



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services Committee      **Date:** November 6, 2017

**From:** Jane Fernyhough, Director, Arts, Culture and Heritage Services      **File:** 11-7000-09-20-240/Vol 01

**Re:** **City Centre Community Centre 2017 Public Art Projects**

### Staff Recommendation

That the concept proposals and installations of the City Centre Community Centre Community Art Project by artist Laara Cerman, and Legacy Artwork by artists Nadine Flagel and Deirdre Pinnock, as presented in the staff report titled "City Centre Community Centre 2017 Public Art Projects," dated November 6, 2017, from the Director, Arts, Culture and Heritage Services, be endorsed.

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

Att. 3

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

## Staff Report

### Origin

Through the arts, a community can explore ideas, issues and concerns; voice its identity; and create dialogue. The City's Community Public Art Program creates opportunities for collaborative art projects between community groups and professional artists of all disciplines. Working with a professional artist, the community group is involved in all stages of planning and commissioning of a public art project.

This report brings forward for consideration two project proposals by the artists recommended for the City Centre Community Centre 2017 public art projects.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

*Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.*

*2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

*2.4. Vibrant arts, culture and heritage opportunities.*

### Analysis

In 2014, Public Art Program staff worked with the developer's architect for the Quintet Development, by Canada Sunrise Development Corp., to prepare a Public Art Plan. The Plan proposes several opportunities, including permanent and temporary works.

On May 12, 2014, Council approved the integrated public artwork *A Motif of One and Many* by Rebecca Bayer. The staff report identified that this project was the first of several artworks recommended for the overall Quintet development.

On June 24, 2014, Council approved the second public art project, a private development artwork for the lobby of the Carol Lee Centre, *ebb & flow*, by artists Jacqueline Metz and Nancy Chew. The staff report included further details for the Public Art Plan for the Quintet development, and noted that funding of \$75,000 would be available for future community based public art projects and the City Centre Community Centre.

In 2015, three public art projects were completed for the opening of the City Centre Community Centre. *A Motif of One and Many* by Rebecca Bayer is integrated into the lobby floor on the second level of the community centre. *Ebb and Flow*, a mirrored installation by Jacqueline Metz and Nancy Chew, greets visitors to the Carol Tong Centre and complements a double-height space in the main building lobby. *Harvest Full Moon Project* by Marina Szijarto incorporated hands-on artist-led workshops and a community procession as part of the celebration program for

the opening of the City Centre Community Centre on September 19, 2015. This ephemeral work has since become an annual event.

In 2017, in accordance with the Quintet Public Art Plan, terms of reference were developed for two additional community based public art opportunities which are presented in this report.

### Terms of Reference

Staff consulted with the City Centre Community Centre staff in the development of the Artist Call terms of reference. The City Centre Community Association was provided with opportunities to review the project.

The public art terms of reference describes the two opportunities:

- a Community Art Project in the Fitness Centre; and
- a Legacy Artwork in the main interior staircase.

The Call describes the art opportunities, site description, scope of work, budget, selection process, schedule and submission requirements (Attachment 1).

### Public Art Artist Selection Process

On September 6, 2017, following the Public Art Program administrative procedures for an artist selection process, a selection panel reviewed the qualifications of the 23 artists who responded to the Open Call to artists for the two opportunities. The City Centre Community Association Board appointed a member to represent the Board on the selection panel.

Members of the selection panel were:

- Sandra Cohen, Community Representative
- Jose Gonzalez, City Centre Community Association Board Member
- Michelle Sound, Artist and Educator
- Valerie Walker, Artist and Educator

For the Community Art Project in the Fitness Centre, three artists were shortlisted and invited to return for an interview facilitated by staff. Selection panelists provided their comments and feedback by proxy based on revised concept proposal submissions by shortlisted artists. On October 18, 2017, Laara Cerman was selected for this opportunity.

For the Legacy artwork in the main staircase, the selection panel recommended the artist team of Nadine Flagel and Deirdre Pinnock in a one-stage selection process on September 6, 2017.

The Public Art Advisory Committee supports the selection panel's artist recommendations.

### Recommended Public Art Project – Community Art Project in Fitness Centre

The proposed interior location for the community art project will be on a large wall inside the Fitness Centre with exterior viewing opportunities from Firbridge Way. The artwork by Laara Cerman will be a photographic mural composed of found branches and colourful paper leaves interspersed with real leaves in the shape of a vine.

The artist plans to engage culturally diverse and multi-generational community members in the making of the mural. The artist will lead workshops in drawing, painting, collage and stamp-making. Other activities may include a plant walk to discover some of the local flora that may be used in the artwork and workshops to create tea blends and baskets using locally foraged material.

Attachment 2 provides further information about the artist's background and proposed artwork.

A technical review and coordination with staff will be included in the development of the artwork. For this project, a budget of \$5,000 is provided to the artist for the design, production and community engagement workshops including all related artist expenses. The costs for digital reproduction and installation of the artwork will be the responsibility of the City.

The Public Art Advisory Committee has reviewed the concept proposal and supports the proposed artwork.

### Recommended Public Art Project – Legacy Artwork at Staircase

The proposed location for the legacy artwork by Nadine Flagel and Deirdre Pinnock will be on two adjacent walls directly above the main staircase connecting the main and second floor of the Centre. The proposed artwork is composed of a colourful series of seven large circle-shaped textile pieces. The artists describe the artwork as follows:

*The seven stepping stones are the leaps one has to make in the quest for diversity: our emphasis is on the process and the components required for Richmond to reach its goals. Each stone is a different colour, symbolizing a set of values and natural elements including courage/earth, passion/fire, harmony/wood, compassion/water, history/future, engagement/collaboration and equality/inclusivity.*

Attachment 3 provides further information about the artists' backgrounds and proposed artwork.

A technical review and coordination with staff will be included with the development of the artwork. For this project, a budget of up to \$6,500 is provided to the artist for the design, fabrication and installation of the artwork including all related artist expenses. In addition to the project budget of \$5,000, an extra \$1,500 will be used for installation of the artwork on a second wall and for artist-led community workshops in the development of the artwork.

The Public Art Advisory Committee has reviewed the concept proposal and supports the proposed artwork.

**Financial Impact**

The Public Art Program has allocated \$11,500 for the two community art projects from existing funds in the approved 2017 Public Art Capital Project. The initial budget of \$10,000 has been increased to allow for a broader scope of work for the legacy artwork and additional community engagement. The budget includes artist fees, selection panel costs, digital reproduction costs and installation of the artworks. Any maintenance and repairs required for the artwork will be the responsibility of the Public Art Program. City funds would be allocated out of the Public Art Program's annual operating budget.

**Conclusion**

The City Centre Community Centre continues to support a diverse, harmonious and distinctive City Centre neighbourhood with artworks that reflect the community's aspirations and identity. Staff recommend that Council endorse the proposed artworks by artist Laara Cerman and the artist team of Nadine Flagel and Deirdre Pinnock. The ideas expressed in the bright, colourful and interesting materials are well suited to a community centre. The addition of these new artworks supports the goals of the Richmond Arts Strategy to create great facilities and physical infrastructure to make Richmond an arts destination with a thriving arts community.



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

- Att. 1: Terms of Reference, City Centre Community Centre Community Art Project in Fitness Centre and Legacy Artwork in Main Staircase
- 2: Concept Proposal, Laara Cerman, Community Art Project in Fitness Centre
- 3: Concept Proposal, Nadine Flagel and Deirdre Pinnock, Legacy Artwork at Staircase

# call to artists



Figure 1. City Centre Community Centre, 5900 Minoru Boulevard, Richmond, BC.

## City Centre Community Centre

### *Community Art Project & Legacy Artwork*

July 2017

### OPPORTUNITY

The City of Richmond Public Art Program is seeking artists for two artwork opportunities at the City Centre Community Centre located at 5900 Minoru Boulevard. The first is a two-dimensional artwork to be located on a prominent wall within the centre's Fitness Centre. The second opportunity invites artists to create a legacy artwork to be installed on a prominent wall located above a stairwell within the centre. Artists with practices in socially engaged art, painting, printmaking, photography, drawing, mixed-media and low-relief sculpture are invited to apply. Artists who are applying for the artist-led community wall artwork will be required to work with intergenerational and culturally diverse community members.

Artists interested in applying to this call are encouraged to visit the City Centre Community Centre to review the proposed locations of the artworks in the building.

<b>Community Artwork Budget:</b>	\$5,000
<b>Legacy Budget:</b>	\$5,000
<b>Eligibility Requirements:</b>	Artists residing in British Columbia
<b>Deadline for Submissions:</b>	Tuesday, August 22, 2017
<b>Completion:</b>	February 2018

5427240



# call to artists



## BACKGROUND

The City Centre Community Centre is jointly operated by the City Centre Community Association and the City of Richmond. The Community Centre is located in the Carol Tong Centre at 5900 Minoru Blvd. and utilizes a number of off-site locations to host its programs including Anderson School, Cook School, General Currie School and the award winning Garden City Park. The two-storey community centre occupies approximately 30,000 square feet and encourages social inclusion through the provision of community spaces and affordable programs and services for a range of ages, abilities, and interests. It is a key place for social interaction and meeting new people, which is especially important for new residents (many of whom live in City Centre). The City Centre Community Centre is the hub of community life in central Richmond. The centre offers a variety of multipurpose spaces including community living room, art studio, music rooms, performance space and a fitness centre.

In 2015, three public art projects were completed for the opening of the City Centre Community Centre. Figure 2 shows *A Motif of One and Many* by Rebecca Bayer. The work is integrated into the lobby floor on the second level of the community centre. Figure 3 shows *Ebb and Flow* by Jacqueline Metz and Nancy Chew, an artwork that greets visitors to the Carol Tong Centre and complements a double-height space in the main building lobby. Figure 4 shows a community procession as part of the *Harvest Full Moon Project* led by artist Marina Szjarto.

## ARTWORK THEMES

Diversity, Harmony and Distinctiveness are themes that resonate with the aspirations of this growing and vibrant urban community. Multicultural communities face the challenge of respecting cultural differences while fostering shared citizenship and encouraging integration. This community strives to evolve from a mosaic to a weaving of cultures, where people of diverse cultural origins live in harmony and contribute to a distinct and ever-changing community identity. Artists are invited to propose artwork that challenges and reflects these aspirations.

Artists are permitted to apply to only one artwork opportunity. Please specify which artwork opportunity you are applying for in the statement of intent and on the attached information form.

## OPPORTUNITY NO.1 - COMMUNITY ART PROJECT

The commissioned artist for this project will engage culturally diverse and intergenerational community members including children, youth, adults, seniors and individuals with special needs to develop and realize a two-dimensional wall artwork. Artists will be required to submit the final artwork as a high resolution digital file to be reproduced onto adhesive vinyl and applied to the wall. Artists are invited to consider the artwork as a community portrait to reflect the themes of diversity, harmony and distinctiveness. The project



Figure 2 – *A Motif of One And Many*, Rebecca Bayer, 2015.



Figure 3 – *Ebb and Flow*, J. Metz and N. Chew, 2015.

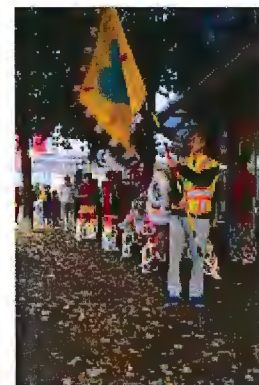


Figure 4 – *Harvest Full Moon Project*, M. Szjarto, 2015

# call to artists



aims to introduce artistic expression in the Fitness Centre and engage community members in the making of the artwork.

The artist selected for the project will work with Centre staff to liaise with community groups and coordinate meeting rooms for project development, community outreach and workshops. The artist will be expected to engage children, youth, adults, seniors and individuals with special needs to develop the artwork. There are opportunities to collaborate with local schools, community organizations and the City Centre Community Association.

## COMMUNITY ART PROJECT BUDGET

The total budget for the wall artwork is \$5,000. This budget includes (but is not limited to) artist fees, design, administration, insurance, community engagement and outreach, consultation, materials for public engagement and photography documentation. Artists are expected to engage community in a minimum of five (5) workshops or outreach consultation meetings. Artists will be required to produce a print-ready digital file of the artwork to be reproduced by a City contracted printing specialist. Costs associated with production and installation of the artwork will be the responsibility of the City.

## COMMUNITY ART PROJECT LOCATION

The artwork will be located on a prominent wall in the Fitness Centre and will be seen by facility users and passersby on Firbridge Way. The dimensions of the wall are approximately 8 ft. high and 25 ft. in length. The artwork should occupy the length of the wall and a minimum of 50% of the total wall area. Refer to Figures 5 to 8.

## OPPORTUNITY NO.2 - LEGACY ARTWORK

Artists with practices in mixed-media, painting, printmaking, photography, low-relief sculpture and textile arts are welcome to apply. Artists are not required to engage community in the making of the legacy artwork; however, they must respond to the themes of "Diversity, Harmony and Distinctiveness". Preference will be given to applications that incorporate environmentally friendly and sustainably sourced materials and methods of production. The artwork must be low maintenance.

## LEGACY ARTWORK BUDGET

The total budget for this project is \$5,000. This budget includes (but is not limited to) artist fees, insurance, administration, design, materials, fabrication, installation and photography.

## LEGACY ARTWORK LOCATION

The artwork will be located on a wall above a staircase connecting the main lobby to the second floor. The dimensions of the wall are approximately 8 ft. high x 6 ft. wide. Refer to Figure 9.



# call to artists



## ARTIST ELIGIBILITY

This call is open to artists residing in British Columbia. Artists who are currently contracted by the City for a public art commission are not eligible to apply. City of Richmond employees and City Centre Community Association staff and board members are not eligible to apply.

## SELECTION PROCESS

A three (3) member selection panel consisting of a combination of artists, art professionals and community representatives will engage in a one stage artist selection process to review all artist submissions. At the conclusion of the process, the panel will recommend two (2) artists or artist teams. The selected artists will enter into a contract with the City of Richmond and develop the concept to be submitted for review by the Richmond Public Art Advisory Committee (RPAAC) and City staff before implementation of the project.

For the Community Art Project, the Selection Panel may choose to recommend up to three artists for a follow up interview with community centre representatives and staff. Artists will be given an honorarium for their time and preparation.

## ARTIST SELECTION CRITERIA

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

- Artistic merit of the statement of intent in response to the artist call themes;
- Ability of the artwork to respond to scale, colour, material, texture and other physical and site-specific characteristics of the location.
- Artist's capacity to respond to the cultural context of the community and work with children, youth, adults, seniors and individuals with special needs, design professionals and project stakeholders.
- Appropriateness of the proposal to the Public Art Program goals: [www.richmond.ca/culture/publicart/plans/policy](http://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](mailto:publicart@richmond.ca)

- INFORMATION FORM – Please complete the information form attached to this document.
- STATEMENT OF INTENT – 300 words or less, explaining conceptual approach to the work, why the artist is interested in this opportunity and how the project responds to the selection criteria.
- OPTIONAL: CONCEPTUAL ARTIST SKETCH – (1 page maximum) a preliminary concept visualization to accompany the statement of intent and how you are responding to the selection criteria.

# call to artists



- **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.
- **REFERENCES** – The name, title and email contact for two references, who can speak to your skills, abilities and art practice.

## PROJECT TIMELINE

**Submission Deadline:** Tuesday, August 22, 2017  
**Finalist Notifications:** September 2017  
**Completion:** February 2017

## 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. Portfolio images and concept sketches are best formatted to landscape orientation.
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](mailto:publicart@richmond.ca)

## ADDITIONAL INFORMATION

1. If required, the selected artist may be required to show proof of WCB coverage and up to \$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.
4. Extensions to the deadline will not be granted under any circumstances. Submissions received after the deadline and those that are found to be incomplete will not be reviewed.

## Questions

Contact the  
Public Art Program:  
Tel. (604) 204-8671  
[publicart@richmond.ca](mailto:publicart@richmond.ca)

# call to artists



Figure 5 – approximate dimensions of the wall: 8 ft. high x 25 ft. length



Figure 6 – Approximate dimensions of the wall: 8 ft. high x 25 ft. length

## Community Wall Artwork in Fitness Centre

# call to artists



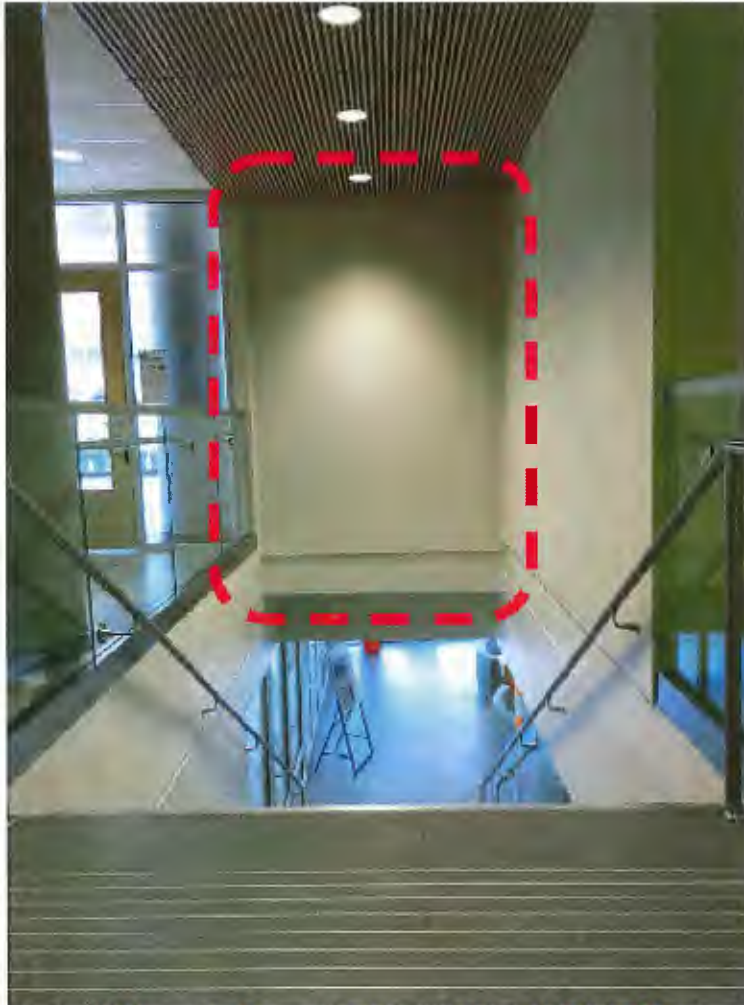
## Community Wall Artwork in Fitness Centre

Figure 7 – Passersby on Firbridge Way will be able to see the artwork through the glass façade highlighted.



Figure 8 – Passersby on Firbridge Way will be able to see the artwork through the glass façade highlighted.

# call to artists



## Legacy Artwork at Stairwell

Figure 9 – Wall above stairwell, approximate dimensions of the wall: 8 ft. high x 6 ft. wide.

### Artist Concept Proposal – Community Art Project in Fitness Centre



Figure 1. Artist rendering of digitally composed photographic mural in Fitness Centre.

#### **Artwork Concept Proposal**

The artwork is a photographic mural composed of images of found branches and colourful paper leaves interspersed with real leaves in the shape of a vine. The artist aims to engage culturally diverse and multi-generational community members in the making of the digital printed mural. The artist will lead workshops in drawing, painting, collage and stamp-making. Other public engagement activities may include a plant walk to discover and forage local flora and workshops on how to create tea blends and weaving baskets using locally foraged material.

#### **Artist Bio**

**Laara Cerman** explores the intersection of art, science, history and the themes of impermanence, a return to nature and the fragility of life. She creates her photographs by capturing multiple digital images and then pieces them together in post-production, a skill she has mastered through working as a freelance retoucher in the commercial photography industry.

### Artist Concept Proposal – Legacy Artwork at Staircase



Figure 1. Artist rendering of concept proposal for *Stepping Stones*.

#### **Artwork Concept Proposal**

The artwork is composed of a colourful series of seven large circle-shaped textile pieces. Each “stepping stone” is a different colour, symbolizing a set of values and natural elements including courage/earth, passion/fire, harmony/wood, compassion/water, history/future, engagement/collaboration and equality/inclusivity.

#### **Artist Bios**

**Nadine Flagel** unites a love of text with a love of textiles. She encountered her first hooked rug while studying in Nova Scotia for her Ph.D. in English Literature. She has been making contemporary hand-hooked rugs for fifteen years. She enjoys the sensuous juxtapositions of texture and colour when upcycling textiles from hand-me-downs and thrift store finds. A self-taught artist, Nadine has studied under instructors at an advanced level, has been awarded several art commissions and grants and is a member of the Vancouver Guild of Fibre Artists.

**Deirdre Pinnock** is a Toronto-raised, Vancouver-based rug hooking and fiber artist. Through continuing education classes, Deirdre encountered rug hooking, which she loves for its technical freedom, vivid colours and therapeutic qualities. She consistently explores childhood and diversity through multiple playful studies in her "Friends" series. She has exhibited in several group exhibitions and is a member of a local group of rug hooking artists, Gone Hooking.