

EDMONTON PUBLIC ART

EDMONTON PUBLIC ART MAP

Public Art Master Plan



EDMONTON ARTS COUNCIL

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art your city

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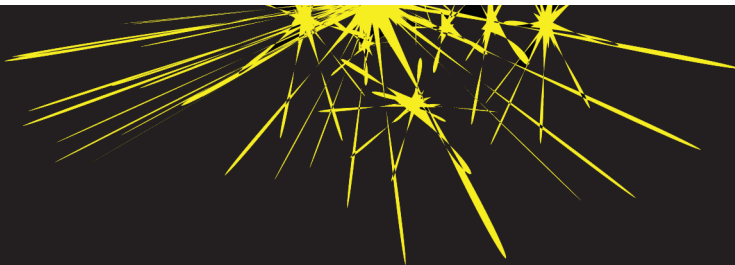
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EDMONTON PUBLIC ART MAP

Public Art Master Plan

A map is a visual representation of an area—a symbolic depiction highlighting relationships between elements of that space such as objects, regions, and themes. Maps may represent any space, real or imagined.

The Edmonton Public Art MAP will:

PROVIDE a guide for the future, real, and imagined platforms of a diverse range of public art in the greater City of Edmonton while supporting excellence in urban design;

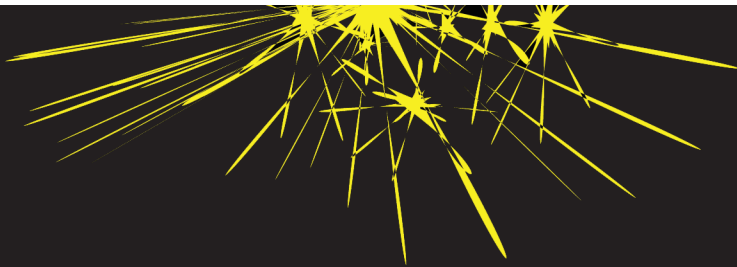
SERVE as a plan to activate a new directive for public art—with an Edmonton-based approach – inside a national and international context;

FILL the current needs and create an infrastructure for forthcoming public art projects, while inspiring new ideas and outcomes about the creative potential of the public realm;

ADDRESS a feedback loop of creation, reaction, caretaking, education, and outreach in public art;

CREATE a dynamic urban gallery environment of public art for the public to engage with from a multitude of entrance points (conceptually, physically, participatory) which challenges, inspires, and continually renews the City of Edmonton.

CONTEXT



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Context

Background

- 1 Cities across North America have municipal Percent for Art programs to acquire public art based on a percentage of annual capital budget expenditures (typically 1 or 2% is standard). Canadian cities are revising their Percent for Art policies to reflect a demand for culture and high quality urban environments.
- 2 Edmonton developed a Percent for Art policy in 1991.
- 3 The Edmonton Arts Council administers the Percent for Art policy and provides advice and services about public art to the City of Edmonton. Public artworks accessioned by the City of Edmonton are part of the city's Civic Art Collection.
- 4 Edmonton needs to act quickly to address the conservation needs of its current public art assets, to develop an outreach and education program for public art, and to create new public art initiatives with a clear and inspiring artistic vision.
- 5 In September, 2007, Edmonton City Council approved revisions to Percent for Art Policy (C458B) "Percent for Art to Provide and Encourage Art in Public Areas." Changes to the policy include the following:

- Removal of Percent for Art cap of \$100,000 to reflect current arts production costs;
- Expanding the definition of eligibility for new construction or renovation projects to include road/ rail/ foot bridges, streetscape improvements, buildings, recreation facilities and park/ plaza/ square developments;
- Development of a public art archive and maintenance program;
- Creation of a Public Art Committee.

About Public Art

- 1 Public art provides free and accessible art to all, creates a dynamic urban landscape, and iconicizes a city.
- 2 Public art offers the following benefits: it is considered to be a key component to the attractiveness and identity of a city, demonstrates the character of communities, strengthens the local economy through an investment in the arts, and is a reflection of a progressive municipality.
- 3 Public art is a specialized field of artmaking that requires artistic direction, curatorial perspective, and quality conservation expertise to create and manage an effective metropolitan art environment.

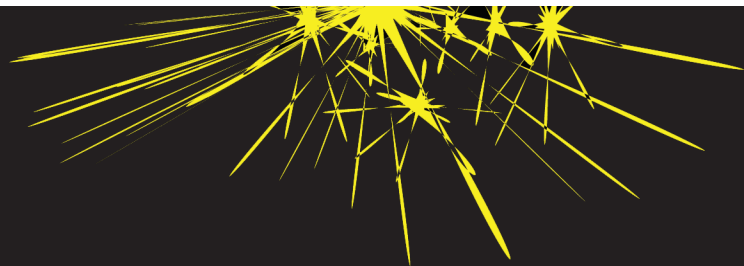
Key Messages

- 1 Edmonton has the potential to think widely and with vision on how to be the leader for public art within an international context.
- 2 Edmonton Public Art will provide the infrastructure, programming, and initiative for an increase in the scope of public art for the city of Edmonton.
- 3 Edmonton Public Art will thematically approach the greater city of Edmonton as an evolving public realm with immeasurable creative potential.
- 4 Edmonton Public Art will develop:
 - exhibitions of public art and a dynamic collection that will be built on artistic excellence and international significance;
 - add to the visual and aesthetic impact of our city;
 - a laboratory for artistic expression and the engagement of new ideas.

Towncar, Tania Garner Tomas
Westmount Transit Centre, 2007



STATUS



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Current Status of Public Art in Edmonton

Public art provides free and accessible art to all, creates a dynamic urban landscape, and iconicizes a city. Edmonton has benefited from a history of dedicated artists and supporters of public art. Cities of all sizes from across Canada are upgrading and improving their public art programs as part of a creative city movement that recognizes the important economic and quality of life benefits proffered by cultural investment. As Edmonton creates long term cultural and development plans and works to elevate urban design standards in our city, the time has come to assess the current status of public art in Edmonton, a key proponent to quality urban design and visual result of a cultural city.

There are several key periods in the development of public art in Edmonton, which piggybacked on the offshoots of postwar Brutalist architecture and abstract sculpture movements in the 1950s to 1970s. These aesthetic influences dovetailed nicely as Edmonton's unilateral industrial economy surged in the wake of the Leduc oil discovery of 1947. These artworks are usually permanent and physically static sculptures, made from one or two raw materials, and monumental in appearance or physical size. The rest of Edmonton's public art can largely be seen to reference an earlier pioneer and agriculture aesthetic of the utopia 1920s with a generalized content of landscape and historical representation.

However, as with the nation in general, Edmonton is a symbol of a city in transition—evolving from a resource-based boomtown to a multivillage urban centre turning on a tertiary-based economy. Utilizing the best aspects of our tightly knit communities, our intimate knowledge and collective understanding of the physicality of materials, and capitalizing on our greatest asset—space, Edmontonians are primed to excel as leaders in public art.

When holistically compared to Edmonton's current activities and growth in other sectors—for example, the grassroots community-based theatre and writing scenes or the diversified industries of research and information technology giants—our public art collection does not fully describe our city, ourselves, or our future.

From an international and objective perspective, the state of Edmonton's public art is underdeveloped, in disrepair, and largely silent and ignored. Our collection does not stand out compared to other capital cities, or even to cities of a similar size and economy (such as Portland, Surrey, and Ottawa) and reflects few of the many recent developments in post-modern and contemporary art. Even within a regional Western Canadian context, where cities like Calgary and Kelowna have reinvented their public art policies and programs, our city's public art collection appears random, mediocre, and diluted.

Although not failures of their own right, as there are successful public art projects in Edmonton, these artworks present a narrow and inert body of work as a collection, and the same form and content is reiterated by our city's young artists. Edmonton artists, citizens, and visitors need an inspiring and engaging visual environment that generates interest, dialogue, and new ideas. An investment in this environment will retain and attract the best to Edmonton.

Edmonton's public art was accessioned by many groups, each working independently and with specific aims. Community leagues and cultural societies have erected beautification projects and memorials. The University of Alberta has placed work in relation to its modernist sculpture program. The Works/ The Places has accessioned several permanent projects in conjunction with the local business community, and produced a successful annual visual arts festival. The City of Edmonton, through the Percent for Art policy—stemming from the first policy in early 1990s, and revised in September of 2007—have accessioned artworks for civic facilities. Various events have initiated a large scale accessioning of works, such as the Commonwealth Games Sculpture Symposium of 1978.

However, the sum total of these public artworks are haphazardly placed, not collectively archived to current standards, and have never been maintained. As we discovered in the summer of

2007, our public artworks are rusting and decayed, hidden by billboards, and even, in the case of The Fanway, lost and plausibly sold for scrap metal.

Our collection does not achieve an overall curatorial direction which takes into consideration Edmonton's specific context: the need for colour and vibrancy in the urban environment, which is greyscale for half of the year due to our unique climate—a second vital concern, and thirdly, an urgent need from the community to be involved in public arts-based initiatives and dialogue.

In accordance with other Western Canadian cities, Edmonton needs to act quickly to address the twenty years of conservation and maintenance required for its current public art assets, to develop an outreach and education program for public art or risk losing another generation of both art and audience, and to create new public art initiatives with a clear and inspiring artistic vision.

Aside from simply trying to catch up with the national benchmarks for public art, Edmonton has the potential to think widely and with vision on how to be the leader for public art within an international context. We can help to define the new possibilities for artists working in the public realm, to offer entry points for all people of all backgrounds to have the opportunity to access and participate in the field of public art.

Public art can serve as a signifier of a city for its visitors, offer a mode of communication for its communities, and provide an interesting, beautiful,

and challenging environment for its citizens. By supporting and encouraging an increase of programming and infrastructure for a diversified range of public art in Edmonton, we will redefine our city and our possibilities.

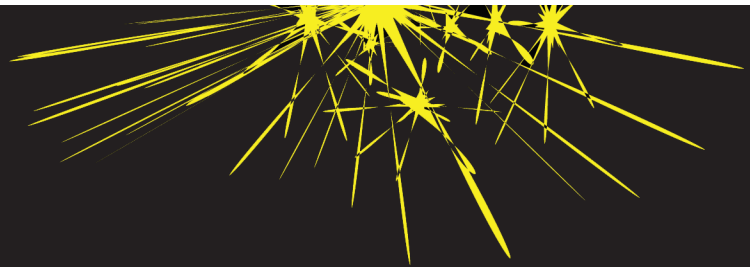
There is a great need to excite Edmontonians, our cityscape, our future artists and art audiences with a wider scope of public art, and to invest and care for a range of work that can represent and engage with the best of international, regional, and local artistic movements.

It is not only the outcome of public artworks which is to be desired but the process of making public art which is to be encouraged—to generate, collaborate, create, propel, think, move, attract, shift, and to be.

Encompass, Allen Ball
South Division Police Station, 2005



PURPOSE



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Purpose

The world of reality has its limits; the world of imagination is boundless.

—Jean-Jacques Rousseau

Purpose

Edmonton Public Art will provide the infrastructure, programming, and initiative for an increase in the scope of public art for the city of Edmonton.

Public art offers the following benefits: it is considered to be a key component to the attractiveness and identity of a city, demonstrates the character of communities, strengthens the local economy through an investment in the arts, and is a reflection of a progressive municipality.

Position

Edmonton Public Art will serve as a platform for public artworks, other public arts organizations, artists, and the public. Rather than serving as a centralized public arts program, Edmonton Public Art will support a decentralized program model that engages multiple partnerships and stakeholders, and is open to flexible development in the future.

Artistic Vision

There are specific aesthetic qualities required by Edmonton's unique urban environment. Public art is a specialized field of artmaking that requires artistic direction, curatorial perspective, and quality conservation expertise to create and manage an effective metropolitan art environment.

Edmonton Public Art will thematically approach the greater city of Edmonton as an evolving public realm with immeasurable creative potential.

Edmonton Public Art will develop exhibitions of public art and a dynamic collection that will be built on artistic excellence and international significance, and add to the visual and aesthetic impact of our city. Edmonton will become a laboratory for artistic expression and the engagement of new ideas.

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Guiding Principles

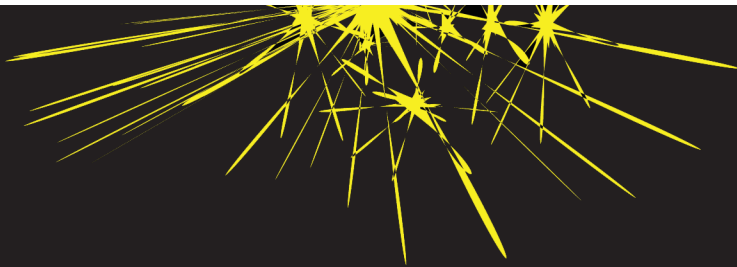
A city is a web of connections and possibilities. Every street corner can be a stage, a canvas, a plotline, and a film crew. Here in Edmonton, our artists tell us about ourselves. They entertain us and challenge us; they reach out from here to connect us with the larger world.

—Alice Major

Edmonton Public Art will base its actions on the following guiding principles:

DIVERSITY	A full range of projects with diverse mediums and themes, by artists of all backgrounds, for an unlimited potential public;
CHALLENGE	Supporting groundbreaking projects that challenge the community and create new ways of thinking and being;
ENGAGING	To invite and encourage the public to engage with public artworks, artists, and ideas;
TAKING CARE	To plan and act in such a way as to take care of our investments in creativity and increase our legacy of public art through conservation and maintenance, education, and outreach;
PROPELLING	To encourage regional and Canadian public art, artists, and ideas while propelling Edmonton Public Art initiatives into a global context.

RECOMMENDATIONS



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Recommendations

The following key recommendations are presented in order of need, in three phases.

RECOMMENDATION 1

Addressing Critical Needs

At minimum, the following needs to occur to prevent the further deterioration of public art assets of the City of Edmonton.

Appropriate Staffing

- i Fund a Program Officer/ Outreach Coordinator position at EPA
- ii Fund a Conservator Coordinator position at EPA

Create the Art Bank (archive and conservation fund)

- iii Fund archival documentation and maintenance assessment reports for all items in the Civic Arts Collection
- iv Fund an endowment to stabilize long term conservation funds

RECOMMENDATION 2

Meeting Current Standards

Below are key initiatives that will help Edmonton to meet the current national standards in public art policy making and programming.

Approve new or revised Edmonton Public Art policy and procedures

- v Administration Policy (new)
- vi Percent for Art Municipal Procedure (revised)
- vii Public Art Accession and Gift Procedure (new)
- viii Public Art Deaccession and Resite Procedure (new)
- ix Jury Procedure and Public Art Criteria (new)
- x Public Art Education and Outreach Procedure (new)
- xi Percent for Art Private Sector Procedure (new)
- xii Statuary Procedure (revised)
- xiii Public Art Conservation and Maintenance Procedure (new)

Approve new Edmonton Public Art Programs and increase funds to a current program

- xiv Graffiti Zones
- xv Increase Community Public Art program annual funding

RECOMMENDATION 3

Creating a New Vision

Spearhead the following initiatives to enable Edmonton Public Art to be an international leader in public art and transform Edmonton's urban environment.

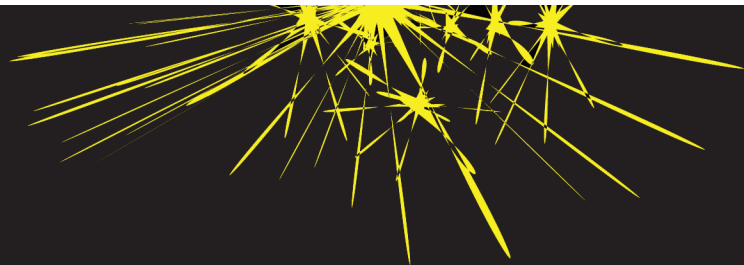
Endorse the development of a Public ArtPark System and new Edmonton Public Art programming as listed below:

- xvi Public ArtPark System
- xvii Mural Arts Program
- xviii Biennial International Commission
- xvix PAIR (Public Artist in Residence)
 - xx Experimental Public Art Projects
- xxi Public Art Ideas & Action (Lecture Series)
- xxii Public Art Stage (Publication and tour program)
- xxiii Night Shift (Transitory public art exhibition)

Centennial Legacy DNA, Terry Frost
University of Alberta Hospital, 2008



PROGRAMS



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Programs

Edmonton Public Art will launch the following programming to fulfill its purpose and guiding principles. Programming will promote three types of public art: permanent, transitory, and community-based public art initiatives that complement each other in developing growth, acceptance, and demand for public artworks. A programming plan with a more detailed description is located below. New proposed programs are noted in bold.

Programming List

Permanent / Long Term (+1 year)

- Percent for Art Municipal
- Percent for Art Private Sector
- Public ArtPark System
- Art Bank
- Biennial International Commission
- PAIR (Public Artist in Residence)

Transitory / Short Term (<6 mos.)

- Experimental Public Art Projects
- Public Art Ideas & Action (Lecture Series)
- Public Art Stage (Tour Program)
- Night Shift (12 hr transitory public art exhibition)

Community Public Arts

- Community Public Art Grants
- Mural Arts
- Graffiti Zones

Percent for Art Municipal

Public art acquisition program through an open competition held in accordance with the City of Edmonton policy “Percent for Art to Provide and Encourage Art in Public Areas” (C458B).

The policy states that the City of Edmonton will allocate one percent (1%) of the qualifying construction budget of any accessible municipal project (% project) for the procurement of public art to be publicly displayed.

One percent (1%) of the qualifying construction budget of a publicly accessible municipal project as determined in the Capital Budget Process is eligible for a permanent public artwork to be accessioned on site.

Qualifying projects include any municipal project, whether new construction or renovation, that will be accessed by or be highly visible to the public, including road/ rail/ foot bridges, streetscape improvements, buildings, recreation facilities and park/ plaza/square developments.

20% of each Percent for Art project is deducted (10% for administration, 10% for eligibility to the Art Bank conservation and maintenance fund).

Partner: City of Edmonton

Percent for Art Private Sector

PROPOSED

Public Art participation by the private sector (the portion of the private sector whose business includes for-profit land or property developments) would be a balanced and equitable system where contributions reflect the value of the development according to an estimate of hard construction costs. Developer benefits may include incentives as part of the development approval process.

In turn, the City of Edmonton and the Edmonton Arts Council will provide resources and assistance in acquiring good quality public artworks which reflect a high artistic standard, or referral to contract consultants with a public art procurement process reviewed by the Public Art Committee.

Public Art Contribution Options for Developers

Options would be available for private sector contributions to Public Art.

1 On-site contribution

The applicant contributes to the City in trust for the commission of public art to be incorporated within the development envelope. With on-site public art, the public art can remain in the same ownership as the development, and thus, there is a direct benefit to that development.

2 *Off-site (pooled) contribution*

The applicant contributes to the City of Edmonton Public Art Bank to Edmonton Public Art programming. With off-site public art, the public art becomes civic property but location considerations and acknowledgement of contributors bring a direct benefit to that development.

3. *Combination On/Off-site contribution*

The applicant contributes to the City in trust for commission of public art to be incorporated within the development envelope. Unspent funds shall be administered to Edmonton Public Art programming.

Acquisition of Public Art on Site

It is envisioned the public art budget would include all associated costs including administration, fees, materials, fabrication, insurance and a 10% contribution for conservation and maintenance.

Projects that are selected for option #1, acquisition of public art on site, will be administered by Edmonton Public Art, or a private art consultant with review by the Public Art Committee, utilizing the same standards for quality and transparency of process as the Municipal Percent for Art program.

Developers will have the option of gifting the public artwork to the City of Edmonton, as part of the EPA's Civic Art collection. In this instance, 20% of each Percent for Art project will be deducted

(10% for administration, 10% for eligibility to the Art Bank conservation and maintenance fund). Should the Developer choose to retain ownership of the public artwork, 20% of each Percent for Art project will be deducted (10% for administration, 10% for conservation and maintenance to be held in trust by either EPA or the developer).

Fund EPA Programs (equal disbursement)

If the developer chooses to allocated the Percent for Art funds to support generalized Edmonton Public Art programs, the funds will be allocated in the following way unless designated otherwise: 80% to general public art programming in Edmonton, 10% to administration, 10% to the Art Bank conservation and maintenance fund.

Partner: City of Edmonton

Potential Partners: Developers, CHBA, UDI, EEDC, Chamber of Commerce, DBA, other BRZ

Public ArtPark System

PROPOSED

A permanent system of arts and culture parks with 50% of space designated for permanent public artworks (a diverse representation of artists and mediums) and 50% designated for transitory public art projects and festivals, plus multiuse activity space for other arts and culture events.

The Public ArtPark System will be the heart of public art in the city, located in a central locations and bridging both sides of the downtown river valley area. The Public ArtPark System will have a minimum of five initial sites, with public artworks and other programming radiating out and across the city, and the ability to flexibly expand in the future.

This ArtPark System will be a focal point for tourists and visitors to the city of Edmonton, as well as a permanent outdoor platform for arts and cultural activities for citizens of Edmonton. The ArtPark System will be a critical element in facilitating the curatorial direction of the Edmonton Public Art programming, and will position Edmonton on the forefront of innovative public art initiatives.

Cities across Canada have initiated sculpture gardens and parks. The Public ArtPark System will be unique internationally

and nationally in its broad and flexible scope, as the park system will have half of its physical spaces allocated to impermanent and transitory public art installations, public art festivals, and related arts activities.

The other half of the ArtPark System spaces will be designated to permanent public artworks with a broad representation of works from all public art mediums. The use of multi-sites allows for more dynamic possibilities than a traditional one-sited sculpture garden.

It is mandatory that 10% of the each project accessioned as part of the ArtPark formation will be allocated to the Art Bank to be eligible for conservation and maintenance funds.

Any future public artworks accessioned to the ArtPark must comply with the Accession and Gift procedure that stipulates that 10% must be designated to EPA administration, and 10% to the Art Bank to be eligible for conservation and maintenance funds.

If this initiative is co-funded by a private donor, the naming rights of the Public ArtPark System will be available to the donor (individual or family foundation only, non-corporate) for an appropriate fee to support the creation of the Public ArtPark System and the new programming initiatives of Edmonton Public Art.

The ArtPark System will be eligible for park maintenance through the City of Edmonton cultural parks planning. Maintenance of public artworks will be conducted by the City of Edmonton, according to recommendations of the artwork's Maintenance Assessment Report. Conservation of the public artworks will be completed by the artist, the EAC's Conservator or contractually by a qualified conservator.

Partner: City of Edmonton, Art Gallery of Alberta

Potential Partners: donors

A Walk Through the Universe
Clairview LRT portal, ADPP 2005



Art Bank

PROPOSED

A permanent archive and conservation endowment to assess, evaluate, track and document public artworks that are part of the City of Edmonton's Art Bank collection.

The Art Bank is essential in addressing a critical need for conservation and maintenance and an accurate archive of the current public artworks owned by the City of Edmonton.

Public artworks are vulnerable to a variety of harsh conditions, but when properly cared for and maintained, the artworks have the potential to be a great financial asset for the city and to increase in value over time.

It is highly recommended that an endowment is created to provide stable and predictable designated funds for conservation for the future of the accessioned artworks.

Approximately \$1 million is recommended for the initial base funding of a conservation and maintenance endowment, which would fund conservation and maintenance of prioritized projects per year based on accumulated interest.

Each accessioned project would contribute 10% of its total project budget to increase the endowment over time. It is estimated that in 2007 this base endowment funding would generate approximately \$45,000 in annual conservation and maintenance funds.

Projects in the Art Bank collection will be maintained according to a triage system of priority

based on maintenance assessment rating criteria. Every new public art project accessioned to the EPA Art Bank collection record will contribute 10% of the project budget to this base endowment, which will directly expand to accommodate the additions to the collection.

In this way there will be a permanent and secure conservation and maintenance fund available in direct proportion to the number of public artworks in the Art Bank.

It is suggested that the Art Bank (archive and conservation fund) could be named after a missing piece of public art from the City of Edmonton collection, for example, The Fanway Art Bank.

Public artworks serve to generate a greater cultural economic cycle that includes the support of local and national arts and cultural producers and industries, and has a positive impact by attracting cultural tourists and increasing the livability of the city for local residents. Edmonton Public Art advocates that public artworks are valuable assets to the City of Edmonton, and must be accurately recorded and maintained according to archival standards.

Partner: City of Edmonton

Community Public Art Grants

Public art grants administered on behalf of the City of Edmonton by the Edmonton Arts Council for community groups who partner with an artist to create a community-based permanent public artwork.

The intent of the program is to provide funds to Edmonton community groups or organizations which, through the creation of public art, may want to address social issues, celebrate community or cultural identity and heritage, beautify public spaces and neighborhoods, commemorate an event or increase the appreciation of the arts in general.

Community groups must partner with a professional artist or artists, and work together on a creative concept for the making of a public art project.

Edmonton Public Art at the Edmonton Arts Council facilitates and mentors the community groups and the artists through the public art acquisition process.

Once the concept is determined, the artwork is collaboratively produced by the artists and/ or by community members under the guidance of the artists.

If the public artwork is gifted for ownership by the City of Edmonton as part of the EPA Art Bank collection, it is mandatory that 10% of the each project commission will be allocated to the Art Bank to ensure eligibility for EPA Art Bank conservation and maintenance funds.

Edmonton Public Art recommends an increase to the annual funding of the Community Public Art Grants to ensure the successful outcome of the public artworks.

Partner: City of Edmonton

Potential Partners: Artists, community groups

I Witness, Holly Newman
Health Sciences LRT Station, 2003



Mural Arts

PROPOSED

A program to facilitate high quality and durable exterior community-based mural artworks in Edmonton. Mural art grants are disbursed to community groups and artists through a juried application process.

Murals are large images applied directly to a surface; mediums for mural artworks could include, but are not limited to, painting, photography, tile artwork, mixed media, etc.

Mural content can be developed through a community design process or by the mural artist. The murals can be executed by mural artists, or directed by the artist and executed by community members.

Mural arts are an essential form of public art that allows communities to express and address problems, promote community values and identity, and beautify neighbourhoods through the creative process.

Projects must be completed with recommended durable materials and techniques (for example, high quality mural paint and a top coat will protect a painted mural artwork for approximately twenty years, compared to five years for murals painted with only standard exterior grade paints).

Murals in communities can transform and encourage positive change in communities, as demonstrated in mural arts programs across North America (example, Philadelphia Department of Recreation's Mural Arts Program).

Edmonton Public Art's Mural Arts program will advocate for the creation of murals which represent the full range of the medium: an equal number of contemporary, historical/ community-based, and experimental murals will be funded.

Funds are required to support a Mural Arts program that will produce approximately 5 murals per year (total of 50 murals by 2020).

Partner: City of Edmonton

Potential Partners: Edmonton Public Schools, Capital Health, community groups, donors

Graffiti Zones

PROPOSED

Graffiti is a transitory medium of art practiced for centuries, where images or text-based compositions are applied to a surface in singular or multiple layers. The Italian term *graffito* refers to scratching through one surface to reveal another. Graffiti Zones are legal and permanent sites for an evolving public artwork, where artists have permission to create street art and graffiti-style open source murals, which are often complex in technique and composition. Illegal graffiti practice on private property without permission is vandalism. Graffiti artworks can have a significant artistic value, and have a legitimate place throughout art history.

The Graffiti Zones program will increase the number of legalized graffiti sites in Edmonton, and to annually designate additional sites thereafter, to encourage and develop high quality open source graffiti art in Edmonton.

Designed as a strategy in conjunction with the City of Edmonton's anti-graffiti bylaw, the legalized graffiti sites will be a place to demonstrate the creative and technical feats of this artistic medium to the public and to facilitate the development of graffiti artists.

Legalized graffiti zones highlight the open and unrestrictive elements of the medium, which allows artists to engage with the public through creative projects without the need to function within the established gallery or exhibition

systems. Legalized graffiti sites also encourage and give voice to community members who may not have access or are unwilling to participate within a political or social system to give voice to their experiences.

Graffiti zones encourage the development and recognition of the iconography, technique, and skill associated with this medium for both the public and for graffiti artists, which results in higher quality graffiti.

While it is not expected that the graffiti zones will eradicate illegal vandalism, it will provide a much needed safe place for talented graffiti artists to practice legally and to encourage the public to experience these open source murals as artworks with great value.

Graffiti arts are important in encouraging diversity and accessibility for artists into the realm of public artmaking, and to foster connection and communication with communities through the arts.

Successful legalized graffiti sites are facilitated or mentored by a youth leader and an effective education and outreach program (example, annual graffiti arts workshop).

Partner: City of Edmonton

Potential Partners: Edmonton Police Service, YESS, ihuman, Edmonton Federation of Community Leagues

Biennial International Commission

PROPOSED

A contemporary permanent public artwork in Edmonton's proposed ArtPark or other area by an internationally renowned contemporary artist. Contemporary artists will be nominated by an international panel of contemporary art curators and critics and commissioned by invitation only.

An international commission of a public artwork in Edmonton will create a high profile opportunity to advance the scope of public art in our city.

This program will highlight Edmonton as a location for viewing internationally significant contemporary public art installations.

It will expand the collection of the City of Edmonton and inspire our citizens, visitors, and local artists to engage with contemporary art within a global context.

This feedback loop of inspiration, creativity, and innovation is important to facilitate the future of local public artists and to create a new vision of and for Edmonton. High profile and contemporary public artworks by internationally renowned artists can become signature pieces that identify and symbolize a city and attract visitors.

These major public art commissions will have a total project budget of \$1 million each, every two years. It is mandatory that 10% of the each project commission will be allocated to the EPA Art Bank to be eligible for conservation and maintenance funds.

Partner: City of Edmonton

Potential Partners: donors

PAIR (Public Artist in Residence)

PROPOSED

A multi-city Public Artist in Residence program partnership to facilitate an annual project where city infrastructure is exposed as a context for an artist to work within.

Proposed as part of a potential partnership with two Western Canadian municipalities, this program will highlight the process of public artmaking. The program will rotate among the partner cities and will be hosted in Edmonton once every three years.

A public artist in residency program facilitates an understanding of the artmaking process for the community, and encourages the artist to involve city departments, community members, and the public to interact in the creation of the public artwork.

The artist selected for the project can be paired with a city department or other city organization as a host to the context of the artwork creation and production. A nominated guide will work with the artist to introduce all levels of the organization's service and purpose, and to provide the artist with new material and access to a new "side" of the city. Example organizations could include Edmonton Transit Services, Edmonton Public Libraries, or City of Edmonton Community Services.

Funds will be required for expenses for the artist while they complete research and production in Edmonton, and for the commission of the

permanent public artwork. It is mandatory that 10% of the each project commission will be allocated to the EPA Art Bank to be eligible for conservation and maintenance funds.

The Public Artist in Residence program will facilitate one project every three years, for a total of 10 projects by 2040.

Partners: City of Edmonton

Potential Partners: Western Canadian cities

Experimental Public Art Projects

PROPOSED

A series of short-term transitory public art projects to conduct experimental or contemporary interventions with the public realm.

Short-term public art installations, designed to exist for a maximum of six months, are important in changing the face of the city and increasing its livability and creativity for both citizens and visitors.

Sites for short-term public art installations can be designated by the City of Edmonton or nominated by local community groups or businesses. Projects can then be initiated with the context of the site in mind.

The short-term nature of these projects helps to develop a greater understanding of public art and acceptance and demand for permanent public artworks. This program will stimulate dialogue and new ways of thinking about our neighborhoods and the public realm, while inspiring our local artists and cultivating future public artists and audiences.

It is estimated that this program will facilitate 3–5 projects per year, with a total of 60–100 projects by 2030.

Partner: City of Edmonton

Potential Partners: donors, Arts education institutions

Public Art Ideas & Action (Lecture Series)

PROPOSED

Develop a series of lectures, forums, and educational programs for all ages, and workshops to complement and address issues of focus in tandem with the programming initiatives.

Education and outreach is paramount as part of a holistic public art program. Public art initiated without dialogue and educational opportunities often incites a controversial reaction from a segment of the public. Due to its democratic nature, public art is often a platform for the expression of political ideas or communication, or for the representation of power within a community. Education and outreach strategies manage expectations of the public, to promote the understanding that the public deserves free art with a dynamic, inspiring, and challenging collection of public artwork.

Education and outreach allows for the public to learn about the public art process, to engage with artists, and to garner value and meaning from public artworks that are positioned in their neighbourhoods and within their city. It encourages dialogue and discourse, which creates new ideas about the creative potential for public space and for perceiving the city as an interactive, non-static entity.

Public art lectures can address valid topics and introduce key speakers to Edmonton (including artists, critics, curators), which will inspire local public artists and the public, and facilitate the

development of a new generation of artists and public art fans. Sample topics for lectures or seminars:

What is public space/ the public realm?

What are the politics of public art?

How do artists address physical vs.
virtual space?

Immaterial public art

Public art and architectures

Public Art: Context and Controversy

Funding is required to support the program for a 10-year period. Partnerships with existing education institutions will be developed to support the program as well.

*Partner: Edmonton Public Art, City of Edmonton,
Art Gallery of Alberta, Grant McEwan College*

*Potential Partners: University of Alberta, ACAD,
Edmonton Public Schools, M.A.D.E., publication/
magazine*

Public Art Stage

PROPOSED

Create a tour booklet that is designed to accommodate new projects annually, for walking public art tours.

The tour booklet will be designed to be flexible, to grow and accommodate an expanding collection, and will help to facilitate and promote the interaction of the public with Edmonton Public Art projects.

This book will document and serve as a guide to the location of public art projects for local residents and visitors to Edmonton. The tour booklet can be used for walking tours or to learn about the collection in general.

The booklet will also serve as primary education tool for Edmonton Public Art to provide outreach and learning opportunities to an all-ages audience about our public art programs and how to explore creativity in the public realm.

This document will also serve as a calling card to other cities to promote our position of encouraging the arts in Edmonton.

This initiative will require an investment of funds to administer, write, design, and print the publication.

Partner: City of Edmonton

Potential Partners: EEDC, Edmonton Tourism, Chamber of Commerce, donors

Night Shift (12 hr public art exhibition)

PROPOSED

A one-night only curated public art exhibition held every two years examining transitory public art projects, for example, online or virtual projects, radio art, light art, video projections, performance, etc.

This exhibition will focus on a stream of public art that is constantly evolving. Transitory public art projects are important to a municipal public art program by facilitating the acceptance and demand for permanent public art installations, and to present the public with the widest scope of this medium of art making.

Public artworks which are immaterial, or utilizes space and the concept of materiality helps the public to experience the creative potential of their neighborhoods and city.

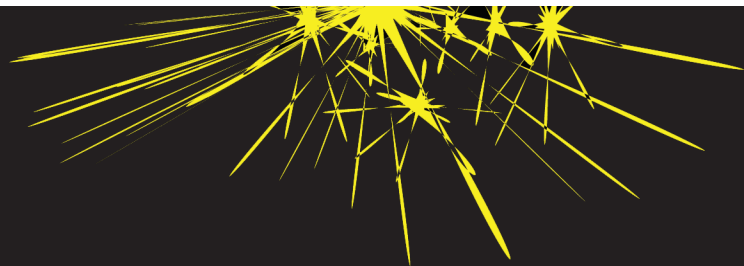
This program is an important initiative to encourage and highlight emergent and innovative ways of addressing the public realm through transitory public art projects.

This exhibition will require funding and will occur every two-three years (total of approximately 10 exhibitions by 2030).

Partner: City of Edmonton

Potential Partners: donors

POLICY



EDMONTON PUBLIC ART MAP

Policy and Procedure Principles

EPA Administration Policy

Percent for Art Municipal Procedure

Percent for Art Private Sector Procedure

Statuary Procedure

Public Art Acccession and Gift Procedure

Public Art Deaccession and Resite Procedure

Jury Procedure

Public Art Criteria

Public Art Conservation and Maintenance Procedure

Education and Outreach Procedure

DRAFT

*Percent for Art to Provide and Encourage
Art in Public Areas (C458B) REVISED*

DRAFT

Statuary Policy (C459) REVISED

DRAFT

DRAFT

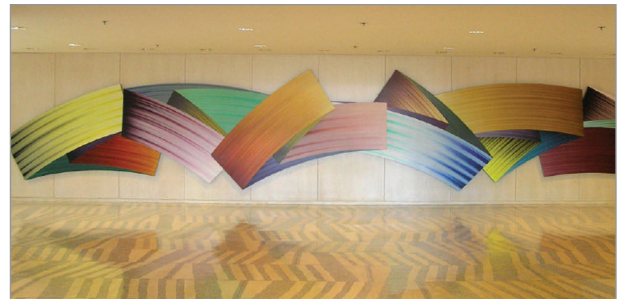
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Ultima Thule, Glenn Guillet
Edmonton City Hall



Edmonton Public Art Administration Policy

PROPOSED PRINCIPLES

Purpose

Public art is considered to be a key component to the attractiveness and identity of a City: it demonstrates the character of communities, strengthens the local economy and is a reflection of a progressive municipality.

The Edmonton Arts Council, under a service agreement with the City of Edmonton, will direct and administrate the public art procurement process, public art conservation and maintenance processes, public art programming, and to advise on the management of the public art collection and the use of gifts and expenditure of donated funds for public art projects.

Policy

The Edmonton Public Art Administration Policy is an overarching Public Art Policy for the procurement and management of public art by the City of Edmonton, and includes the following subordinate procedures:

- Percent for Art Municipal Policy
- Percent for Art Private Sector Procedure
- Public Art Accession and Gift Procedure
- Public Art Deaccession and Resite Procedure
- Jury Procedure
- Public Art Criteria
- Public Art Maintenance Procedure
- Education and Outreach Procedure

All policies and procedures are to be reviewed every five years.

Policy Administration

The Edmonton Arts Council will administrate public art programming on behalf of the City of Edmonton. A Public Art Committee will advise the programming of Edmonton Public Art, together with the Public Art Director and staff.

The EAC Public Art Committee could be comprised of, but not limited to, such individuals as visual artists, curators, architects, landscape architects, civil engineers and business representatives to:

- Set a vision and objectives for the Percent for Art program;
- Advise on de-accession of Civic Art Collection and Public Art Bank pieces; and
- Make recommendations with regard to existing municipal properties that could benefit from inclusion of public art and suggest priority;
- Comply with Edmonton Public Art PAC Guidelines as determined by the Edmonton Arts Council.

The EAC Edmonton Public Art Director and staff will:

- Manage the Percent for Art projects' implementation in conjunction with project managers and their consultants;

- Promote awareness of the ArtBank collection and archive;
- Create, administer and manager a volunteer Public Art Committee including: selection of committee members, running and recording meetings;
- Direct and oversee the Public Art Bank;
- Manage the Percent for Art accession process;
- Provide curatorial advice and programming for Edmonton Public Art.

The EAC Edmonton Public Art Conservator will:

- Manage the Public Art Bank, acquire appropriate appraisals of value, and when applicable, issue tax receipts for donations or gifts;
- Act in a conservator role for the ArtBank collection archive by compiling and maintaining a City art inventory including legal and insurance agreements, installation information, conservation reports, conservation and maintenance recommendations and repair. The Coordinator will arrange the relocation of artwork if required, including necessary agreements, and de-accession artwork with the appropriate approvals.

Administration

Edmonton Public Art will receive full payment of each Percent for Art public art project upon administration of the project.

Edmonton Public Art will deduct 20% of each accessioned Percent for Art Municipal and Private Sector public art project; 10% will be attributed to Administration and 10% to the ArtBank fund to ensure the project is eligible for conservation and maintenance funds.

Administration funds will be allocated to the following:

- Artist members of a public art jury per diem
- Public Art Jury and Public Art Committee expenses
- Advertising for public art juries
- Public Art administration costs
- Public Art contract staff
- Public Art professional development costs
- Public art research and resource costs
- Public art education and outreach costs
- Equipment and amortization costs

Administration funds accumulated at the end of the year will be allocated to the following, as approved by the Public Art Committee (PAC):

- Generalized programming (80% to programs, 20% to Art Bank conservation and maintenance fund)
- Future staff or infrastructure funding

Reporting

Regular financial reports will be presented to the Public Art Committee (PAC) and the Edmonton Arts Council.

An annual report of Edmonton Public Art will be presented by the Public Art Committee to the Edmonton Arts Council and City Council.

Administrative procedures will comply with the policy principles, purpose and guidelines of the Master Public Art Plan (MAP).

Percent for Art Municipal Procedure

REVISED PRINCIPLES

Percent for Art to Provide and Encourage Art in Public Areas (C458B)

Policy Statement:

The City of Edmonton will dedicate 1% of the qualifying construction budget to cover the costs of implementing City Policy C458B. City Policy C458B will accession a public artwork within or in close proximity to publicly accessible municipal property.

Terms of Reference

Public Artwork

Any original work of public art as defined in by Edmonton Public Art (EPA)'s Master Public Art Plan (MAP). Public Artworks will be accessioned and managed according to the policies and purpose of Edmonton Public Art's MAP.

One percent of the qualifying construction budget

One percent (1%) of the qualifying construction budget of a publicly accessible municipal project as determined in the Capital Budget Process.

Publicly accessible municipal project

(or "Percent for Art Municipal" project)

Any municipal project, whether new construction or renovation, that will be accessed by or be highly visible to the public, including road/rail/ foot bridge, streetscape improvements, buildings, recreation facilities and park/ plaza/ square developments.

Qualifying construction budget

That portion of the total construction budget that is deemed to be appropriate for the inclusion of public art.

Procedures

The EAC Edmonton Public Art Director and staff will:

- Manage the Percent for Art Municipal projects' implementation in conjunction with civic project managers and their consultants;
- Manage the Percent for Art project art selection process according to the accession guidelines of the EPA MAP (Master Public Art Plan) policies and purpose;
- Provide curatorial advice and programming for Edmonton Public Art.

The City of Edmonton Art Coordinator will:

- Review the Capital Budget to confirm the inclusion of the Percent of Art component within eligible projects and where necessary, advise civic departments and agencies to comply with the Percent of Art Policy of City Council when budgeting;
- Confer with the Edmonton Arts Council (EAC) on Percent for Art Municipal projects;
- Sit as a non-voting member of EPA's Public Art Committee;

- Participate in art selection discussions with EAC and Civic project managers and their consultants;
- Assist EAC in the art installation process, and acquire all necessary legal and insurance agreements.

Edmonton Public Art will deduct 20% of each accessioned Percent for Art Municipal public art project; 10% will be attributed to Administration and 10% to the ArtBank fund to ensure the project is eligible for conservation and maintenance funds.

Edmonton Public Art will receive full payment of each Percent for Art Municipal public art project upon commencement of administration of the public art project.

Percent for Art Private Sector Procedure

PROPOSED

Public Art participation by the private sector (the portion of the private sector whose business includes for-profit land or property developments) would be a balanced and equitable system where contributions reflect the value of the development according to an estimate of hard construction costs. Developer benefits may include incentives as part of the development approval process.

In turn, the City of Edmonton and the Edmonton Arts Council will provide resources and assistance in acquiring good quality public artworks which reflect a high artistic standard, or referral to contract consultants with a public art procurement process reviewed by the Public Art Committee.

Public Art Contribution Options for Developers

Options would be available for private sector contributions to Public Art.

1 *On-site contribution*

The applicant contributes to the City in trust for the commission of public art to be incorporated within the development envelope. With on-site public art, the public art can remain in the same ownership as the development, and thus, there is a direct benefit to that development.

2 *Off-site (pooled) contribution*

The applicant contributes to the City of

Edmonton Public Art Bank to Edmonton Public Art programming. With off-site public art, the public art becomes civic property but location considerations and acknowledgement of contributors bring a direct benefit to that development.

3 *Combination On/Off-site contribution*

The applicant contributes to the City in trust for commission of public art to be incorporated within the development envelope. Unspent funds shall be administered to Edmonton Public Art programming.

Acquisition of public art on site

It is envisioned the public art budget would include all associated costs including administration, fees, materials, fabrication, insurance and a 10% contribution for conservation and maintenance.

Projects that are selected for option #1, acquisition of public art on site, will be administered by Edmonton Public Art, or a private art consultant with review by the Public Art Committee, utilizing the same standards for quality and transparency of process as the Municipal Percent for Art program.

Developers will have the option of gifting the public artwork to the City of Edmonton, as part of the EPA's Civic Art collection. In this instance, 20% of each Percent for Art project will be deducted (10% for administration, 10% for eligibility to the

Art Bank conservation and maintenance fund). Should the Developer choose to retain ownership of the public artwork, 20% of each Percent for Art project will be deducted (10% for administration, 10% for conservation and maintenance to be held in trust by either EPA or the developer).

Fund EPA Programs (equal disbursement)

If the developer chooses to allocated the Percent for Art funds to support generalized Edmonton Public Art programs, the funds will be allocated in the following way unless designated otherwise: 80% to general public art programming in Edmonton, 10% to administration, 10% to the Art Bank conservation and maintenance fund.

Partner: City of Edmonton

Potential Partners: Developers, CHBA, UDI, EEDC, Chamber of Commerce, DBA, other BRZ

*Nicaragua Freedom, Julio Salinas
Boyle Street, Edmonton (temporary), 1994*



Statuary Procedure

REVISED PRINCIPLES

Statuary Policy (C459)

Background

Commemorative statues, memorials, or monuments are an object or feature that is designed and established specifically and intrinsically to serve in memory of an individual, association, anniversary or event.

Similarly, public artworks may incorporate historical contexts but are specifically and intrinsically an artwork and not a memorial or monument. Edmonton Public Art will advise in cases of discrepancy of whether a project is a public artwork or a statue/ monument.

Commemorative statues and monuments may have aesthetic or artistic components but are not necessarily public artworks. Statues and monuments are related to the discipline of public art and require similar consideration for accession, conservation, archiving, and deaccessioning.

Recommendations

Edmonton Public Art recommends that a separate Statuary Committee, comprised of related departmental representatives (including a representative from Edmonton Public Art) will be formed to advise, accept, and adjudicate statuary proposals as necessary and develop Criteria to assess whether the project fits within the Purpose and Definitions of the Statuary Procedure.

Conservation and maintenance requests for statues and monuments will be reviewed by

the Statuary Committee. Funds for large-scale conservation or statues / monuments will be approved by City Council. Funds for conserving statues will not be provided by the Public ArtBank funds.

The City of Edmonton will maintain all statuary project documentation in Archives should they be required for conservation or outreach purposes.

Statuary Accession

City Council will approve acceptance or commission of a statue or monument on civic property after review by the Statuary Committee.

Statues and monuments will be accessioned according to criteria and procedures developed by the Statuary Committee.

Gifts of Statues or Monuments

Gifts of statues or monuments to the City of Edmonton, or to be placed on civic lands, must be preceded by the following:

- a letter of interest and gift proposal package from the donor (gift proposal package will include the statue history or context, description, suggested site and installation details, conservation and maintenance plan, maquette or site plan if requested, project timeline and budget detailing feasibility, and artist/ designer portfolio)
- verification of funding sources

- 20% of the total appraised statue value must accompany the project as capital (10% must be designated to project administration, and 10% to be held in trust for conservation and maintenance)
- a mutually agreed upon contract between the donor and City of Edmonton
- the project must be reviewed as a gift of a Statue/ Monument by the Statuary Committee, and approved by Edmonton City Council.

Aurora's Dance, Roy Leadbeater
Jasper Avenue. ADPP, 2000



Public Art Accession and Gift Procedure

PROPOSED PRINCIPLES

Public Art Accession

Public art is acquisitioned by Edmonton Public Art according to the highest standards of quality and transparency of process, as outlined in the Jury Policy and Criteria. Public artworks accessioned by Edmonton Public Art on behalf of the City of Edmonton must not be in violation of Canadian laws and must fit within the Purpose, Guiding Principles, and Definitions of the Edmonton Public Art program.

Projects are accessioned with a call to artists in the form of a Request for Proposals (RFP) or Request for Qualifications (RFQ). The artist(s), as defined in this document, are commissioned to do a public artwork as the adjudicated consensus decision by a jury administered according to the standards of the Jury Policy principles and in reference to the jury criteria.

Projects with total budgets of \$100,000 or more are adjudicated by a two-stage jury process; the second stage consists of three finalists who submit maquettes to the jury. Projects with total budgets of \$250,000 or more are recommended to issue a call through a Request for Qualifications (RFQ) process.

The artist signs a contract with the Edmonton Arts Council on behalf of the City of Edmonton to complete the artwork as mutually agreed upon and retains copyright of the artwork. The artist licenses the image rights to the City of Edmonton, and insures the artwork until the time of installation.

The City of Edmonton owns the artwork thereafter and is responsible for insurance, conservation and maintenance, and has the right to deaccession the artwork.

Public artworks will be installed in an appropriate location for the artwork and in a safe manner. There will be education and information about the project available to the public to help them learn about and enjoy the artwork. No advertising or other visual impediment shall interfere with the viewing of the artwork within an equidistant ratio of the size of the artwork.

Artworks accessioned or gifted to the City of Edmonton will be administered by Edmonton Public Art and will be included in Art Bank collection archive (eligibility for conservation and maintenance funding will require a contribution of 20% of total project budget, 10% to administration, and 10% to Art Bank maintenance funds).

Gifts of Public Art to the City of Edmonton

Gifts of public art to the City of Edmonton must be preceded by the following:

- a letter of interest and gift proposal package from the donor (gift proposal package will include artwork history, description, suggested site and installation details, conservation and maintenance history and plan (including

Maintenance Assessment reports and duties), maquette if requested, documentation of artwork, and artist's portfolio and curriculum vitae)

- funding for an independent appraisal of the artwork's history, verification of origin, and value
- 20% of the total appraised value must accompany the artwork as capital (10% must be designated to EPA administration, and 10% to the Art Bank to be eligible for conservation and maintenance funds)
- a mutually agreed upon contract between the donor and the Edmonton Arts Council on behalf of the City of Edmonton
- the artwork must be approved as a gift of public art by the Gift Jury, comprised of members of the Public Art Committee (PAC). The Gift Jury will adjudicate gift proposals as necessary and will use Jury Criteria to assess whether the artwork fits within the Purpose, Guiding Principles, and Definitions of the Edmonton Public Art program.

Public Art Donations of Funds (equal disbursement)

If Edmonton Public Art receives donations of funds to support generalized Edmonton Public Art programs, the funds will be allocated in the following way: 80% to general public art programming in Edmonton, 10% to

administration, 10% to the Art Bank conservation and maintenance fund. Donations of funds can also be allocated to a specific area of program support upon approval from the Public Art Committee (PAC) and in accordance with the Purpose, Guiding Principles, and Definitions of the Edmonton Public Art program.

Public Art Deaccession and Resite Procedure

PROPOSED PRINCIPLES

Edmonton Public Art will deaccession or resite public artworks owned by the City of Edmonton on a triage basis according to priority, with funds from the Art Bank conservation and maintenance pool, if one or more of the following criteria are identified:

- the artwork's site will be eliminated
- the artwork's site has changed and is no longer appropriate or secure for the artwork or safe for the public
- the cost of maintaining the artwork is cost prohibitive
- significant adverse reaction to the artwork from the community has continued for an extended period of a minimum of ten years from date of installation
- the artwork does not fit within the Purpose, Guiding Principles, and Definitions of the Edmonton Public Art program as determined and recommended by the Public Art Committee (PAC) and approved by the Edmonton Arts Council Board and City of Edmonton.

When resiting or deaccessioning a public artwork, Edmonton Public Art, on behalf of the City of Edmonton, will make every attempt to notify the artist. If the artist does not agree with the decision of the Public Art Committee (PAC) to resite or deaccession the artwork, the artist has the right to remove their name as artist of the artwork.

If the artwork is deaccessioned or resited before the artist has been contacted (as determined by the Public Art Committee due to unsafe conditions for the public or other undetermined but emergency circumstances) the artwork will be stored until an attempt is made to notify the artist.

If there is not an appropriate site available for a public artwork which has been designated to be resited, the artwork may be stored until such time as an appropriate site is determined. Storage needs for public artworks requiring conservation or resiting will be addressed on a per case basis.

If a public artwork is deaccessioned, the rights and artwork will revert back to the artist. If the artist waives their rights or does not respond within a time deemed suitable by the Public Art Committee, City of Edmonton and Edmonton Arts Council, the artwork will be disposed of.

Jury Procedure and Public Art Criteria

PROPOSED PRINCIPLES

Juries administered by Edmonton Public Art, on behalf of the City of Edmonton, will assess whether the artwork fits within the Purpose, Guiding Principles, and Definitions of the Edmonton Public Art program, and specifically the Public Art Accession and Gift Policy principles.

The task of the juries will be to assess the applications and make recommendations for public art commission, accession, gift acceptance or awarding of grants. Juries administered by Edmonton Public Art will have at minimum, an artist, a representative from the City of Edmonton, and a community member present. Jury members will be appointed by Edmonton Public Art and approved by the Public Art Committee (PAC).

Prior to the jury, each juror will receive detailed jury meeting logistics, a juror's information package, and information about the project they will be adjudicating.

During jury meetings, the applications will be reviewed first by proposal and project descriptions, and secondly by applicant's support material. Jurors will be provided with a jury criteria assessment form. As a starting point in the process, the jury will be invited to rate or assess each application according to the criteria. This information will provide a basis for elimination of an application or for further discussion. An application will be eliminated only if there is a consensus among all jurors. If any juror feels that an application has merit, then that application

will remain on the table. The jury will review the remaining applications on a case-by-case basis. Final recommendations will be made by consensus.

The Edmonton Arts Council is bound by strict conflict of interest and confidentiality guidelines. On the date of the jury meeting jurors will be required to sign a confidentiality form and to disclose any conflicts of interest.

Public Art Criteria

PROPOSED PRINCIPLES

Edmonton Public Art Criteria will serve as a standard of quality and context for the commission, accession or gift acceptance of public artworks to the Art Bank collection or public art exhibition as part of Edmonton Public Art programming.

QUALITY	Of highest priority are design capabilities of the artist(s) and the inherent quality of the artwork(s), which will be part of the Edmonton Public Art collection, owned by the City of Edmonton. Public artworks accessioned by Edmonton Public Art on behalf of the City of Edmonton must not be in violation of Canadian laws and must fit within the Purpose, Guiding Principles, and Definitions of the Edmonton Public Art program. Artistic merit is inherent.
MEDIA	All visual art forms may be considered, subject to limitations set by the selection jury or the Public Art Advisory Committee.
STYLE	Artworks of all schools, styles, and tastes should be considered for the City of Edmonton Public Art Collection.
NATURE	Artworks should be appropriate in scale, material, form, and content for the immediate, general, social, and physical environments with which they are to relate.
PERMANENCE	Consideration should be given to structural and surface integrity, permanence for the lifetime of the public artwork or length of public art exhibition, and protection against theft, vandalism, weathering, or excessive conservation and maintenance costs.
ELEMENTS OF DESIGN	Consideration should take into account that public art, in addition to meeting aesthetic requirements, also may serve to establish focal points; modify, enhance, or define specific spaces; or establish identity for the City of Edmonton.
PUBLIC LIABILITY	Artwork proposals should be examined for unsafe conditions or factors that may bear on public liability.
DIVERSITY	Edmonton's Public Art Program should strive for diversity of style, scale, media, artists (including ethnicity and gender) and equitable distribution of artworks throughout the City.
QUALIFICATIONS	The Artist, as defined in the MAP definitions, has a demonstrated level of expertise in creating public artworks, and a noteworthy curriculum vitae of previous exhibitions and artistic practice.
FEASIBILITY	The budget and project description outlines materials and a process for creating the artwork which are accurate, feasible, and will result in a successful project.

Public Art Conservation Procedure

PROPOSED PRINCIPLES

Conservation and maintenance of public art is integral and inherent to preserving the Edmonton Public Art Bank collection, which is a valuable asset of the City of Edmonton. When properly conserved, public artworks can dramatically increase in value and importance over time.

Conversely, valuable artworks left unattended and neglected can quickly deteriorate to the point of being a safety concern for the public, render the artwork cost ineffective to conserve, require resiting or even deaccession.

All Edmonton Public Art calls for accession or exhibition will require the artist to plan for maintenance and provide recommendations. Legal contracts for public art accession will specify that the artist must provide a maintenance plan.

MAP advocates for the hiring of a Conservator to manage the Edmonton Public Art Bank collection record and provide conduct maintenance assessment reports and recommend regular maintenance duties.

The Edmonton Public Art Bank collection record will include an archival quality documentation of each public artwork, including photographs, history of the site, artwork and artist, and all maintenance assessment reports. The project file will include an estimate of the value of the public artwork, to be used for insurance purposes.

Regularly scheduled maintenance duties will be conducted according to the maintenance assessment report's recommended schedule by the City of Edmonton.

Large-scale conservation of public artworks will be completed by the artist, a Conservator or contracted to qualified service providers.

A Conservator will assess each public artwork accessioned or exhibited as part of the Edmonton Public Art Bank. A maintenance schedule (regular maintenance duties to be completed by City of Edmonton employees) will be provided. Recommended conservation work will be completed by the artist, a Conservator, or a contracted qualified conservator.

At a minimum of once per year, the Conservator will conduct maintenance assessment reports of all public artworks in the Art Bank collection to determine changes in the environment or the artwork. The report will have a rating system to score whether the artwork requires a large-scale conservation treatment or procedure, or new regularly scheduled maintenance duties.

If a public artwork is rated to require a conservation treatment or procedure, an estimate of the operating and expenses and a proposal for the conservation procedure, including timeline, will be submitted to the Public Art Committee.

On an annual basis, the Public Art Committee will review the conservation proposals and

allocate the generated interest from the Art Bank endowment to fund large-scale conservation treatments or procedures (including conservation work, storage, resiting, and deaccession) on a triage basis for the top at-risk projects as identified by the maintenance reports' scaled assessment.

Prior to conducting any large-scale conservation treatments or procedures (including conservation work, storage, resiting or deaccession), Edmonton Public Art will attempt to contact the artist and seek comments or consultation on all repairs or restoration that occur during the artist's lifetime.

Edmonton Public Art's Conservation and Maintenance policies and procedures will use the standards of the Canadian Association for Conservation (CAC) as a benchmark, and will routinely consult the emerging best practice models for the developing field of public art conservation.

Public Art Education and Outreach Procedure **PROPOSED PRINCIPLES**

Education and Outreach is an integral proponent to the programming of Edmonton Public Art. Open and engaging public art education and outreach facilitates acceptance, demand, and evolution of public art and culture in Edmonton, nationally, and internationally.

It increases the impact of our investment in creativity for our citizens, tourists and visitors, inspires and develops the careers of artists, and facilitates the growth of a new generation of public artists and enthusiasts.

Edmonton Public Art is committed to providing easily accessible information about the Art Bank collection record, programming, calls to artists and community groups, and generalized public art resources to the public.

Each public artwork accessioned to the Edmonton Public Art program will have a visible marker with the name of the artist, artwork, and year of completion within the equidistant radius of the public artwork's site location.

Each public artwork accessioned to the Edmonton Public Art program will have a full archival quality project file added to the Art Bank collection record. This project file will include documentation of the accession process, conservation and maintenance reports and assessments, information about the site location, history of the project and artist, and photographic documentation of the public artwork.

In the future the Public Art Stage publication will be produced as a tour booklet of all works in the Art Bank collection. This booklet will be flexibly designed in such a way that newly accessioned projects can be added to the booklets on an annual basis. An electronic version of this document will be available on the Edmonton Public Art website.

The Edmonton Public Art website will include program information, the MAP, applicable public art policy, contact information, calls to artists and community members, an electronic version of the Public Art Stage and including all projects in the Art Bank collection and all Edmonton Public Art exhibitions, and resource information.

Edmonton Public Art will utilize a wide range of tools and strategies to effectively engage the public in, and to document, our programming; including but not limited to advertising, media releases, lectures and presentations, web presence, tours, publications and archives.

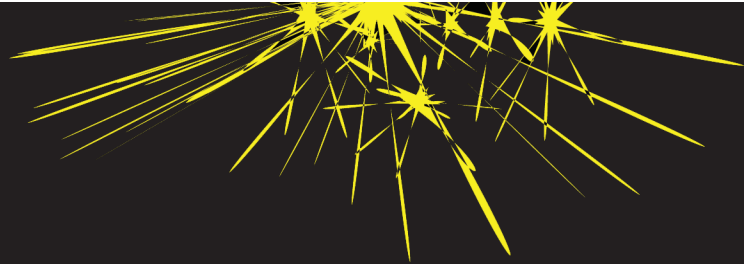
Edmonton Public Art's Public Art Ideas and Action lecture series is an important program to facilitate dialogue on topical issues pertaining to public art, and to present artist talks, etc.

Edmonton Public Art advocates for transitory public art projects as part of its program model, to encourage experimental and more challenging approaches in public artmaking, which will therefore inform the acceptance and demand for permanent public art projects.

All of the programs advocated in the Master Public Art Plan (MAP) require an appropriate component of public education and outreach to ensure success and impact in achieving its purpose and guiding principles.

Multiple partnerships and flexible program design and infrastructure will advocate for the fullest of participation opportunities for the public. A feedback loop of creation and response will advance the future initiatives of Edmonton Public Art.

ORGANIZATION



EDMONTON PUBLIC ART MAP

Organization

EDMONTON ARTS COUNCIL
Board of Directors



CITY OF EDMONTON
City Council



EDMONTON PUBLIC ART
Public Art Committee



EDMONTON PUBLIC ART
Director and Staff



CITY OF EDMONTON
Departments



PUBLIC ART ORGANIZATIONS
Community Groups
Artists
Corporations/ Developers
Educational institutions
Arts organizations
The public

Edmonton Arts Council

The Edmonton Arts Council is a non-profit society and charitable organization that supports and promotes the arts community in Edmonton. The EAC works to increase the profile and involvement of arts and culture in all aspects of our community life through activities that:

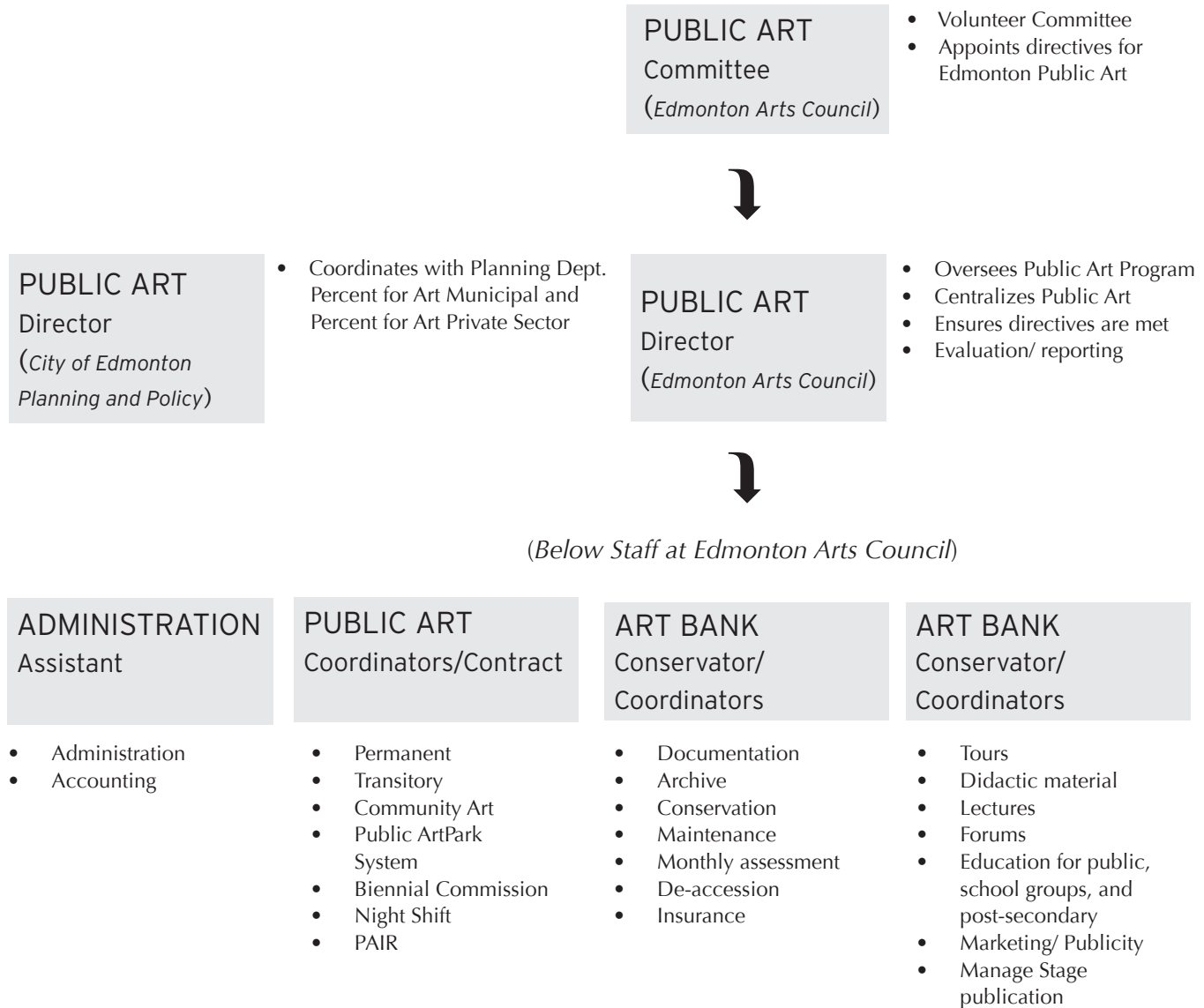
- Invest in Edmonton festivals, arts organizations and individual artists through municipal, corporate and private funding.
- Represent Edmonton's arts community to government and other agencies and provide expert advice on issues that affect the arts.
- Build partnerships and initiate projects that strengthen our community.
- Create awareness of the quality, variety and value of artistic work produced in Edmonton.

The City of Edmonton does not have a cultural branch, and has instead a service agreement with the Edmonton Arts Council to administer operating funds to Edmonton arts organizations and festivals, grants to individual arts, administer public art policy and procedures, and to represent and provide advocacy of arts issues in Edmonton.

Edmonton Public Art will work together with various departments of the City of Edmonton in its administration of Edmonton Public Art policy and procedures. Edmonton Public Art will report to City Council, and the Edmonton Arts Council.

EDMONTON PUBLIC ART MAP

Staffing



DEFINITIONS



EDMONTON PUBLIC ART MAP

Definitions

Accession/ Acquisition

the procedure of acquiring and recording a public artwork as part of the public art collection.

Art Bank

both a conservation and maintenance fund and an archival-quality record of all public artworks that are part of the Edmonton Public Art collection.

Artist

a professional artist who has completed his or her basic training (post-secondary education or the equivalent in specialized training, such as self-directed study or apprenticeships in a related field), two to three years of practice as a professional artist as demonstrated by public art installations or exhibitions in a professional context, and is recognized as such by his or her peers, and is committed to devoting more time to artistic activity, if financially feasible. An artist may complete public artworks that incorporate design, architecture, or landscape architecture.

Deaccession

the procedure of removing a public artwork from its site and from the public art collection.

Graffiti Art

Graffiti is a transitory medium of art practiced for centuries, where images or text-based compositions are applied to a surface in singular or multiple layers. The Italian term *graffito* refers to scratching through one surface to reveal another. Graffiti Zones are legal and permanent sites for an evolving public artwork, where artists have permission to create street art and graffiti-style open source murals, which are often complex in technique and composition. Illegal graffiti practice on private property without permission is vandalism. Graffiti artworks can have a significant artistic value, and have a legitimate place throughout art history.

Maquette

a scaled model of a public artwork created as part of a proposal process.

Maintenance Plan

an assessment of a public artwork and plan that meets the prescribed conservation and maintenance recommendations, including a maintenance assessment report, and maintenance duty schedules.

Mural Arts

Murals are large images applied directly to a surface; mediums for mural artworks could include, but are not limited to, painting, photography, tile artwork, mixed media, etc. Mural arts are an essential form of public art that allows communities to express and address problems, promote community values and identity, and beautify neighbourhoods through the creative process.

Public

the potential general population which may encounter a public artwork over the course of its lifetime, including both citizens and visitors.

Public art

an original artwork which is accessible to the general public and has aesthetic qualities. Typically creation of public art takes into consideration site and context as part of its process; the artwork can be permanent, transitory, functional, integrated or discreet to its site, community based, immaterial (example sound or light art, performance) or virtual.

- *Integrated public art*
the public artwork is directly situated within the physical architecture or structure of the site, or conceptually is positioned within the site's context.

- *Discreet public art*
the public artwork is created and situated independently to the site and context of its location.
- *Permanent public art*
an original public artwork which is situated at a particular site for longer than one year.
- *Transitory public art*
an original public artwork which is temporary (situated at a particular site for less than six months) or the project is open for collaboration, such as graffiti zones (a permanent site for an evolving public art project). Transitory public art could include a variety of mediums and can incorporate more experimental public art projects.
- *Functional public art*
in addition to serving as an original artwork, the project has a functional component (example a bench, gateway, or windscreen).

Public Artwork Budget

the budget for each public artwork accessioned to the Art Bank collection is divided as follows: 80% for the artwork commission, 10% for project administration, and 10% towards the Art Bank conservation and maintenance fund). Of the amount allocated to the artwork commission, this

all-inclusive total is used to pay for the following: art production insurance, site preparation, installation, studio costs, taxes, documentation, etc.

Public realm

all privately or publicly owned spaces, indoors and outdoors, which are generally accessible, either visually or physically, to the public free of charge. Also referred to as public places or the public domain.

Public Art Gift

a gift of a public artwork, statue or monument to the City of Edmonton. It is accessioned to the Art Bank collection and accompanied by 20% percent of the artwork's appraised total value in capital (10% for project administration and 10% towards the Art Bank conservation and maintenance fund). Gifts of art or statues to the City of Edmonton are accepted in compliance with the Public Art Accession and Gift Policy and approved by the Public art Committee.

RFP (Request For Proposals)

a public call to artists or community groups inviting project proposals for public artworks which includes an application form, project description, budget, timeline, and curriculum vitae.

RFQ (Request For Qualifications)

a public call for artists to submit curriculum vitae and portfolio materials. An artist is selected to do a public art project based on the submission of this material, at which point they complete project proposals and are contracted for the public artwork.

Statues or Monuments

commemorative statues, memorials, or monuments are an object or feature that is designed and established specifically and intrinsically to serve in memory of an individual, association, anniversary or event.

CONTACT

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