

NO: R260

COUNCIL DATE: December 17, 2018

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **December 13, 2018**
FROM: **General Manager, Parks, Recreation & Culture** FILE: **6100-01**
SUBJECT: **Recommendation for Maple Green Park Public Art Project**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize staff to contract the artist Ferdinand “Chito” Maravilla to create two designs for the creative enhancement of wall and gate panels on a public washroom building at Maple Green Park as generally described in this report.

INTENT

The purpose of this report is to provide Council with an update on two designs proposed for Public Art on a public washroom building at Maple Greek Park in Fleetwood; and to obtain Council approval for staff to retain Ferdinand “Chito” Maravilla to complete this Public Art project.

BACKGROUND

The Public Art Master Plan has guided research into strategies for the creative enhancement of civic facilities and infrastructure. Staff have identified the public washroom building at Maple Green Park to be a suitable location for application of creative enhancement Public Art. Specifically, creative enhancement of the wall panel (concept design reflected in Appendix “I”) and security gate panel (concept design reflected in Appendix “II”) of the washroom building were identified as cost effective locations.

At its meeting on July 5, 2018, the Public Art Advisory Committee (PAAC) received this recommendation and unanimously recommended the Maple Green Park washroom building Public Art opportunity proceed through a directed call to a prequalified long list of local artists, in order to develop the experience, capacity and portfolios of local artists to be competitive in regular open call Public Art competitions. “Local” was defined as an individual who meets the following criteria:

- Resides within the boundaries of the City of Surrey; and/or
- Is a member of a Coast Salish, land-based First Nation.

The Committee also recommended that, to be prequalified for this opportunity, Surrey artists would need to demonstrate a history of making art, be recognized as artists by the local arts community and not yet have been commissioned to produce a permanent Public Art for the City.

The theme of the Maple Green Park washroom building Public Art opportunity was recommended by the PAAC to be the “Natural Heritage” and/or the “Cultural Diversity” of Surrey and/or reflect the Fleetwood neighborhood where Maple Green Park is located. The artwork could tell a story, have an educational message, or capture a pivotal moment that influenced the cultural and social identity of Surrey. Artists were encouraged to produce a design that would establish a sense of place, and would generate pride in this neighbourhood.

DISCUSSION

Call Process

Public Art staff for the City of Surrey followed the recommendation of the PAAC by developing a directed call and selection process for the Maple Green Park Washroom Public Art Opportunity. Staff researched local artists, created a long list of 65 prequalified eligible artists (which was approved by PAAC), and contacted these artists to make them aware of the call. Eligible artists were invited to attend an information session about the opportunity, and then create their design proposals using supplied templates.

Selection Process

On September 14, 2018, staff convened a selection panel to review all the artists’ concept designs proposed for both the wall and gate panels.

Selection Panel Members:

- Thomas Nelles (a professional artist and Surrey resident);
- Bree-Anna Berman (a Surrey resident, realtor, and president of the Fleetwood Community Association); and
- Kapil Judge (a Surrey resident that lives near Maple Green Park and is a regular Park user).

Non-Voting Panel Members/Advisors:

- Amanda Willis, Public Art Advisory Committee representative;
- Liane Davison, Manager, Culture;
- Ashley Guindon, Public Art Coordinator;
- Hossam Meawad, Public Art Coordinator;
- David Sadler, Community Enhancement Planner; and
- Elisabeth Thiel, Landscape Technician.

The selection panel unanimously voted to recommend two different design concepts by two different artists for final consideration by the PAAC.

Public Art Advisory Committee Endorsement

At its meeting on November 1, 2018 the PAAC reviewed the two shortlisted designs and recommended that given the small size of the building, there was an aesthetic benefit if both the wall panel and the gate were designed by the same artist. As such, the PAAC voted unanimously to recommend that the General Manager, Parks, Recreation & Culture prepare a report to Council recommending that Ferdinand “Chito” Maravilla be commissioned to create the designs for the creative enhancement of the wall and gate panels for the Maple Green Park Washroom building.

About the Artist

Ferdinand “Chito” Maravilla studied fine arts at the University of Santo Tomas and worked for over a decade as an art director at an advertising agency in Manilla. In 2002, he migrated to Canada with his wife and two sons. Since then he has applied his creativity for several Surrey businesses, including playground design and graphic design. Throughout his career, he has never abandoned his own art practice. His paintings have been included in curated exhibitions at the Surrey Art Gallery. Maravilla’s artworks are a reflection of his experience of his new home in Surrey. He writes: “My paintings and artwork (are) my way of documenting my life and how I see the world with wonderment”.

About the Artwork

“View From the Top”

Maravilla’s design for the wall panel at Maple Green Park shows the outline of a Steller’s jay – a native BC bird – flying over the natural and urban landscape and surveying all that we have to be grateful for. Within the bird are depictions of the SkyTrain, Pattullo Bridge, Mount Baker, tugboats on the Fraser River, and other recognizable features of Surrey life. Around the Stellar’s jay, children soar like flocks of birds, revelling in all that the city has to offer. Maravilla writes that the work is a “celebration of the future and (a) celebration of life.” Attached as Appendix “I”.

“Lifting Hands”

Maravilla’s design for the gate panel at Maple Green Park depicts a flock of many hands and eyes. Each hand represents a different person with unique perspectives and personalities; together, they represent the community around Maple Green Park. Maravilla describes the hands as “fluttering like a flock of birds, lifting a house or setting it down in the right place”. As a neighbour opens or closes the gate panel, their “hands-on” contribution become part of the artwork and helps everyone in the community. Attached as Appendix “II”.

FUNDING

Funding for the implementation of city-wide creative enhancements of civic infrastructure draws from a public art fund of \$200,000 reserved for this purpose. The fund was established following the recommendations of the Public Art Policy, through Public Art contributions of 1.25% of the total construction costs of the Surrey Operations Centre.

The Budget for this project is \$5,000. Total cost to design and license the artwork will be within budget.

SUSTAINABILITY CONSIDERATIONS

The public art project supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 themes of Built Environment & Neighbourhoods, Education & Culture and Economic Prosperity & Livelihoods. Specifically, this project supports the following Desired Outcomes ("DO") and Strategic Directions ("SD"):

- Neighbourhoods & Urban Design DO 1: Surrey is comprised of distinct, diverse and compact town centres with an engaging public realm.
- Neighbourhoods & Urban Design DO 8: The built environment enhances quality of life, happiness and well-being.
- Neighbourhoods & Urban Design DO 15: All new buildings, public places and outdoor spaces are welcoming, safe and universally accessible.
- Arts and Heritage DO 7: An enviable and vibrant arts and heritage sector contributes to Surrey's citizen engagement, enrichment, economy, community livability and civic pride.
- Arts and Heritage DO 11: Public art is visible in diverse forms throughout the community and brings art into the daily lives of Surrey residents".
- Arts and Heritage SD 9: "Support the development of local artists of all ages and through all stages".
- Innovation SD 10: "Support the development of growth of key sectors including health technology, clean technology, advanced manufacturing, agri-innovation and the creative economy".

CONCLUSION

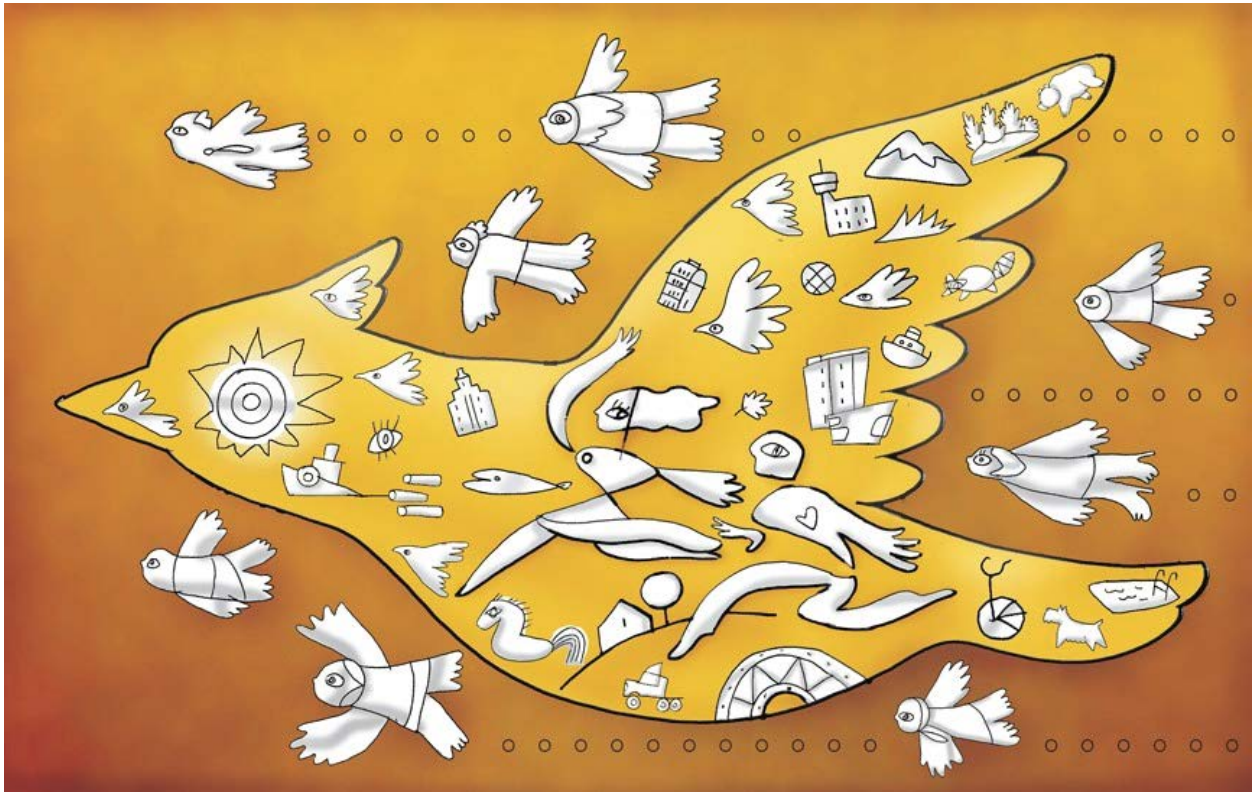
The Parks, Recreation & Culture Department recommends that Council:

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Laurie Cavan
General Manager,
Parks, Recreation & Culture

Appendix "I" - Concept Design of the Wall Panel
Appendix "II" - Concept Design of the Security Gate Panel

Concept Design of the Wall Panel



* The wall panel will be fabricated in steel and will be painted a metallic gold colour and will have an anti-graffiti coating applied.

Concept Design of the Security Gate Panel



* The gate will be fabricated in steel and will be painted a metallic gold colour and will have an anti-graffiti coating applied.