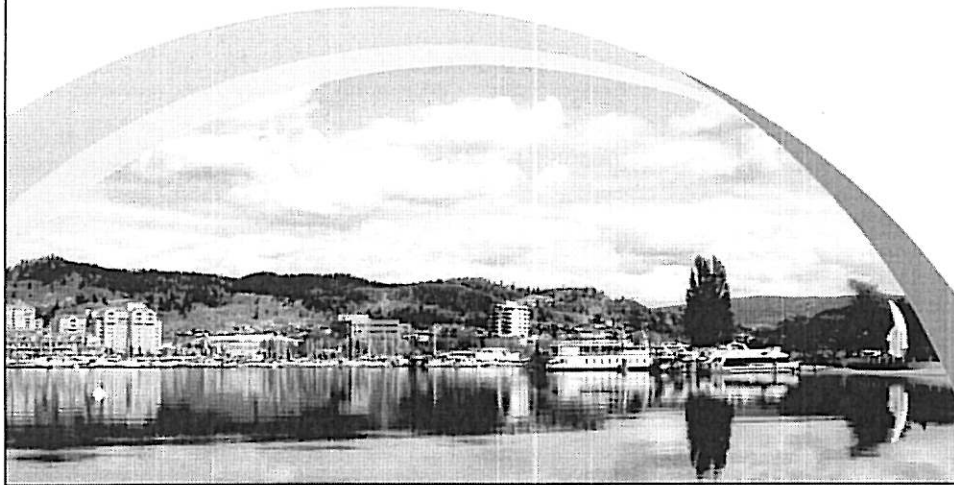


PUBLIC ART COMMITTEE PRESENTATION TO COUNCIL



October, 2009



WHAT IS PUBLIC ART?

- ▶ situated in public places
- ▶ functional or aesthetic
- ▶ permanent or temporary
- ▶ an object or a performance
- ▶ integrated or stand alone



DIFFERENT KINDS OF PUBLIC ART

- Sculpture
- Decorated Surfaces
- Relics and industrial objects
- Gateways
- Murals
- Mosaics
- Lighting
- Environmental and earth art
- Temporary installations and performances



PUBLIC ART VS. ART IN PUBLIC PLACES:

“Public art is accessible art of any kind that cares about/challenges/involves and consults the audience for or with whom it is made, respecting community and environment; the other stuff is still private art, no matter how big or exposed or intrusive or hyped it may be.”

Lucy Lippard (art critic and artist) from *The Power of Place*

THE BENEFITS OF PUBLIC ART

- Fosters community pride and identity
- Promotes tourism and economic development
- Creates opportunities for unique collaborations
- Demonstrates civic maturity
- Enhances livability of the community
- Inspires new ways of thinking
- Builds legacies

KELOWNA'S PUBLIC ART PROGRAM

- 1997 - Public Art Fund established
- 1998 - Public Art Committee appointed
- 1999 - first commission launched
- Public Art Reserve Fund - maximum of 1% of the City's annual capital budget from general taxation revenue - minimum of \$100,000

KELOWNA'S PUBLIC ART MANDATE

“To work with the community to humanize and animate the urban environment, increase the livability and artistic richness of the community, and stimulate the growth of arts and arts-related businesses through the provision of public art.”

POLICY DIRECTIONS

Official Community Plan

- ▶ **15.3 Public Art Committee.** Continue to support the efforts of the Public Art Committee in providing artistic enhancement to the various centres and neighbourhoods in the city, through the provision of 1 % of the annual capital budget to the Public Art Reserve;
- ▶ **15.7 Arts and Culture Development.** Continue to support the development of arts and culture in the community through the Public Art Fund, Festivals Fund, Cultural Tourism Marketing Fund, and the Kelowna Arts Foundation.

WHAT ARE THE KEY ELEMENTS IN PUBLIC ART?

- ▶ Involvement of an artist
- ▶ Engagement and synergy between the community, the project, the site and the artist

WHAT IS AN ARTIST?

- ▶ “A person generally recognized by his/her peers, critics and other art professionals as committed to producing works of art on a regular basis.”
- ▶ Artists are professionals with unique skills, experience and creativity.



WHAT DO ARTISTS DO?

In order to fulfill a commission, the artist will:

- Design to suit the site & project
- Understand and source materials
- Fabricate/Build
- Install
- Maintain or instruct on maintenance
- Collaborate, educate and motivate

PUBLIC ART COMMITTEE

- Eleven Members
- Appointed by Council
- Open membership
- 3-year term
- Broad representation
- Open meetings
- Annual report to Council

PUBLIC ART COMMITTEE

- Identifies projects
- Oversees selection process
- Manages the Public Art Reserve

PUBLIC ART COMMITTEE MEMBERS

- Judy Burns - Chair
- Elizabeth Balderston - Vice-Chair
- Sarah Campbell
- Francisco Carreon
- Vinicio Delgado
- Jane Everett
- Kirsti Jarrett
- George Kroker
- Mary Lund
- Tracy Satin
- vacancy

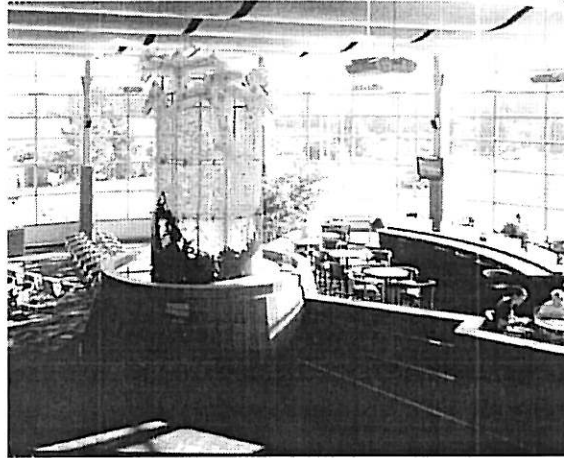
HOW DOES PUBLIC ART HAPPEN?

- ▶ Site/project designation
- ▶ Competition call
- ▶ Submissions
- ▶ Selection
- ▶ Recommendation to Council
- ▶ Contract with the successful bidder
- ▶ Fabrication
- ▶ Installation
- ▶ Maintenance & conservation

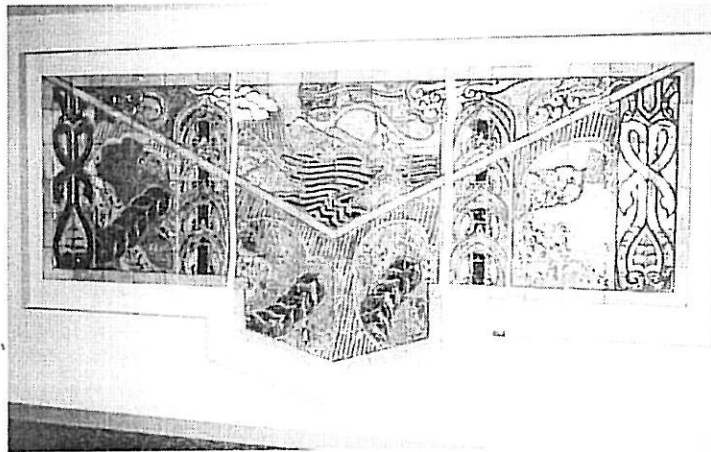
KELOWNA'S PUBLIC ART COLLECTION

- ▶ 45+ works of public art
- ▶ 25+ acquired through Public Art Reserve

ESCAPE TO STELLA POLARIS, 2000



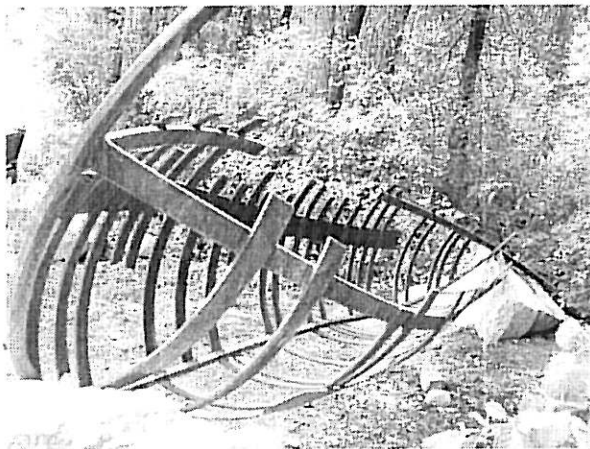
A QUIET BEAUTY ASSUMES OUR VALLEY, 2000



WAYFINDING SIGNAGE, 2003



RUN, 2006



PEOPLED PLACE, 2000



COMMUNITY-BASED PUBLIC ART PROGRAM

- A “grass roots” program
- Initiated in 2007
- Administered by Cultural Services
- Funded from Public Art Reserve
- Proposals evaluated by Committee

COMMUNITY-BASED PUBLIC ART PROGRAM - PROJECTS

- › *Martin Avenue Mosaics* (2007) - North End Residents' Association
- › *Reach for the Stars* (2007) - Kelowna Community Policing Association and the Graffiti Education and Prevention Program
- › *Waterscapes* (2008)- Central Okanagan Science Opportunities for Kids Program
- › Gay Pride Mural (2009) - Rainbow Coalition
- › One Block at a Time Project (2009) - Communities in Bloom



PROJECTS IN PROGRESS

- › Stuart Park
- › WRB Bridge East approach
- › Old Mill Creek Bridge at Pandosy
- › Mission Aquatic Centre
- › Annual Public Art Brochure
- › Annual Community Public Art grant(s)
- › Repair/restoration/relocation projects

FUTURE PROJECTS

- ▶ Bernard Avenue
- ▶ Mugford Park
- ▶ Lakeshore Rd. Multi-modal Corridor
- ▶ Houghton Rd. Multi-modal Corridor
- ▶ Glenmore Bypass
- ▶ Highway Overpass
- ▶ Rutland Transit Exchange

OTHER INITIATIVES

- ▶ Improved promotion and public relations
- ▶ Private-sector public art program

**PUBLIC ART AND
ECONOMIC SUSTAINABILITY**

- ▶ The Knowledge-Based Economy
- ▶ Cultural “buzz” key to attracting creative workforce
- ▶ High-quality public art a leading edge component

CLOSING THOUGHT

“Great public art is an essential investment in the creation of great cities.”

Kathleen Bartels,
Director, Vancouver Art Gallery

FOR MORE INFORMATION

- ▶ City of Kelowna website: www.kelowna.ca
- ▶ Cultural District website: www.kelownasculturaldistrict.com
- ▶ Public Art Brochure
- ▶ Patrick McCormick, Public Art Coordinator; Phone 469-8605; email pmccormick@kelowna.ca

SPIRIT OF KELOWNA, 2008

