



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services  
Committee

**Date:** February 13, 2012

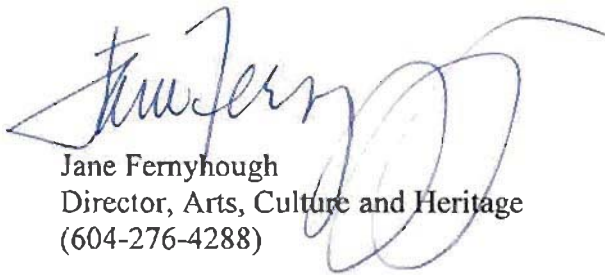
**From:** Jane Fernyhough  
Director, Arts, Culture and Heritage

**File:** 11-7000-09-20-120/Vol  
01

**Re:** Richmond Multicultural Community Services Community Public Art Project

### Staff Recommendation

That the concept proposal for the Richmond Multicultural Community Services Community Public Art Project "EAT.TALK.DANCE." by artist Zoë Kreye, as presented in the report from the Director, Arts, Culture & Heritage Services dated February 13, 2012 be endorsed.



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

Att. 3

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Budgets	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		<i>[Signature]</i>
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>
			YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

## Staff Report

### Origin

On July 27, 2010, Council adopted the updated Richmond Public Art Program to promote and facilitate the integration of public art throughout Richmond with which to express the ideas of artists and the community. Community public art is one of the key components of the Program. The selection of the Richmond Multicultural Community Services (RMCS), formerly known as the Richmond Multicultural Concerns Society, for a community public art project was included in the Richmond Public Art Program 2009-2010 Annual Report, approved by Council on July 11, 2011. This report brings forward the concept proposal jointly developed by the community group and the artist, for Council approval.

The creation of public art with the RMCS contributes to Council Term Goals to advance the City's destination status and ensure our continued development as a vibrant cultural city.

### Analysis

#### Terms of Reference – Community Public Art Selection Process

Under the terms of the administrative procedures for community-initiated public art projects, annual calls are issued separately to community groups and to artists wishing to collaborate on artwork for public sites in Richmond. Following review and endorsement by the Public Art Advisory Committee, the Public Art Program issued two separate proposal calls on April 6, 2010, one for an expression of interest from Richmond community groups interested in collaborating with an artist, and a second for artists' expression of interest in inclusion on an artist roster for consideration in community projects. The current 2012 Call to Communities and Call to Artists are posted on the City's Public Art web page.

In accordance with the City Public Art Program procedures for the community program, a selection panel reviewed the applications and selected two community groups to participate in the 2011 program. The RMCS was one of the recommended community groups. The concept proposal for the second group, Transitions Vancouver Coastal Health, is presented in a separate report.

With the assistance of local artist Jodie Blaney, the community group reviewed the artist roster list from the artist expression of interest, and short listed artists to consider for interviews. Following the interview process, artist Zoë Kreye was selected for the collaborative community public art project with RMCS.

#### Recommended Public Art Project

Zoë Kreye met with the RMCS to understand their purpose and the importance of the community group to Richmond residents. As stated in its organization description:

“Richmond Multicultural Community Services (RMCS) was originally founded as the Richmond Multicultural Concerns Society in 1985. RMCS was established as an advocacy group to support newcomers facing barriers and challenges in settling in Richmond, as well as facing discrimination and racism. Today, RMCS provides a variety

of services to immigrant and refugee communities in Richmond. RMCS plays an important role in the settlement, education, and integration of immigrants from the day they arrive in Richmond. It strives to welcome newcomers by assisting with their initial settlement needs such as language development, job search skills and networking skills within the community.”

The artist Zoë Kreye has a national and international practice focusing on social practice in public art. Her work engages the public in thinking about social structures and community development. Her projects require the participation of the public in community workshops and performance events. Social interactive public art is an innovative approach to the making of art and provides a new opportunity to expand the breadth of the public art program.

“As an independent artist I have the freedom to work outside agency boundaries and develop projects that are more nuanced, holistic and political in nature. Since September I have been interviewing employees, specifically settlement workers about their role within RMCS and in the lives of Richmond immigrants. Due to my independent position workers speak openly to me about their frustrations, complaints and desires. This research has directly informed my project proposal and established my role within RMCS as an artist doing public outreach that supports the needs of the organization but also encourages them to take greater risks in order to serve their clients in ways that tackle the challenges of race, class, privilege, inherent prejudices; reaching far beyond agency mandates.” Zoe Kreye

In collaboration with RMCS, Zoë Kreye has developed a concept proposal for a public art program of community outreach events, “EAT.TALK.DANCE.” The project is comprised of participatory events at various public locations, to be finalized, and programming for the Diversity Dialogue Conference in March 2012. In order to promote the community engagement aspect of this public art project, the Richmond Intercultural Advisory Committee will be informed, and the scheduling of the events will be announced on the City’s web site.

Further information about the proposed art project (**Attachment 1**), the artists’ resume (**Attachment 2**), and examples of the artist’s previous social based community public art projects (**Attachment 3**) is provided in the attachments to this report.

### **Financial Impact**

The Community Public Art Program allocated \$15,000 for this community project from existing funds in the approved 2011 Public Art Capital Project.

### **Conclusion**

Richmond’s Community Public Art Program creates opportunities for collaborative public art projects between Richmond community groups and artists of all disciplines. The program is based on the belief that through the arts, communities can explore issues, ideas, and concern, voice community identity, express cultural spirit and create dialogue.

The RMCS community public art project outlined in this report embraces and explores the community’s identity. This project will make use of an innovative approach to the making of

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public art and provides an opportunity to expand the range of projects undertaken within the City's public art program. The RMCS and the Richmond Public Art Advisory Committee have enthusiastically endorsed the public art concept.

If approved, the project will move into the design phase, with implementation to be completed by the summer of 2012.

A handwritten signature in black ink, appearing to read 'E. Fiss'.

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

EF:ef

# EAT.TALK.DANCE.

## PROJECT DESCRIPTION

In collaboration with RMCS, as part of the City of Richmond - Community Public Art Program, I present *EAT.TALK.DANCE.* Running throughout Spring 2012, we will host a series of community dialogues that invite Richmond residents to gather in public spaces (shopping malls, city hall, food courts) for inter-cultural exchange. My role as public artist is to assist RMCS to develop more creative outreach strategies that bring people together for socially engaged public celebration. This unique collaboration will employ the expertise of a settlement organization and a contemporary artist to develop new projects that push the boundaries of art, culture, and social issues.

### Event 1 (March) – Diversity Dialogue Conference

For the annual RMCS conference I will be assisting as a creative consultant. As a member of the RMCS planning committee I am helping to shape the participatory component of the conference, aligning the format to events 2 and 3. The conference will bring together participants from many different cultures, ages, religions, abilities, orientations and genders to dialogue in a meaningful, respectful and safe environment about challenges they face with integration, inclusion, diversity, settlement and multiculturalism. In past years the event gathered together 150 community members at Kwantlen Polytechnic University to discuss such questions as “What can I personally do to help create harmony in Richmond?” and “How do we create a community where we all feel we belong?” This year we are placing a strong emphasis on youth participation.

### Event 2 (April) – Intercultural Box Social

This event will be a ‘power lunch’ between immigrants and city officials. Twenty new Canadians will cook homemade, packed lunches for two. These meals, decorated and anonymous, will be auctioned to 20 Richmond City officials. In the commons at Richmond City Hall, the winning officials will sit down for a meal with the new Canadian who cooked their lunches for a personal conversation about resettlement, local customs and experiences of building community. This event provides the rare opportunity for city officials to hear, first-hand, experiences of immigration, as well as providing new Canadians access to decision makers to discuss the policies and programs that shape their lives.

### Event 3 (May) – Immigration Dinner Dance

In a shopping mall food court (Lansdowne Centre, Parker Place or Yaohan Centre) we will host an afternoon event where participants join to EAT, TALK and DANCE. First, they will purchase a discounted meal from the food court stalls and dine together. During this dinner hour a panel of local experts (settlement worker, skilled worker, new arrival, community organizer, Ministry of Immigration representative) will speak about the struggles of resettlement and common personal and social challenges. After the panel discussion, tea will be served and guests will have small group discussions at their tables, in their language of choice. This dialogue process will be facilitated to ensure a continued exchange between panelist and guests. The event will conclude with an after dinner dance in the mall’s rotunda. The goal is to promote the services

Arts, Culture and Heritage Services  
City of Richmond - Community Public Art Program

and values of RMCS, while animating public space in a way that entices new and settled Canadians to mingle and celebrate diversity while acknowledging its challenges.

**SOCIAL PRACTICE ART**

This public art project differs from more traditional, object-based, public art works. The goal of the project is to engage audiences actively, with the understanding that participation emphasizes collaboration, embraces collective creativity, and is a precursor to social change. Within the last fifteen years this genre of art has gained recognition with prominent exhibitions at The Guggenheim New York, The San Francisco MOMA, the Whitney and Venice Biennales. It is also a common practice in Vancouver and other major Canadian cities. I currently teach Social Practice at Emily Carr University of Art & Design.



## **BIOGRAPHIES**

Zoë Kreye

I am a Canadian artist working in the field of community, public art. For the past five years, I have been producing collaborative community arts projects, independently and within institutions, in Berlin, Montreal, New York and Istanbul. In 2009, I completed a Masters of Public Art and New Artistic Strategies from the Bauhaus University Weimar, specializing in community engagement and participatory projects. Currently I am teaching Social Practice at Emily Carr University of Art & Design.

## **RMCS**

Richmond Multicultural Community Services is a recognized organization in Richmond that provides extensive programs and services for settlement and integration singularly aimed at creating Harmony in Diversity. RMCS has served the community of Richmond since 1986. RMCS has a long history of delivering settlement and integration services to newcomers and Richmond residents. Years of experience demonstrate the ability to plan and implement dialogue-based events and to successfully engage community members, especially youth in our projects.

**ZOE KREYE**

#115-1915 Haro St. Vancouver V6G1H9 zoekeye@gmail.com 606-787-1182

**EDUCATION & TRAINING**

- 2007-2009 **Bauhaus Universität Weimar. MFA** – Public Art and New Artistic Strategies (social practice, community arts, public intervention, intercultural facilitation).
- 2008-2009 **Humboldt Universität Berlin. SLE Plus: Training for International Development Cooperation. Conflict Transformation and Peace Building, Decentralized Management of Regional Development Training** – instructors Dirk Sprenger, Theo Rauch & Dr. Jochen Lohmeier
- 2008-2009 **Frameworks for Peace.** Intercultural competence, Conflict Resolution & Mediation Training - instructors Dr. Jamie Walker & Valborg Edert. Bauhaus Universität Weimar.
- 2009 **Artway of Thinking.** Training in collaborative and cooperative methodologies – instructors Stefania Mantovani & Federica Thiene. Bauhaus Universität Weimar.
- 2000-2003 **Concordia University. BFA - Great Distinction.** Studio Arts (installation, sculpture, performance, video, printmaking, painting, drawing, film studies).
- 1997-1999 **Comosun College. Diploma.** Studio Arts Program (photography, sculpture, video, animation, drawing, painting, printmaking, ceramics).
- 1991-1996 **Oak Bay High School, General Diploma.**

**RECOGNITION & AWARDS**

- 2012 Goethe Satellite @ Vancouver project grant
- 2011 Canada Council for the Arts, Inter-Arts Research/Creation Grants
- 2011 Canada Council for the Arts, Inter-Arts Travel Grant
- 2010 Canada Council for the Arts, Inter-Arts Travel Grant
- 2009-2010 Stipendien in der Graduiertenförderung des Freistaates Thüringen, Germany
- 2009-2010 KoCA Inn Project & Publikation Funding: Soziokulturfonds, DAAD, StuKo der Bauhaus Universität, KulturTragWerk e.V.
- 2008 B.C. Arts Council Scholarships
- 2005 Canada Council of the Arts: Inter-Arts, Creation/Production Grant.
- 2005 Jeunes Volontaires – Ville de Montreal, Arts Production Grant.
- 2005 Betty Goodwin Studio Arts Graduation Award
- 2004 CALQ. Travel Grant
- 2002-1999 B.C. Arts Council Scholarships
- 2003, 2001 C.J. Hewitt Bursary, Concordia University In-Course Bursary.
- 2002 Concordia University Outdoor Sculpture Competition

**PROFESSIONAL EXPERIENCE**

- 2011-12 Sessional Faculty - Professor, Social Practice and Foundation Studies. Faculty of Culture & Community, Emily Carr University of Art & Design, Vancouver.
- 2011 Artist Assistant - sculpture construction. Dieter Detzner. Berlin.
- 2011 Project Facilitator - *Überlebenskunst Klub*. Haus der Kulturen der Welt, Berlin. Process Institute. Commissioned workshop.
- 2011 Guest Lecturer/Resident Artist, New Extremes – public art project. AGGV & Oak Bay High School, Victoria.
- 2011 Guest Artist, AGGV, Family Sunday, public workshop, Victoria.
- 2010 Guest Lecturer, Studio Arts Department, Comosun College, Victoria.
- 2010 Guest Lecturer, Department of Media, Bauhaus Universität, Weimar.
- 2009 Guest Lecturer, Studio Arts Department, Comosun College, Victoria.
- 2009 Guest Lecturer, MFA -Studio Arts Department, Concordia University, Montreal.
- 2006-07 Technician/Preparator, Open Space, Victoria, BC.
- 2005 Guest Lecturer, Alumni Lecture Series, Comosun College, Victoria.
- 2005 Guest Lecturer, Department of Fine Arts, Oak Bay High School
- 2003-06 Technician/Preparator, Canada Council Art Bank, Montréal, QC.
- 2004 Guest Lecturer, Department of Fine Arts, UBC, Kelowna.
- 2004 Artist Talk, *Burn Out* - Residency Program, The New Gallery, Calgary.
- 2004 Artist Talk, *Interface*, Art Gallery of Greater Victoria, Victoria.
- 2004 Artist Talk, The New Gallery, Calgary.



- 2004 Artist Talk, Public School Program, Calgary.  
2003 Guest Lecturer, Sculpture -Studio Arts Department, Concordia University, Montreal.

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## PROJECTS & EXHIBITIONS

### 2012

- Unlearning Weekenders. Goethe Satellite @ Vancouver. Public Interventions.
- Artist in Residence program. Hotel Marie Kapel, Hoorn, Holland. Residency.
- Artist in Residence program. Camosun College, Victoria. Residency.
- Home Stay. Open Space, Victoria. Guest curator.
- Community public art project commission. City of Richmond Public Art Program.

### 2011

- Community public art project commission. Richmond Multicultural Community Services & the City of Richmond.
- Homework: Infrastructures & Collaboration in Social Practices. Broken City Lab, Windsor. Residency/conference.
- Unlearning Weekender. Berlin. Process Institute. Public project.
- Überlebenskunst Klub. Haus der Kulturen der Welt, Berlin. Process Institute. Commissioned workshop.
- We Are Symbiotic. Art city, Winnipeg & AGGV, Victoria. Artist in residence / community arts workshops.

### 2010

- Kunst vor Ort. Actualitas, Braunschweig. Process Institute. Public intervention.
- Euro Latin Performance Project. Freies Museum, Berlin. Process Institute. Performance festival.
- Freie Klasse Weimar. Process Institute, Weimar. Community arts project.
- Process Institute: how to exist. ArtTransponder, Berlin. Group exhibit.
- HERE IS WHERE WE MEET. York Centre for Refugee Studies Conference, Toronto. Paper.

### 2009

- Neue Leipziger Küche. Leipzig, Straßen von Ort, October-December. Community arts workshops.
- Build Your DUMBO. New York. DUMBO Arts Festival. September. Public art project.
- HERE IS WHERE WE MEET. Weimar, Bauhaus Universität, March-July. Masters' thesis.
- Bauhaus Impact Weimar/Ankara, Ankara, Turkey, METU. Public art project
- Koca Inn. Weimar, Kiosk of Contemporary Art. July. Public art project.
- Build Your Block Party. Weimar. June. Neighbourhood initiative.
- Neue Leipziger Küche. Leipzig, Abfahrt-Ankunft, Bauhaus Universität, February. Public art exhibition.

### 2008

- The Gauforum Running Club, Neues Museum, Weimar. Marke.6. Group exhibition.
- The Gauforum Running Club, Bauhaus Universität, Weimar, Wanderlust. Public art exhibition.
- Between Lands, Bergerzentrum Weimar West, Weimar. Community arts workshops

### 2007

- The Nanaimo Art Gallery, Nanaimo, Dedicated to you: Nanaimo. Solo exhibition.
- Open Space, Victoria, workbench. Curator.

### 2006

- Latitude 53, Edmonton, Visualeyez. Performance festival.

### 2005

- Joyce Yahouda Gallery, Montreal, *The Store*. Guest Artist.

#### 2004

- The Alternator Gallery, Kelowna, *Burn Out*. Residency.

- GIV, Montréal, *Women in the Park*. Video Festival.

- The Art Gallery of Greater Victoria, Victoria, *Interface*. Group show.

- The New Gallery, Calgary, *she came to my house, she knocked upon my door*. Performance exhibition/residency.

#### 2003

- The Art Gallery of Greater Victoria's Moss St. Paint-In. Victoria, *Audio Blueprints*. Public art project.

- La Centrale / Galerie Powerhouse, Montréal, *Spilling Image: parents in collaboration*. Group show.

- Leonard & Bina Ellen Art Gallery, Montréal, *Green / Vert*. Group show.

#### 2002

- La Centrale / Galerie Powerhouse, Montréal, *Mois de la Performance*. Performances with the *Performance Chicks* collective.

- La Centrale / Galerie Powerhouse, Montréal, *Va et Viens*. Group show.

- Leonard & Bina Ellen Art Gallery, Montréal, *too big to stay small*. Group show.

- Article. Piscine Saint-Michael, Montréal, *Shout at Eternity*. Performance event.

#### 2001

- Concordia University, Outdoor Sculpture Competition, *House*, 2001-02. Public sculpture.

- Leonard & Bina Ellen Art Gallery, Montréal, *Concordia's Annual Undergraduate Exhibition*. Group show.

- Galerie Clark, Montréal / Lelieu, Quebec, *Rencontres/ échanges de la jeune performance*. Performance event.

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#### RESIDENCIES

2009 METU Ankara/Istanbul, Turkey, *Bauhaus Impact Weimar/Ankara*. Public art & exhibition.

2006 Latitude 53, Edmonton, *Visualeyez*.

2004 The Alternator Gallery, Kelowna, *Burn Out*. Public art & exhibition

2004 The New Gallery, Calgary, *she came to my house, she knocked upon my door*.  
Performance exhibition & residency.

1999 Canada Winter Games. Corner Brook, NWF. Cultural Ambassador of the Visual Arts.

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#### COLLECTIONS & SHORT LISTS

2004 District of Oak Bay Public Art Commission, public sculpture for Recreation Oak Bay (one of four finalists short listed to final model stage).

2002 Stanley Mills Purchase Prize. Concordia University, Faculty of Fine Arts Collection. *Tuck-in*.

1999 Canada Winter Games Collection.

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#### INVOLVEMENT

2009-- Process Institute – artists' collective, founding member, Berlin.

2006-07 Open Space – Selection Committee, Victoria.

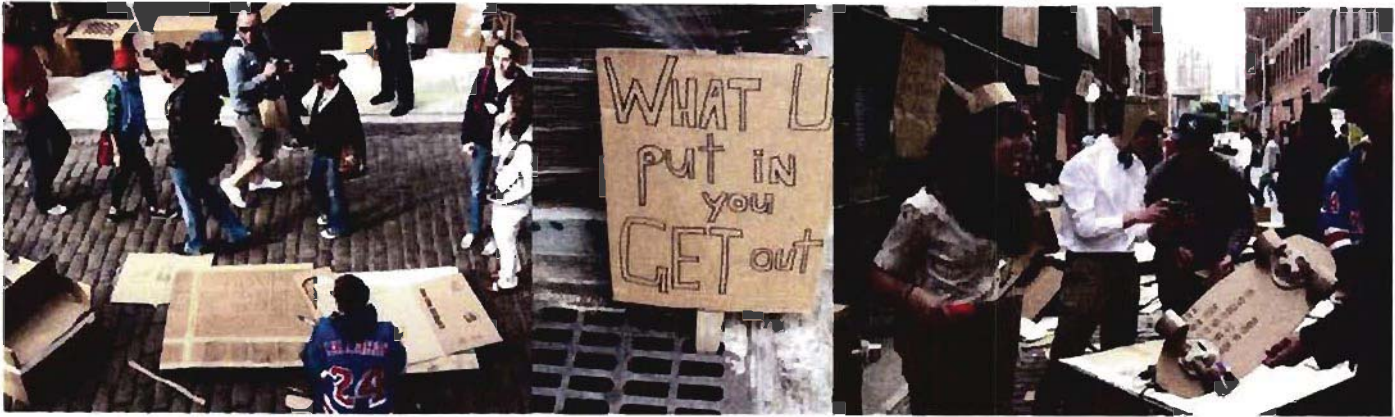
2004-06 Article – Special Projects Selection Committee, Montréal.

2002-05 La Centrale / Galerie Powerhouse - Selection Committee and *Performance Chicks* Collective member, Montreal.

2003-05 Play Group, performance collective, Montreal.

1997-99 Open Space – Installation Volunteer, Victoria.

**ZOË KREYE** #115-1915 Haro St. Vancouver V6G1H9 zoekreye@gmail.com 604-787-1182



## Build Your DUMBO

Public art project. DUMBO Arts Festival. New York, 2009

With this playful street action we explored the phenomenon of gentrification in DUMBO. By physically manifesting these common scenes of moving households we wanted to make public this neighborhood's transition; and facilitate a discussion amongst past and present residents about what may have been lost and found in DUMBO and how we can propose collective visions for appropriating public space.



## KOCA Inn

Public intervention. Kiosk, Weimar, 2009

Conflating Brazilian and GDR aesthetics, KoCA Inn was an evolving-living-experimental space, or a favela-like organism growing for 3 weeks on 62 square meters Weimar street intersection. Its improvised, precarious, recycled, never-finished structure was a device to informalize the sterile, secure and over-controlled usage of local public spaces. At the same time it encouraged self-organization, cooperation and collective creativity.

Publication: *Koca Inn*. Revolver Publishing, Berlin 2010 [www.koca-inn.de](http://www.koca-inn.de)



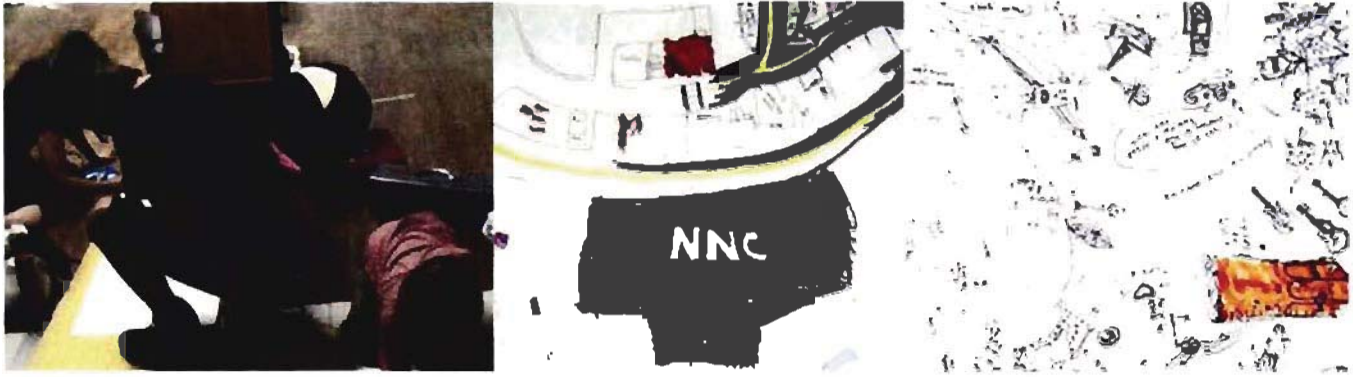
## Process Institute: how to value #2

2010

Euro-Latin Performance Festival, Berlin,

A group of people meets at the Ostkreuz S-Bahn Station. A leather briefcase contains fake printed money and other objects that allude to accounting and money management. The money and objects are distributed and used for improvised and absurd performances as the group rides a full circle on the ring-line around Berlin. The provocative confrontation aims to make public the individual stresses that come with the pressures of the relations produced by the current monetary system.





## dedicated to you - Nanaimo

Public art project. Nanaimo Art Gallery, Nanaimo, 2007

Participants were invited to draw collaborative maps of significant locations in their lives. As we developed the maps, we also generated layers that described the physical landscape and people's movements and experiences. Together we mapped places of work, of rest, of public and private interaction, places of personal and political struggle. We mapped not only a physical environment but also a landscape of events and stories, of economics, politics, and of personal and emotional recollections.

[www.nanaimo.zoekreye.com](http://www.nanaimo.zoekreye.com)



## Between Lands

Community arts workshops. Bergerzentrum, Weimar West, 2008

A workshop located in a stigmatized social housing estate, between 9 foreigners (7 of whom were from the East Block) relocating to Germany. Using the process of making the film *50kg* the collaboration explored what ideas of home/homeland and belonging mean on an individual level - what do we carry with us, physically and emotionally, from one country to another. Over four months, we collectively explored the challenge of how to speak about changing homelands and the effects migration and integration have on our lives.

<http://web.mac.com/betweenlands/iWeb/Site/Project.html>



## HERE IS WHERE WE MEET

Community workshops. Bauhaus University Weimar - Masters Thesis

2009

Over a four-month period I worked with members of the Weimar Ausländerbeirat (a foreigners' advocacy council, created under a city government mandate as representation for the foreign population whom do not have voting rights). Due to lack of funding/autonomy, and a diversity of experience, motivations, objectives and politics, the Ausländerbeirat struggled to find a collaborative energy. Through a series of interviews, group meetings and workshops I worked with them to set clear goals, mandate and structures for the organization that would support their strengths as a collective of community organizers. This project explored the vital role of engagement within an immigration process, proposing community organizing as a rewarding experience for foreigners' forming societal attachment.



## Process Institute: Freie Klasse Weimar

2010

Public Art. Weimar, Germany.

FKW is an offline-on-the-streets open source academy. Its highest values are the sharing of skills, ideas, experiences and creative exploration. Here knowledge is driven and redefined in relation to life and passions – not careers. FKW is a self-organized platform composed of people on the common quest to exchange, experiment, learn, share, experience and question together. The primary infrastructures are respect and curiosity. It is open to anyone and everyone. It is built on the belief that every person has valuable knowledge and questions and that we can all benefit from sharing them publicly. <http://freieklasseweimar.wordpress.com/>



## Neue Leipziger Küche

Community workshops. Leipzig, Sträken von Ort, 2008-09

The NLK is a participatory, public kitchen that proposes a new flavor for Germany that incorporates its migrant identities. Taking shape as large-scale public cooking events, it invites residents to use food to negotiate how an intercultural society could be built (from the kitchen table up). The project uses cooking to bring together, foreigners and native Germans, to collectively cook, experiment and discuss the complex question of immigration and diversity in Germany today.

<http://neue-leipziger-kueche.blogspot.com>