



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee

Date: February 13, 2012

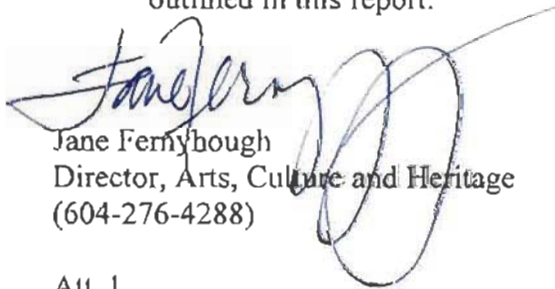
From: Jane Fernyhough
Director, Arts, Culture and Heritage

File: 11-7000-09-20-099/Vol 01

Re: **City of Richmond Public Art Program Participation in the 2013-2015 Vancouver International Sculpture Biennale**

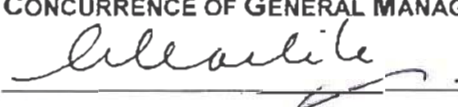
Staff Recommendation

1. That the City of Richmond Public Art Program participation in the 2013-2015 Vancouver International Sculpture Biennale, as outlined in the report from the Director, Arts, Culture & Heritage Services dated February 13, 2012, be endorsed; and
2. That staff report back to Council on the terms of a participation agreement between the City and the Vancouver International Sculpture Biennale and financial implications, as outlined in this report.



Jane Fernyhough
Director, Arts, Culture and Heritage
(604-276-4288)

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY					
ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER		
Parks	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>			
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

On July 28, 2009, Council endorsed the Richmond Public Art Program participation in the 2009-2011 Vancouver International Sculpture Biennale, to promote and facilitate the integration of temporary public art throughout Richmond.

This report presents for Council's consideration a proposal for the City of Richmond through the Public Art Program to participate in the upcoming 2013-2015 Vancouver Biennale, a high-profile temporary outdoor public art exhibition. The Vancouver Biennale includes sculptures and new media installations by leading international artists, and is curated by leading international museum directors, artists and curators. The artworks will be located in parks, urban plazas, and public places throughout Richmond.

A City interdepartmental team will review the terms of the participation agreement, financial implications and site opportunities to consider impacts on facilities, traffic and parks, and report back to Council for approval to enter into the agreement.

Analysis

The Vancouver International Sculpture Biennale is a non-profit organization with the mandate to mount a biannual major outdoor sculpture exhibition featuring world-class international artists, new media and performance in public spaces. In addition, the Biennale produces publications, curricula, symposia, special events and a lecture series. These outdoor displays of exceptional public artworks have been held in Vancouver, in 1998, 2000, 2005, and in both Vancouver and Richmond in 2009-2011.

As a result of the successful participation in the recent Biennale, the City of Richmond has again been invited to participate in the upcoming 2013-2015 edition. The Richmond Public Art Advisory Committee has been involved in discussions on participation. The Committee enthusiastically supports the involvement of the City in this program.

Benefits of the 2009-2011 Vancouver Biennale

Over the past two years, Richmond residents and visitors were invited to participate and interact in a program of special events generated through the strategic placement of eight major international public art pieces along walkways, parks, transit stops and major public spaces in Richmond, including an installation in the public atrium within the Aberdeen Centre. The other works were accessible 24 hours a day, and were publicized in an awareness program of school programs, tours, public contests, lectures and publicity events. The project boasted the participation of some of the world's most celebrated contemporary artists from Mexico, England, India, China, Australia and Canada.

The presence of these significant artworks dramatically raised awareness about the impact public art can have on the enjoyment of our public spaces. This was a unique and cost-effective opportunity to provide access to major artworks, for both Richmond residents and tourists, many attracted to Richmond specifically to see these outstanding works. These works have introduced new standards for future public art to be commissioned by the City and private development. The

Biennale encouraged dialogue within the community about the meaning and place of art in achieving a vibrant cultural city.

For the City, this was an opportunity to collaborate inter-departmentally, with the involvement of Parks and Recreation, Public Works and Community Services, in coordinating events and developing programming.

2013-2015 Vancouver Biennale Proposal

The upcoming 2013-2015 Vancouver Biennale will be a free two-year open-air exhibition featuring the world's most prominent sculptors, new media and environmental land-based artists. Monumental public sculpture installations will be located in prominent public spaces. Environmental installations will be showcased in parks and urban spaces.

The Vancouver Biennale has invited the City of Richmond through the Public Art Program to participate (**Attachment 1**) and to work with them to develop a series of projects best suited to Richmond. In their proposal, several areas of cooperation are highlighted, including art installations, promotional support, collateral sales, site signage, event support and education programming. Should Council endorse further discussions to develop a participation agreement, staff will review and negotiate these terms in the City's interest and bring back the proposed agreement to Council for approval.

Of particular note in the proposal is the interest in land-based art, that is, site-specific artworks created in response to unique locations. Sites identified include Terra Nova Rural Park and the Steveston area. With early involvement in the upcoming Biennale, there is an opportunity to develop a "made in Richmond" focus.

Financial Considerations

The Biennale has requested that the City commit to a \$200,000 total budget contribution. Should Council endorse participation in the upcoming Biennale, staff will review funding options and report back to Council for approval. These options will include:

- Funding from the Public Art Reserve – The Reserve holds funds contributed from private developers through the development application process that were not designated to artworks integrated with their developments. These funds are typically committed to community public art projects approved through the annual Capital Budget process. The City's participation in the 2009-2011 Vancouver Biennale was funded through the Reserve from funds allocated for community engagement and special projects.
- Funding from private developers – An innovative approach would be to work with private developers who have already committed funds for creation of site specific artworks. Their contributions would be used to support either temporary artworks associated with the Biennale or to create permanent Biennale legacy artworks, to remain on public sites in Richmond after the completion of the Biennale. The recently adopted City Centre Public Art Plan has identified key gateway and new park sites in

the City Centre for artworks to be funded through the development process from public art contributions.

- Funding from grants –Although grant funding is limited, arts granting sources should be explored, particularly for innovative artworks that may involve international artists working in Canada, and collaborations between international and local artists.
- Funding from sponsorship – In addition to culture and arts grants, corporate sponsors have played a key role in funding for the previous Biennales. Richmond sponsors would be approached for support for the Richmond component.

An interdepartmental City team will review and confirm the locations for the artworks, and provide advice on issues of installation, security, insurance, promotional support, collateral sales, site signage, event support, education programming and funding. Consultation will include other stakeholders, including the Richmond Olympic Oval Corporation, Canada Line, InTransit, and property and business owners, as required.

Financial Impact

There is no financial impact at this time.

Conclusion

The proposed 2013-2015 Vancouver Biennale, a high-profile temporary outdoor public art exhibition, will offer many opportunities to enrich the City's cultural fabric, promote tourism, and provide a legacy of community engagement. The exhibition of these artworks supports the goals of the Richmond Public Art Program, to spark community engagement, increase public awareness, promote cultural tourism, and to provide leadership in public art programming.

Staff seeks Council approval to proceed with negotiations for participation in the 2013-2015 Vancouver Biennale, and that staff report back to Council on the terms of a participation agreement between the City and the Vancouver International Sculpture Biennale and financial implications, as outlined in this report.



Eric Fiss, MAIBC, MCIP
Public Art Planner
(604-247-4612)

EF:ef

November 21, 2011

Jane Fernyhough - Director, Arts, Culture and Heritage Services
Eric Fiss - Public Art Planner
City of Richmond
6911 No. 3 Road
Richmond, BC
V6Y 2C1 Canada

Dear Jane and Eric,

In follow up to our meeting last week, here's written confirmation of our proposal to the City of Richmond regarding your participation in the 2013-2015 Vancouver Biennale. We hope you'll agree that the inaugural installations in Richmond have been a welcome success in the community and we look forward to expanding our relationship and exploring opportunities with you more fully as we plan for the next exhibition.

Our proposal is as follows:

Art Installations:

- \$200,000 total budget to include seven (7) proposed temporary installations of sculpture and/or new media, plus one (1) land-based project at the proposed Terra Nova site.
- Funds cover installation, de-installation, artist fees, site remediation and transportation, plus an administration fee for the land-based project. The administrative fee will cover artist transportation, accommodation and media relations to support the project.
- Locations to be identified ideally by March 2012, the totality of which provide a logical flow with easy access via walking and cycle tours. The City is responsible for ensuring electrical service to each site. The Biennale had continued interest in Steveston as one of the proposed sites.

Promotional Support:

The Biennale to receive pro bono promotional support through City owned media vehicles at locations closest to sculpture sites. Promotions ideally in market for Spring and Summer months during exhibition. Ideas include:

- Transit Shelters
- Street Banners
- Billboards
- Video Screens
- Websites
- Inclusion in Public Art Program brochures, maps, walking tours, guides, mobile apps.
- Distribution of Biennale collateral through tourism kiosks, community centers and libraries.

Collateral Sales:

- Approval of a business license allowing for ad hoc sales of Biennale merchandise at or near sculpture locations with associated fees waived.
- The sales and merchandising of Biennale collateral at City operated kiosks, gift shops and retail outlets.

Site Signage:

- Exhibition signage to include Biennale mobile giving promotion.
- "It's Not The Same Without Art" signage at each sculpture site 30 days post de-installation.

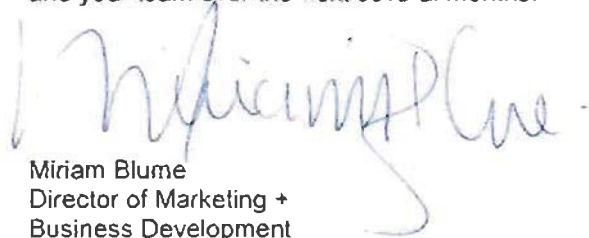
Event Support:

- City and event permit fees waived for annual BIKennale and Tour de Biennale cycle tours.
- Theater rental fee waived for annual event at Gateway Theater TBD.

Education:

- Any support with respect to getting the Richmond school system on board with the Biennale educational program is appreciated. Vancouver, West Vancouver and North Vancouver already participating in large numbers.

Thank you again for your consideration and I look forward to working through the tactical plan with you and your team over the next several months.



Miriam Blume
Director of Marketing +
Business Development
Vancouver Biennale