



Corporate Report

NO: R088

COUNCIL DATE: May 25, 2009

REGULAR COUNCIL

TO: Mayor & Council DATE: May 15, 2009
FROM: General Manager, Parks, Recreation and Culture FILE: 1855-03
SUBJECT: Cultural Spaces Canada Program - Application for Funding for the Glocal Urban Screens Project

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. receive this report as information; and
2. approve the submission of the *Glocal Urban Screens Project* for funding under the Canadian Heritage “Cultural Spaces Canada Program” (the “Program”).

INTENT

The purpose of this report is to advise Council of a Federal funding opportunity available through Canadian Heritage’s program titled “Cultural Spaces Canada Program” (the “Program”) and to seek Council approval to submit the *Glocal Urban Screens Project* for funding under this Program.

DISCUSSION:

The Program’s objective is to improve physical conditions for artistic creativity, presentation and exhibition. It is designed to increase and improve access for Canadians to performing arts, visual arts, media arts, and to museum collections, heritage displays and exhibitions. The Program is intended to support the renovation and expansion/construction of arts and heritage facilities and the acquisition of specialized equipment or the completion of related feasibility studies. In January 2009, the Federal Government announced \$60M in funding under the Program over two years (2009-2010 and 2010-2011) to support infrastructure for local and community cultural and heritage institutions. Based on this information Council has previously approved the submission of applications for funding for the Fire Hall #10 Renovation (Arts-based Programming facility), Audience Chamber Improvements at the Surrey Arts Centre Theatre (replace seating and minor

upgrades), Surrey Art Gallery Vault Expansion and Upgrade and the Kensington Prairie Community Centre Renovation project. Program criteria require Council approval for each project that is submitted for funding under the Program.

Recently Canadian Heritage has announced that the program has temporarily increased its maximum level of support to 50% of eligible costs. It had previously been 33% for construction/renovation projects and 40% for specialized equipment. In addition, new program criteria have been announced that give priority to projects that clearly demonstrate a contribution to economic stimulation through immediate job creation and longer-term economic impacts. Projects for which funding is granted under the Program must be fully completed by March 31, 2011.

Based on the criteria outlined in the Program guidelines the following additional project is recommended for submission:

Glocal Urban Screens Project (Decentralized Surrey Art Gallery Exhibition Facility):

The City of Surrey's Public Art Advisory Committee has recommended supporting the development of an "Urban Screen Venue" as the public art component for the Surrey 2010 Games Preparation Centre. An urban screen supports the outdoor presentation of digital media art forms. The Proposed Surrey Games Preparation Centre urban screen venue will utilize a high-powered data projector to illuminate the entire west wall of the building with imagery generated by a computer (See Appendix A).

The Public Art program plans a rotation of artworks for presentation at this site. The site will not be used for commercial advertising. The venue will be active during the (dark) evening hours, and will be viewed by up to 30,000 people daily. It is visible from the SkyTrain as well.

The first artwork to be presented using Surrey's Urban Screen will be the Glocal project, which was developed as part of Surrey's Cultural Capital of Canada program and was funded by the Arts Partners in Creative Development Program (APCD). The Arts Partners in Creative Development program (APCD) is a strategic investment partnership to assist BC arts and cultural organizations in creating and developing new works or to further develop existing works, with the intent of producing, presenting or exhibiting them at the highest standard. The funding partners include the Canada Council for the Arts, the Province of British Columbia, the City of Vancouver, the Vancouver Foundation, the 2010 Legacies Now Society and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games. Glocal is one of 48 projects funded under this partnership since the APCD program was launched in 2007.

The Glocal artist team of Jer Thorpe, Simon Levine and Sylvia Grace Borda have created distinct components – toolkits, workshops and an online digital archive, each meant to transform how an individual envisions, captures and modifies images, and digital photography in particular. The outcome of this work is an interactive, contributive digital project that questions the nature of image making in the 21st century, and the connection between "local" and "global" (glocal).

The artwork will be created by an algorithm designed by the artists, which selects from an archive of digital photographs contributed by 5,000 people from around the world. Once chosen, the image triggers the formation of a visual link between itself and the thousands of other images in the Glocal Flickr Pool. This relationship creates what is called a "similarity map". These "similarity maps" reveal and portray the connection between images using software that reads

their aesthetic and structural qualities. This map, or generative image, will then be projected onto the façade of the Games Centre, creating poetic and metaphorical visual links that will animate the building surface. This project is intended to premier when the building is serving in support of the Vancouver 2010 Winter Olympics and will be featured in the Vancouver 2010 Cultural Olympiad Digital Edition (CODE) program.

The research and development of this Urban Screen Venue project has been ongoing since the summer of 2008. The creation of the venue and presentation of the exhibition requires administrative and production support including investment in artist fees, the purchase of projection equipment, the building of a silo or tower to house the equipment and technical support. The budget totals \$180,000. To date the project funding includes: \$63,750 from Surrey's public art program, \$20,000 from the BC Arts Council and potentially \$45,000 in support from CODE (Cultural Olympic Digital Exhibition), for a total of \$128,750. The application to Cultural Spaces Canada will be for \$51,250, which will support the purchase of the projection equipment and the building of the silo/tower.

CONCLUSION

Based on the above discussion, it is recommended that Council approve the submission of the ***Glocal Urban Screens Project*** for funding under the Canadian Heritage "Cultural Spaces Canada Program" (the "Program").

Laurie Cavan
General Manager,
Parks, Recreation and Culture

Appendix A

Proposed Surrey Games Preparation Centre Glocal Urban Screen

