 5 MB to: publicart@richmond.ca

- INFORMATION FORM – Please complete the information form attached to this document.
- STATEMENT OF INTENT – 300 words or less, highlighting past experience and skillsets, conceptual approach to the work, why the artist is interested in this opportunity and how the project responds to the selection criteria.
- ARTIST CV – (1 page maximum). Teams should include one page for each member.
- WORK SAMPLES – Ten (10) supporting image examples of previous work. One image per page. Please include artist name(s), title, year, location and medium information to be on each image page.

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- REFERENCES – Submit the names, titles and contact information of three (3) individuals who can speak to your accomplishments and relevant experience.

PROJECT TIMELINE

Submission Deadline:	March 15, 2019, 5:00 p.m.
Shortlisted Artists Notification:	March 26, 2019, 5:00 p.m.
Stage 2 Artists Orientation meeting:	April 2, 2019, 5:00 p.m.
Stage 2 Finalist Interviews:	May 9, 2019, 5:00 p.m.
Completion:	Summer, 2019

SOURCES FOR ADDITIONAL INFORMATION

- City Centre Public Art Plan, www.richmond.ca/culture/publicart/plans/plans
- Richmond Public Art Program, www.richmond.ca/culture/publicart
- Richmond Public Art Registry, www.richmond.ca/culture/publicart/collection/catalog.aspx
- Richmond Archives, www.richmond.ca/cityhall/archives/search-archives
- Richmond Cultural Centre, www.richmond.ca/culture/cultural-centre/about.htm
- Richmond Public Library, rpl.yourlibrary.ca
- Richmond Art Gallery, www.richmondartgallery.org
- Richmond Museum, www.richmondmuseum.ca
- Richmond Arts Centre, www.richmond.ca/culture/centre/about

SUBMISSION GUIDELINES

1. All supporting documents must be complete and strictly adhere to these guidelines and submission requirements (above) or risk not being considered.
2. All submissions must be formatted to 8.5 x 11 inch pages. Portfolio images and concept sketches would be best formatted to landscape format.
3. Submission files must be 5 MB or smaller.
4. If submitting as a team, the team should designate one representative to complete the entry form. Each team member must submit an individual resume/curriculum vitae. (See Submission Requirements)
5. All documents must be sent by e-mail to: publicart@richmond.ca

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ADDITIONAL INFORMATION

1. The selected artist will be required to show proof of WCB coverage and \$5,000,000 general liability insurance.
2. Please be advised that the City and the selection panel are not obliged to accept any of the submissions and may reject all submissions. The City reserves the right to reissue the Artist Call as required.
3. All submissions to this Artist Call become the property of the City. All information provided under the submission is subject to the Freedom of Information and Protection of Privacy Act (BC) and shall only be withheld from release if an exemption from release is permitted by the Act. The artist shall retain copyright in the concept proposal. While every precaution will be taken to prevent the loss or damage of submissions, the City and its agents shall not be liable for any loss or damage, however caused.

QUESTIONS

Please contact the Richmond Public Art Program:

Tel: 604-204-8696

E-mail: publicart@richmond.ca

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Figure 1 – Exterior fascia banding and columns, highlighted in red at Minoru Gate entrance.



Figure 2 – Exterior fascia banding and columns, highlighted in red at Cultural Centre Plaza entrance.



Figure 3 – Exterior fascia banding and columns, highlighted in red at north parking lot and east access lane.

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Attach one (1) copy of this form as the first page of the submission.

Name: _____

Team Name: (if applicable) _____

Address: _____

City: _____ Postal Code: _____

Primary Phone: _____ Secondary Phone: _____

E-mail: _____ Website: _____
(One website or blog only)

Incomplete submissions will not be accepted. E-mailed submissions over 5 MB will not be accepted. Information beyond what is listed in the checklist will not be reviewed.

List Team Member Names: (Team Lead complete above portion)

Please let us know how you found out about this opportunity:

Would you like to receive direct e-mails from the Richmond Public Art Program? ☐ Yes ☐ No

Signature: _____ Date: _____

Submit applications by e-mail to: publicart@richmond.ca

Additional Information

Please be advised that the City and the selection panel are not obliged to accept any of the submissions and may reject all submissions. The City reserves the right to reissue the RFQ as required. All submissions to this RFQ become the property of the City. All information provided under the submission is subject to the Freedom of Information and Protection of Privacy Act (BC) and shall only be withheld from release if an exemption from release is permitted by the Act. The artist shall retain copyright of the submitted documents. While every precaution will be taken to prevent the loss or damage of submissions, the City and its agents shall not be liable for any loss or damage, however caused.

Stage 2-Richmond Cultural Centre Community Mural Proposal Submitted by: Richard Tetrault (lead artist) and Jerry Whitehead

Statement of intent and implementation plan:

After reviewing the site for the mural and discussions at the Artist Orientation meeting April 2nd, 2019, we have formed an approach on how we will implement our process.

- Process of community engagement leading to a final design
- Technical challenges of project
- Implementation
- Budget
- Response to questions from selection panel

Where?

The Richmond Cultural centre is a rich resource facility that will provide us with both a venue for the community engagement sessions as well as some of the visual materials that will be incorporated. The library Flex space is particularly useful for its open plan layout, digital equipment and immediate access to books and other sources. We hope to use this space for several of the sessions, engaging youth, teens, adults and seniors in research and hands-on design. By setting ourselves up in this highly visible spot, working on sections of the frieze design, our presence will be a start in encouraging participation. At the same time, we will make efforts to approach people with a flyer that will outline our vision and reason for engagement. By demonstrating the process of cutting stencils on site, youth, adults and seniors of all backgrounds and user groups of the Cultural Centre will be encouraged to be involved. The hands-on creating of stencils is a compelling process and one that is accessible to all.

Two of the workshops will take place in the rotunda of the Cultural Centre, allowing for others using the centre to take part and see it evolve.

How to attract participation?

A maquette, or scaled drawing of the entire length of the wall (5 ft X 1065 lineal feet) will be a part of a mobile “visualization” plan.

This will allow people to see the impact of their design contribution as it evolves, giving the piece a feeling of a true community-based collage. Stencil patterns developed from these sessions, whether sourced from people’s cultural backgrounds (historic, ethnically diverse) as well as unique, directly designed pieces will be brought together over the course of the 5 sessions in the final long design.

Hands on demonstrations of stencil printing will encourage engagement from the patrons of the centre.

The columns will be painted in solid colors supporting/referencing the sequences of colors above. This will allow for easier touch ups should these lower areas be damaged over time.

Artist Backgrounds:

Jerry and I have initiated numerous community engagement processes in the Lower Mainland, leading to murals, mosaics and a broad range of unique public pieces.

We have both worked extensively as artist in residence with the Vancouver School Board, ArtStarts in Schools and other organizations. I have coordinated over 20 community processes in the east Vancouver community and elsewhere.

Stencils have become a vital tool for several reasons:

Often, murals are literally 'out of reach' for many. Participation is highly restricted beyond ground level. But with stencils, component parts can be designed, prepped and cut in a workshop setting, with the artists applying them from boom lifts, scissor lifts or other means. River of Crows (2012), for example, is a two block long mural on concrete that made use of stencils of Crows as a key tool. Multiple applications are possible, varying colors and positioning for greatest effect.

Radius (Firehall Arts Centre 2013) a mural expressing the conjunction of the Chinese, Japanese and Aboriginal communities in east Vancouver, and Atira's Gift (2018) are two other examples in which we used stencils to great effect.

Russian Hall (2009) is another large project that incorporated freely painted elements with stenciled patterning derived from Russian textiles.

Jerry will bring some traditional textile patterns from his Cree background into the piece. He will also incorporate some of the motifs of his recent explorations in mosaic and painted murals.

Technical:

The proposed surface, surrounding over 1000 lineal feet of the Richmond Cultural Centre, is an excellent venue for a community project. Although the wall is in good condition, fairly recently painted with compatible water-based paints and well maintained, access to the wall in places presents challenges. Jerry and I have completed many large projects involving working at heights, and with boom lifts, scissor lifts, scaffolding and swing stages, and are familiar with all of the equipment necessary.

Our slide show reflects these.

We plan to work closely with the Building Maintenance Coordinator and Public Works painting dept., as well as with public outreach from the Richmond Public Library, and the Cultural Centre facilities coordinator and others. We are confident that we are able to work closely with Cultural Centre staff as required, engage community in designing an exciting mural, and safely complete this project within a month of good painting weather.



York Mural (Still Here)

639 Commercial Drive, Vancouver

Medium: Acrylic latex on stucco

Size: 42 ft X 55 ft

Year: 2018

Lead Artist: Richard Tetrault, with Jerry Whitehead and Sharifah Marsden with Cultch youth group



Russian Hall

McLean Drive

Acrylic latex on concrete with stencil application

2 blocks long x 12-14 ft high

Year: 2009

Lead Artist: Richard Tetrault with community members



Radius

Firehall Arts Centre Courtyard 280 Gore St. Vancouver

Medium: Acrylic and acrylic latex on concrete

Size: 40 ft X 55 ft

Year: 2013

Lead Artist: Richard Tetrault, with Jerry Whitehead, Gerald Pedros, Eri lishi and mentored youth