### Agenda Item

**Item 7- Signature Sites & Public Art**

<table>
<thead>
<tr>
<th><strong>Purpose</strong></th>
<th>To engage the Committee in a discussion of the processes available for partnering for public art for signature sites.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Message</strong></td>
<td>See presentation attached.</td>
</tr>
<tr>
<td><strong>Areas of note/Key issues</strong></td>
<td>See presentation attached.</td>
</tr>
<tr>
<td><strong>Expected Outcome</strong></td>
<td>Committee support for Management processes to partner for public art.</td>
</tr>
<tr>
<td><strong>Key Takeaways/Next Steps</strong></td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
Signature Sites + Public Art

Presented to Partnership Committee
Waterfront Toronto
Presented by Rebecca Carbin, Public Art Program Manager
01.18.18
Public Art Program Overview
East Bayfront Public Art Master Plan

Thresholds
Connections
Destination

East Bayfront Public Art Master Plan
Artwork Locations Map
Destination Artwork
Public Art Procurement Process Comparison
Typical procurement process:

1. For each of our commissions, WT assembles a highly-qualified jury of respected art professionals to invite artists to participate in an open competition.
2. This jury selects a shortlist of artists who are invited to develop site-specific proposals in response to a detailed RFP provided only to the shortlist.
3. The same jury then selects a winning artwork concept for the site.
4. The opportunity is also publicly posted and open to all eligible professional artists.
Alternate procurement process for Signature Sites:

A modified approach to artwork selection is recommended as an option for Signature sites (here, the Destination piece)*.

1. This modified approach begins with Waterfront Toronto assembling a highly-qualified advisory panel of art professionals.

2. This panel will be asked to consider up to three artists and select one who is invited to submit a proposal for the commission. Invitations are based on past work, and are confirmed with a Letter of Intent from Waterfront Toronto.

3. The Advisory Panel is engaged in concept review and project promotion/public engagement.

This process presents an opportunity to develop a public engagement process around the artist selection and project development, partnering with local art and educational institutions, inviting the artist or multiple artists of this calibre to give public lectures about their work, etc.

*Criteria to establish qualifying sites include budget, visibility and role within the public realm.
Considerations

- Continuity and precedence within Waterfront Toronto’s Public Art Program
- Precedent for future developments and art commissions
- Quality and excellence of the Public Art Program
- Importance of originality in Waterfront Toronto’s commissioned works
- Diversification of the City’s public art
- Public perception and relationship with art community/transparency and accessibility of opportunity
- Considerations in building a collection
Benefits

- A gap within the City’s public art landscape is a significant work by an internationally renowned artist.
- There is an opportunity for Waterfront Toronto to play a leadership role in bringing a major public asset to this landscape.
- Ability to attract a prestigious artist who might otherwise be inaccessible, increasing visibility for Toronto’s waterfront. Many artists will not respond to competitive procurement proposals.
- Ability to contribute to the development of the artwork in a more organic and gradual way, where concept and production could evolve over a longer period of time in response to the site, and in discussion with Waterfront Toronto, the jury, and other relevant stakeholders.
- We could potentially be able to leverage our funding to secure private investment into the project, thereby gaining a greater asset for the public realm that is funded by private investment.