



# City of Richmond

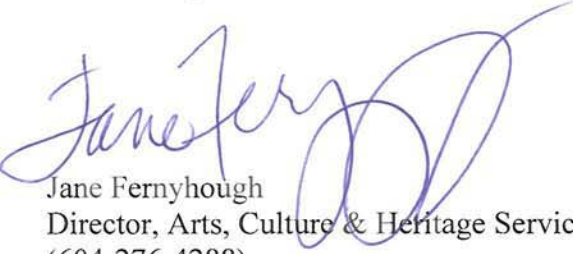
## Report to Committee

**To:** Parks, Recreation and Cultural Services Committee      **Date:** July 14, 2010  
**From:** Jane Fernyhough  
Director, Arts, Culture & Heritage Services      **File:** 11-7000-09-20-  
074/2008-Vol 01  
**Re:** **Richmond Oval Precinct Public Art Plan Implementation: Lulu Suite (Phase II)**  
**Public Art Work**

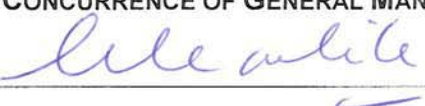


### Staff Recommendation

That

1. The concept proposal prepared by the artists Deanne Achong and Faith Moosang for the "Lulu Suite (Phase II) Public Art Work: Projections on Windows in Front Lobby of Richmond Olympic Oval", as outlined in the staff report dated July 14, 2010 from the Director, Arts, Culture and Heritage Services, be endorsed; and
2. The Chief Administrative Officer and the General Manager, Community Services, be authorized to enter into a contract with the artists for the detailed design, construction and integration of the artwork into the Richmond Olympic Oval.

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

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY			
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
Budgets	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Project Development Unit	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
<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

In June 2006 Council adopted the Richmond Oval Precinct Art Plan as the guide for incorporating art opportunities in the Olympic Oval site and Olympic Gateway Neighbourhood.

On July 28, 2009, Council approved the creation of an interpretive program for the site, the concept proposal prepared by the artists Deanne Achong and Faith Moosang for the "*Telling the Stories of Richmond – Lulu Suite*" public art work at the Richmond Olympic Oval.

This report presents the concept proposal for the second phase of this art project, for large scale digital video projections onto the windows in the entrance lobby at the Richmond Olympic Oval, for Council endorsement. The concept proposal was presented to the Richmond Olympic Oval Corporation Board on July 13, 2010.

This project would contribute to Council Term Goals for 2008-2011, to advance the City's destination status and ensure our continued development as a vibrant cultural city.

### Analysis

#### Artist selection process

The artist team of Deanne Achong and Faith Moosang, two local artists whose practices involve archival studies, web design, film-making, print production and multi-media, was recommended through the Richmond Public Art Program selection process for the interpretive program art work at the Olympic Oval Precinct. Following Council endorsement of their concept proposal, they have been engaged to research and prepare art work for installation in the Richmond Olympic Oval.

#### Lulu Suite (Phase I) - Progress of work to date

*Lulu Suite* is designed to engage the audience in a unique visual and audio artwork that uses current technologies to narrate the stories of Richmond. Components of the approved artwork completed and underway include:

- *The Lulu Suite Athletes' Stories* - In 2009, artists Deanne Achong and Faith Moosang interviewed members of the Canadian speed skating team to record their personal stories as elite athletes. Included were interviews with Christine Nesbitt, Lucas Makowsky, Brittany Schussler and Jeremy Wotherspoon. Interviews with Christine Nesbitt and Jeremy Wotherspoon are posted on the Lulu Suite website, [www.lulusuite.ca](http://www.lulusuite.ca). *The Lulu Suite Athletes' Stories* was installed in an interactive kiosk in the front lobby of City Hall as part of the Richmond O Zone.
- *Video installation* - During the current Oval conversion construction phase, video monitors will be installed opposite the main floor coffee shop, near the parking entrance, to feature a blend of archival and contemporary images woven together as a series of short vignettes, evoking the rich and diverse cultural history of Richmond, up to the present day. This component is scheduled for completion in Fall 2010;
- *Interactive mobile device tour* - Research and editing are in progress for the interactive mobile devices, where a visitor walks around the Oval precinct and comes across a hotspot, and then hears/sees a story appear on their screen. Interactive mobile devices



will be available, at no charge, at the Olympic Oval reception desk. Visitors to the site will also be able to access the stories using personal handheld digital devices (i.e. cell phones, iPhones and Blackberries). This project is scheduled for completion in Fall 2010; and

- *Website* -The website has been launched, and will host additional components of the project as they are developed.

*Lulu Suite (Phase II) Projections on windows in the front lobby of Richmond Olympic Oval*

The concept proposal for Lulu Suite, as originally presented by Achong and Moosang to the selection panel, proposed large scale projections on the Oval north glazing. Implementation of this phase of the project was deferred until there was clearer direction on the use of the building and relationship to other art projects, including the front lobby, and available funding.

The front lobby of the Oval is a very active location, and needs to be flexible to host large crowds during major events. For this reason, it is not practical to locate a major artwork inside the lobby, where it might interfere with movement of visitors. Members of the Oval project team, in discussing the future of the artworks for the Lobby, suggested that it would be appropriate to reconsider the proposed projection concept for the lobby space. Funds that have been set aside for a Front Lobby art work would be available for this component. This proposed direction has been reviewed by the Richmond Public Art Commission, and was enthusiastically supported.

*Lulu Suite* (Phase II) is comprised of two large-scale digital video projections above the east and west entrances to the south lobby of the Oval. Each of the projections will be developed around the theme of *Telling the Stories of Richmond*, and will echo and amplify the *Story Cycles* that are already explored in Phase I of *Lulu Suite*. These *Story Cycles* look at four elements – earth, air, fire and water and insert them into the specifics of Richmond's history, i.e. the salmon fishery, farming, peat bogs, horse-racing, the histories of some of the cultural groups who live in Richmond, and the history of the Oval lands themselves. Examples of proposed projections might include archival footage of a horse race at Brighthouse Park, a Japanese fisherman mending a net, and time lapse images of the tidal movements of the Fraser River.

The projectors inside the Lobby will start when outside light levels have diminished beyond a certain threshold – i.e. at dusk or on a dark winter day.

Much of the preparatory work to realize this project has already been undertaken and completed by the artist team, in the development of the overall theme and the gathering of the histories and stories of Richmond along with the sourcing and gathering of relevant visual materials. As well, they have gained a working knowledge of the limits and capabilities of the space in terms of large-scale seamless projection.

This proposal is an excellent complement to the Oval precinct art program, and achieves several other important objectives including:

- Fulfills an earlier expressed desire to *Tell the Stories of Richmond* on glass, which can be expanded with additional projected stories in the future;
- Achieves the goals for the front lobby art work, to use light and make a strong visual statement both inside the lobby and outside, from the Legacy Plaza to the east and west, without disrupting the flow and use of the lobby space;

- Mirrors the architectural spirit of the lobby and the Oval building – weightless, airy and adaptable;
- Expands thematically and technically upon the major work underway with *Lulu Suite* Phase I (multi-channel video installation, hand-held interactive devices, website); and
- Delivers an artwork at a reduced budget of \$350,000, well below the initially budgeted amount of \$500,000, leaving funds available for future Oval legacy opportunities.

The concept proposal has been reviewed with Oval staff, and there is support for the use of the lobby. The concept proposal was presented to the Richmond Olympic Oval Corporation Board on July 13, 2010. A staff technical review team, including representation from the Oval Corporation, will review the proposed installation and technical requirements to ensure compatibility with Oval programming and operations. The City, through the Oval Precinct Public Art Program approved budget, will be responsible for the maintenance of the art project and specialized equipment.

### Financial Impact

The Council endorsed Oval Precinct Art Plan Update 2008 identified a total available project budget of \$500,000 for the front lobby art work. The proposed cost of \$350,00 for the recommended project is within the Oval Precinct Public Art Capital Project in the approved 2008 Capital Budget, and includes all costs of fabrication, equipment, delivery, installation, artist and engineering design fees, insurance, disbursements and contingency. The operating budget impact (OBI) will not exceed 2% of the total capital costs. These costs are included in the approved OBI for the associated capital project.

### Conclusion

*Telling the Stories of Richmond – Lulu Suite* (Phase II) will capture the history of the site and its relationship to the cultural communities who have lived and worked in the area and to serve as a lasting legacy for the City. The proposed digital video projections will animate the Olympic Oval front lobby and extend the viewing of the work into the Legacy Plaza.

Staff recommend that the Concept Proposal for *Telling the Stories of Richmond – Lulu Suite* (Phase II), as described in this report, be approved, and that the Chief Administrative Officer and the General Manager, Community Services, be authorized to enter into a contract with the artists for the detailed design, construction and integration of the artwork into the Richmond Oval.



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

EF:ef

**TELLING THE STORIES OF RICHMOND  
LULU SUITE (Phase II)  
Concept Proposal**

prepared by:  
Deanne Achong + Faith Moosang

for the City of Richmond

June 15, 2010



July 14, 2010

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Concept Proposal prepared by  
DEANNE ACHONG + FAITH MOOSANG  
for the City of Richmond

**Lulu Suite** - *Telling the Stories of Richmond*  
**Expansion of Project: Projections**

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Submitted June 15th, 2010  
Revised July 22, 2010



Sample imagery - Speed Skaters at Richmond Oval

## CONCEPT PROPOSAL

### PHASE II: Projections on the East and West Windows in the South Lobby of the Richmond Olympic Oval

#### History of Lulu Suite

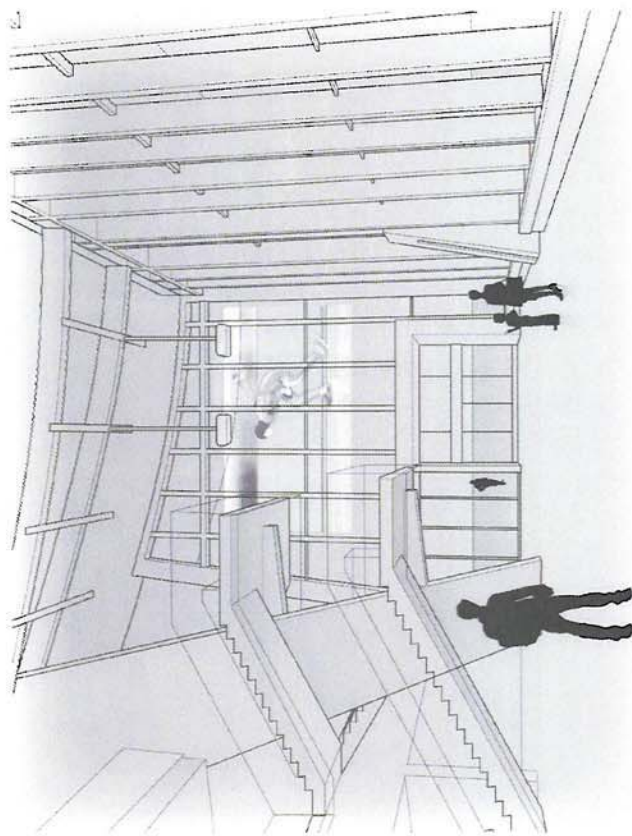
*Lulu Suite: Telling The Stories of Richmond*, approved by Council in July of 2009, is a compositional artwork consisting of a multi-channel video installation, an interactive digital tour of the Richmond Olympic Oval grounds and a documentary website. *Lulu Suite* is based on the concept of *Story Cycles* which look at four elements - earth, air, fire, water and inserts them into the specifics of Richmond's history.

The artwork will be completed in the Fall of 2010. The artists also created *Interviews with the Athletes*, an interactive kiosk presentation for the *Richmond O Zone*. These interviews, with members of the Canadian Speed Skating Team, are also now available on the *Lulu Suite* YouTube channel.

#### Overview

The artist team of Deanne Achong and Faith Moosang propose to create a series of digital video works based on the theme of *Telling the Stories of Richmond* and project these videos on a bank of windows above the east and west entrances in the front lobby of the Richmond Olympic Oval.

These large-scale seamless moving video projections will emanate from digital video projectors that will be mounted inside of the lobby. The digital video projection system as proposed will be operated by both a light sensor and a timer, so that when the intensity of the sun goes below a certain threshold (at dusk or on a dark winter day) the projections will automatically begin, ending at a specified time (i.e. midnight).



Lobby with projectors -  
for illustrative purposes only



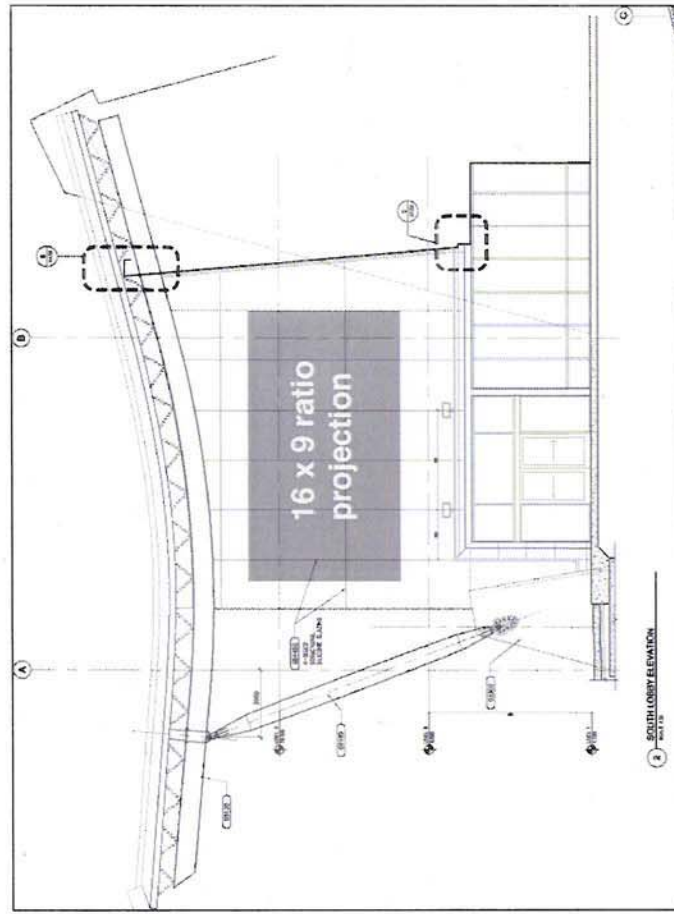
The windows above the east and west entrances will be covered with a transparent film that allows for almost full visibility through the windows. However, at night or on dark days the adhered film provides an excellent substrate for digital projections. Preliminary testing has shown that the images projected are crisp, clear, and deeply saturated.

### Themes

The themes explored in the projections will echo and expand upon those already developed by the artist team for Phase I of *Lulu Suite*.

The *Story Cycles of Lulu Suite* focus on the history of the Olympic Oval site, different cultural groups in Richmond and significant moments in the history of Richmond (i.e. farming, fog, the Steveston fire, the canning industry, the race tracks, and others).

Some examples of proposed projections might include using recently found footage of a horse race at the Brighthouse Park, a Japanese fisherman mending a net, a day long time-lapse of the tides along the Fraser River, and how these tides affect the movement of the houses, etc... Our aesthetic approach to the projections would be to play with aspects of colour and visual patterns to increase visual excitement.





Sample imagery projection of race from Brighthouse Park



Sample imagery projection of fisherman and boats

### *Conclusion*

A primary benefit of implementing this proposal is that much of the preparatory work to realize the project will have already been completed: the insight the artists have gained working in and around the Oval, a working knowledge gained by the artists of the team players and the limits and capabilities of the space in terms of large-scale seamless projection, the development of the overall theme, and the gathering of the histories and stories of Richmond along with the sourcing and gathering of relevant visual materials.

The stories and materials already collected will necessarily be treated differently than they have been in Phase I of *Lulu Suite* in order to meet the aesthetic and technical demands of such a large scale. They will also be augmented with more stories and visuals. This proposal represents the fulfillment of three streams of expectations:

- it incorporates an earlier expressed desire to “Tell the Stories of Richmond” on glass in the front entrance lobby
- it mirrors the architectural spirit of the lobby and the building as a whole – weightless, airy, and ephemeral
- it fulfills the mandate to create a significant artwork in the front lobby

*Thank you for reading.*

*Deanne Achong & Faith Moosang*



BUDGET

ITEM	AMOUNT
ARTWORK: EQUIPMENT & MATERIALS	\$ 140,000
ARTWORK: INSTALLATION & TESTING	\$ 25,000
ARTWORK: TECHNICAL PRODUCTION	\$ 50,000
ADMINISTRATION & INSURANCE	\$ 20,000
WEBSITE	\$ 5,000
ARCHIVES: RIGHTS FEES	\$ 5,000
RESEARCH	\$ 15,000
ARTISTS' FEES	\$ 50,000
CONTINGENCY	\$ 40,000
TOTAL	\$350,000

CREDITS

- Archival photos: courtesy of the City of Richmond Archives
- Elevation drawing by Cannon Design
- Technical illustration of lobby by James Provost
- Other images by Deanne Achong & Faith Moosang