

Memo



Date: February 16, 2011
File: 1340-40
To: City Manager
From: P. McCormick, Staff Liaison to the Public Art Committee
Subject: Public Art Exhibition at Kelowna Art Gallery

Recommendation:

THAT Council receive, for information, the Report from the Public Art Committee dated February 16, 2011, with respect to the Public Art Exhibition at Kelowna Art Gallery;

AND THAT Council approve the recommendation from the Public Art Committee to allocate \$10,000.00 from the Public Art Program to enter into a partnership with the Kelowna Art Gallery as per the terms set out in the Report from the Public Art Committee dated February 16, 2011.

Purpose

To provide Council with information on a proposed partnership with the Kelowna Art Gallery on an exhibition to celebrate and promote the City of Kelowna Public Art Program, and to secure funding to carry out the exhibition in summer 2011.

Background

In conjunction with the preparation of a strategic plan for 2011, the Public Art Committee identified opportunities to promote public art and in particular, the City of Kelowna Public Art Program.

With the success of 'Bear', the artwork installed in Stuart Park in September 2010, the Committee felt it opportune to capitalize on the positive energy generated by the most recent addition to the City's public art collection.

Preliminary discussions with the Kelowna Art Gallery (KAG) in late 2010 indicated an interest on the part of the Art Gallery. The Public Art Committee then formed a sub-committee to prepare, in conjunction with KAG staff, the details of the project.

The goals of the exhibition would be to:

- Profile the public art collection drawing attention to its diversity and scope;
 - Highlight the benefits of the program to the community;
 - Demonstrate how public art aligns with the City's broader cultural and economic goals;
- and

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- Foster a dialogue within the community on the Public Art Program.

Details of Proposed Project

Date and Location

The exhibition would take place July 16 to September 4, 2011 and would be located in the front gallery of the Art Gallery (Attachment 1).

Exhibit

The exhibit portion of the proposed initiative would be a series of panels with images and text. This would be a self-guided installation allowing visitors to absorb information at their own pace. The information presented would include images from the City's Public Art collection including profiles of the respective artists and their artworks.

This portion of the exhibit would give particular attention to, and highlight the success of 'Bear'. It would include the artist's comments regarding his inspiration for the piece and the development of the concept that was later translated into tangible form. Images would capture various stages of the project including preliminary models and sketches and photos of the artwork under construction. The scope and the complexity of executing, delivering, and installing the artwork would be related.

Additionally, the exhibit would underline the integration of the artwork with Stuart Park and the manner in which the artwork has become not only an iconic image in the minds of Kelowna's citizens, but a significant contribution to the creation of a new and exciting civic space to celebrate the public life of the community.

Artist Brower Hatcher has been party to preliminary discussions and is excited to be part of this event. Much of the material presented would be submitted by Mr. Hatcher and his guidance would be sought with regard to the final layout of the 'Bear' portion of the exhibit.

A second artwork would shift the focus from public art as iconic landmark, to the more subtle opportunities that public art can fulfill. In this regard, local artist Crystal Przybille's tree grate entitled 'Elemental' (Attachment 2) would be profiled. This work represents the functional, integrated approach to public art; the artworks that elevate the ordinary and utilitarian to the visually aesthetic and that enrich meaning within, and our understanding of the public realm. It is anticipated that one of the grates would be on hand for the exhibit. Again, as with 'Bear', the artist would provide comments regarding the sources of inspiration for the piece and the development of the concept.

Through these works, the exhibit would convey that many types of public art are essential layers in shaping the fabric of the public realm; giving due recognition that Kelowna's sense of place is strengthened by drawing on meaningful and relevant images from our cultural and natural landscapes.

Opening Event

The Kelowna Art Gallery, as part of its ongoing commitment to arts and culture, provides a full slate of events, programs, and functions related to the visual arts. In this regard, a panel discussion, hosted as an opening event to the Public Art exhibition is proposed. This event would see up to four individuals engage in a moderated discussion about public art from the perspective of the artist and the community-at-large.

The intention would be to generate a positive discussion about public art and to tap a range of opinions on, and insights into public art as a cultural endeavour. Members of the audience would be able to ask questions of the panelists. A draft agenda is attached (Appendix 3).

Artist on Site

Local artist Crystal Przybille is working on a sculpture dedicated to Father Pandosy for the upcoming 150th anniversary of the founding of his mission (Attachment 4). Work on this piece is currently progressing in a studio at the Rotary Centre for the Arts. The artwork is on a wheeled platform and would be transported to the Arts Common in front of the Rotary Centre on specified weekends, in conjunction with the public art exhibition, where the artist would demonstrate her skills and be available to interact with her audience. Notices in the art gallery would direct visitors to this opportunity.

Also, Committee members and KAG staff have been in discussion with a local artist regarding a proposal for an artwork that could be constructed over the course of the exhibition, with the intent of broadening the exhibition's interactive appeal. Remuneration for the artist's work to date, in drafting the proposal and constructing a maquette is included as part of the contingency amount identified in the budget (Attachment 5).

Guided Tours

Thirty-one artworks from the City of Kelowna public art collection lie within easy walking distance of the Kelowna Art Gallery. Another two privately-owned pieces included in the recently-updated Public Art brochure are also easily accessed on foot from the Gallery's central location in the Cultural District.

Taking advantage of this critical mass of public artworks, tours would be held in conjunction with the proposed event. To this end, KAG is working with City of Kelowna Cultural Services to provide guided tours. These tours would be led by volunteers at times and frequencies to be determined. Self-guided tours using the map and information in the Public Art brochure would also be encouraged.

Advertising and Promotion

KAG would be responsible for all aspects of advertising and promotion. Ads would be posted by KAG in the local media and on Facebook and Twitter in advance of the exhibition. Invitations to the opening event would be posted on the Art Galley's website as well as distributed to its membership.

Budget

A monetary contribution of up to \$10,000.00 would come from the Public Art Program with a contribution in-kind of \$7000.00 from KAG. KAG would contribute staff time, as well as its space, and provide all advertising. The project budget is provided as Attachment 5 to this report.

Existing Policy:

Arts & Cultural Policy 274 and Chapter 15 of the Official Community Plan.

Financial/Budgetary Considerations

The Public Art Program receives up to 1% of the City's annual capital budget from taxation and received \$15,000.00 for 2011. The Public Art Program is adequately funded for the project being considered.

Internal Circulation:
Manager, Cultural Services

Personnel Implications:

Pending Council's approval, the staff liaison to the Public Art Committee would coordinate and oversee with the Kelowna Art Gallery, the implementation of the event.

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/statutory Procedural Requirements:

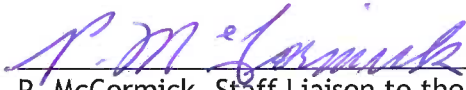
Technical Requirements:

External Agency/Public Comments:


Communications Considerations:

Alternate Recommendation:

Submitted by:



P. McCormick, Staff Liaison to the Public Art Committee

Approved for inclusion:  R. Cleveland, Director, Infrastructure Planning

cc: Director, Infrastructure Planning
Director, Community & Media Relations
Manager, Cultural Services

Attachment 1: Proposed Exhibition Space



Attachment 2: 'Elemental'



Attachment 3: Proposed Panel Discussion Agenda

1. Opening Remarks and Introductions
2. The Public Art Program
 - a) History
 - b) Goals
3. An Artist's Perspective
 - a) The value of public art commissions to an artist's practice
 - b) The artistic process: from submission to installation
4. The Benefits to the Community
 - a) Economic
 - b) Social
5. Summary and Concluding Remarks

Attachment 4: Photo of Father Pandosy sculpture maquette



Attachment 5: Proposed Budget

Public Art Program Contribution

Artist fees

Brower Hatcher	\$1200.00
Crystal Przybille	\$1200.00
Interactive artwork proposal	\$800.00

Posters and invitations \$400.00

Opening reception

Refreshments	\$300.00
Panelist honorariums (\$375.00 X 4)	\$1500.00

Travel expenses for out-of-town panelist (air fare and accommodation) \$1200.00

Exhibition panels (\$50 per panel x an estimated 20 panels) \$1000.00

Shipping costs: maquettes from Brower Hatcher \$700.00

Contingency \$1700.00

Total Public Art Program Cash Contribution **\$10000.00**

Kelowna Art Gallery Contribution

Head of Public Programming - Working with the Public Art Committee and overseeing the project for the Kelowna Art Gallery \$4000.00

Executive Director – Overseeing the progress of the project \$1000.00

Kelowna Art Gallery Graphic Designer – Designing invitation, posters and other marketing materials, working with the printers to get all the photographs and materials printed, website updates, creating scavenger hunt map the public art works in the cultural district. \$1500.00

Marketing and Advertising Coordinator – Marketing the exhibition through local newspaper and radio spotlights, coordinating the opening reception, monitoring and updating social media. \$500.00

Total in-kind contribution **\$7000.00**



City of
Kelowna

PUBLIC ART EXHIBIT



GOALS

- ▶ Profile collection
- ▶ Highlight community benefits
- ▶ Demonstrate fit with cultural goals
- ▶ Foster dialogue

DATES AND LOCATION

- ▶ July 16 to September 4, 2011
- ▶ Kelowna Art Gallery

EXHIBIT

- ▶ Images from collection
- ▶ Highlight two artworks

OPENING EVENT

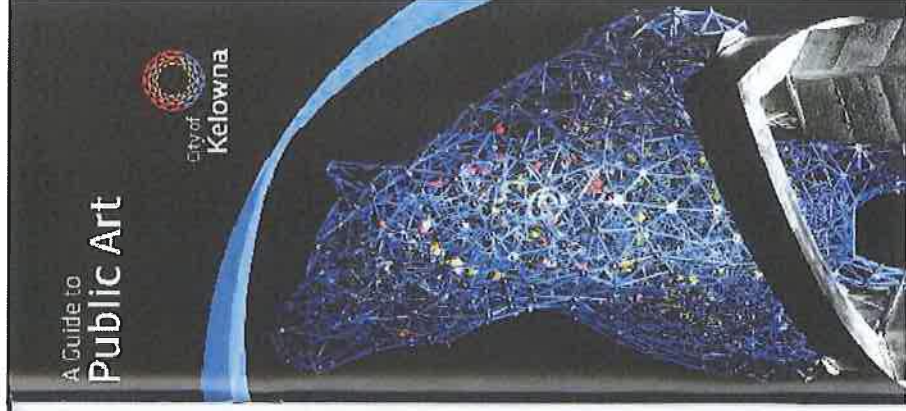
- ▶ **July 16, 2011**
- ▶ **Panel discussion with Q & A**

ARTIST ON SITE

- ▶ **Crystal Przybille**



WALKING TOURS



City of Kelowna
Public Art
Program

Kelowna Art
Gallery

