



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** July 10, 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 Vancouver International Sculpture Biennale 2013-2015**

Staff Recommendation

1. That the City of Richmond Public Art Program participation in the 2013-2015 Vancouver International Sculpture Biennale, conditional on securing sponsorship funding as outlined in the report from the Director, Arts, Culture & Heritage Services dated July 10, 2012, be approved; and
2. That staff report back to Council for approval of the proposed artists, artworks, locations and funding sponsors before entering into an agreement with the Vancouver Biennale.

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

Att. 1

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Parks	<input checked="" type="checkbox"/>		
Enterprise Services	<input checked="" type="checkbox"/>		
REVIEWED BY SMT SUBCOMMITTEE	INITIALS: 	REVIEWED BY CAO	INITIALS:

Staff Report

Origin

On February 28, 2012, the following resolution was passed at the Parks, Recreation and Cultural Services Committee meeting:

That staff be authorized to investigate participating in the 2013 –2015 Vancouver International Sculpture Biennale, such as locations, financial implications, terms of conditions, and selection of art pieces, and report back.

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.

This initiative is in line with Council Term Goal #3.8 as follows:

"Develop a "stay-cation" appeal for the City and region."

A City interdepartmental team will review the terms of the participation agreement, sponsorship proposals, and specific information on the proposed artists, artworks and recommended site selection, and report back to Council for approval to enter into an agreement to allow the Vancouver Biennale to proceed with the artwork installations.

Analysis

As a result of the participation in the 2009-2011 Vancouver Biennale, the City of Richmond has again been invited to participate in the upcoming 2013-2015 edition. Staff have been in discussions with the Biennale on participation. The Richmond Public Art Advisory Committee has been consulted on the discussions and the Committee enthusiastically supports the involvement of the City in this program.

Benefits of the 2013-2015 Vancouver Biennale

On October 11, 2011, Council endorsed the City Centre Public Art Plan. The Plan provides a framework for integrating large-scale signature artworks throughout the City Centre to serve as landmarks and to enrich Richmond's urban identity through inspirational art in the public realm.

Work is ongoing in placing major artworks throughout the City Centre in combination with new development, however many key gateway and future park sites will not be developed for several years. The Biennale installations will provide an opportunity to temporarily locate significant artworks at these important locations to provide focus and enrich the public realm in the immediate future, for both Richmond residents and visitors to the City.

Participation in the Biennale will benefit tourism, contribute to Richmond as a destination city, raise Richmond's profile through media attention and promotion by the Biennale as well as by the City. This is an opportunity to expose local artists and the community to international artists and contemporary art and ensures our continued development as a vibrant cultural city through enhanced public art.

Additional opportunities for community engagement include the Biennale's annual BIKEnnale, a free event for cyclists of all ages touring the Biennale art installations, and potential routing

through Richmond of the annual Tour de Biennale, held in August, a 110 km self-paced urban ride or a 125 km challenge ride. These events funded and administered by the Biennale.

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 international artists. Monumental public sculpture installations will be located in prominent public spaces

Staff have discussed options for this participation with the Biennale, and recommend the following terms:

- Three (3) significant contemporary sculptures for temporary installation from late 2013 through 2015, to be identified by the Biennale and presented to Council for approval;
- Potential location sites to include the previous Biennale locations in the City Centre (Lansdowne plaza on No. 3 Road, Cambie Drainage Pump Station, Alderbridge Way at Elmbridge Way, and Garden City Community Park); private sites (i.e., Aberdeen Centre); and other potential City Centre sites to be identified by an interdepartmental City team (**Attachment 1**). These sites are recommended to maximize exposure and visits to the art works, which would not be possible if they were to be dispersed throughout the City;
- City to secure sponsorship funding for a \$75,000 fee for participation, based on \$25,000 per sculpture (similar to the costs for the previous Biennale installations), from one or more Richmond based sponsors;
- The Biennale will be responsible for all management, administration and all costs associated with artwork installation, including but not limited to transportation, site preparation, installation, site signage, promotional support, insurance, maintenance, artist fees, and de-installation.
- Payment of \$50,000 or two thirds of the \$75,000 will need to be paid to the Biennale by February 1st, 2013 with the final \$25,000, (based on 3 installations) by September 1st, 2013.

Financial Considerations

The Biennale has requested that the City commit to a \$75,000 total budget contribution. Should Council endorse participation in the upcoming Biennale, staff will approach corporate sponsors for support for the Richmond components. The Manager, Sponsorship Development, has consulted with Arts & Culture staff and is prepared to coordinate discussions with potential sponsors.

Financial Impact

There is no financial impact at this time. All associated costs are to be covered by the Biennale and the sponsors.

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.

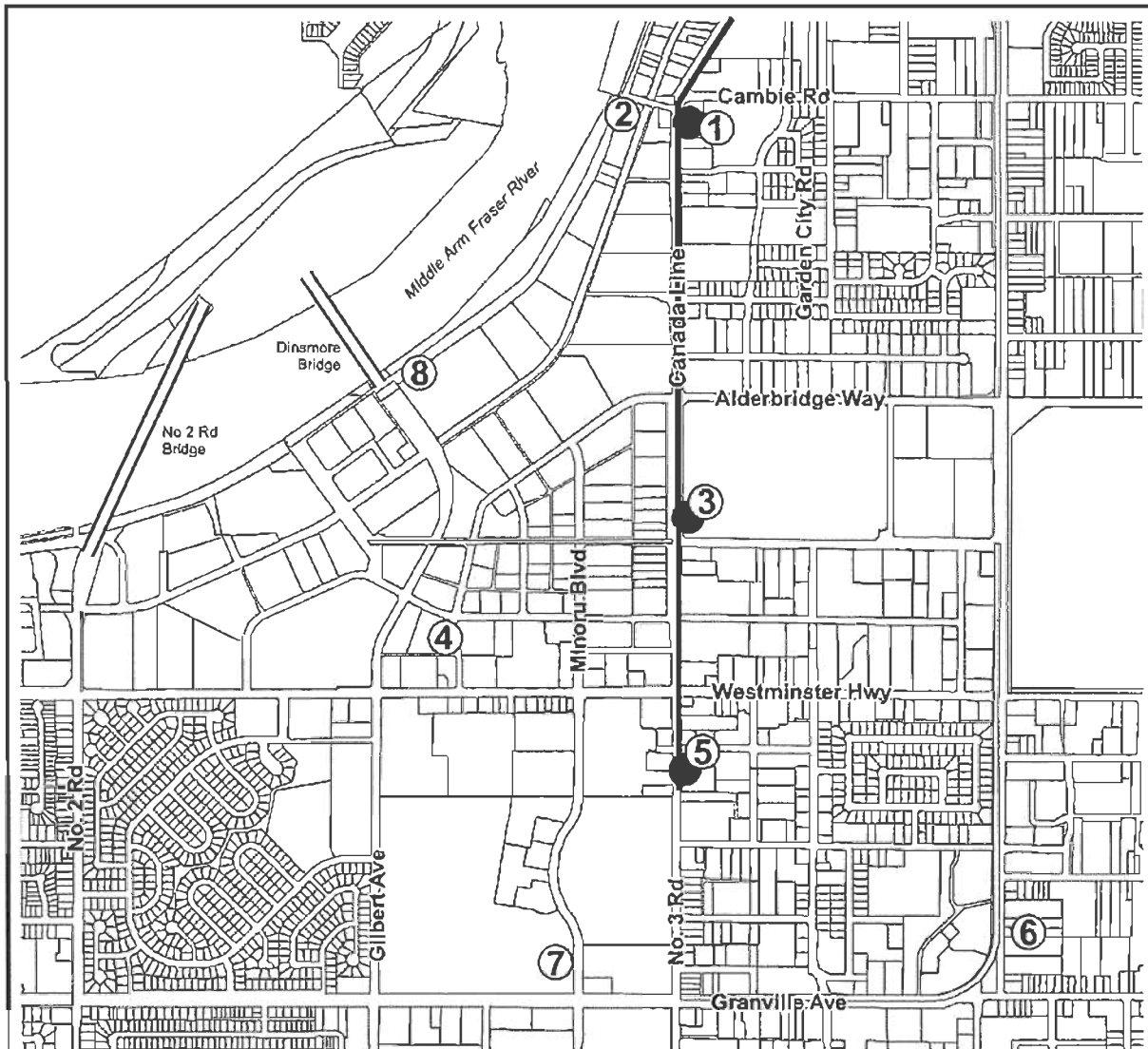
Staff seeks Council approval to proceed with negotiations for sponsorship participation in the 2013-2015 Vancouver Biennale and, conditional on securing sponsorship funding, negotiate terms of participation with the Biennale, and that staff report back to Council on the artworks, locations, sponsors and terms of a participation agreement, as outlined in this report.

A handwritten signature in black ink, appearing to read 'E. Fiss', with a horizontal line extending to the right.

Eric Fiss
Public Art Planner
(604-247-4612)

EF:ef

Potential City Centre Locations for Biennale Artworks



- ① Aberdeen Centre and Canada Line Station Plaza
- ② Cambie Drainage Pump Station Plaza (*current home of Water #10, to be relocated*)
- ③ Lansdowne Plaza at No. 3 Road (*former site of Cabezas*)
- ④ City lot at Elmbridge Way and Alderbridge Way (*former site of Miss Mao*)
- ⑤ Brighthouse Canada Line Station Plaza (*Homage to Parenthood on station windows*)
- ⑥ Garden City Park (*near former installation site of Blue Trees*)
- ⑦ Minoru Park (*current site of Doors of Knowledge, to be removed*)
- ⑧ Gateway location adjacent to Dinsmore Bridge on Gilbert Road



Potential City Centre Locations
of Biennale Artworks

Original Date: 07/16/12

Revision Date:

Note: Dimensions are in METRES