

NO: **R045**

COUNCIL DATE: **March 9, 2020**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **March 2, 2020**

FROM: **General Manager, Parks, Recreation & Culture**

FILE: **7800-01**

SUBJECT: **Recommendation for 2020 Public Art Street Banners**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize staff to contract the artist Ejiwa 'Edge' Ebenebe to complete the design for the 2020 public art street banners to be installed near cultural venues across Surrey as generally described in this report.

INTENT

The purpose of this report is to provide information on the Public Art Street Banner Program and to obtain Council approval for staff to contract Ejiwa 'Edge' Ebenebe to complete the design for the 2020 public art banners. The banners will be installed on over 100 street poles near significant cultural destinations in Surrey.

BACKGROUND

Every year the Public Art Program commissions a unique design to be featured on over 100 street poles near significant cultural destinations in the City, such as the Surrey Arts Centre, Newton Cultural Centre, Chuck Bailey Recreation Centre (Urban Screen venue), South Surrey Recreation and Arts Centre, as well as the City Centre Library.

Public art street banners provide an opportunity for artists who do not work in sculptural materials, to share their creativity with the community, while also beautifying the City. Artists commissioned in the past have included internationally known Canadian artists Robert Davidson, Gordon Smith, and Susan Point. The intention of the public art street banners is to enhance the experience of the streetscape for drivers, cyclists, transit riders and pedestrians. Fabrication and installation of the banners is coordinated as part of the City's Town Centre Street Banner Program. Installation will start in the South Surrey Town Center. Public art street banners are installed near cultural facilities in the City such as the Surrey Arts Centre, the Newton Cultural Centre.

2020 Public Art Street Banner Theme: “Surrey: Love Where You Live”

The theme of the artist call for the 2020 banners was “Surrey: Love Where You Live”, inspired by the City’s successful “Love Where You Live” campaign launched in 2019. Artists were directed to draw from this theme for inspiration for their banner design.

DISCUSSION

Call Process

Following the Public Art Program’s standard best practices, staff issued an artist call that was open to any artist living in BC. In total, 118 BC artists submitted 218 unique designs for consideration.

Selection Process

On February 7, 2020, staff convened a selection panel to review all the artists’ concept designs. All selection panels who review and recommend on public art designs for the City primarily consist of community residents, supported by relevant city staff and technical advisors.

Selection Panel Members:

- Diane Bradley (Surrey resident and Principal of Bear Creek Elementary);
- Debra Hudson (Surrey resident, member of the Bear Creek Elementary Parent Advisory Committee);
- John Cranswick (Surrey resident and professional artist);
- Jude Hannah (Surrey resident and professional artist); and
- Kathryn Penner (Surrey resident, member of the Bear Creek Elementary Parent Advisory Committee).

Non-Voting Panel Members/Advisors:

- Ashley Guindon, Public Art Coordinator, Parks Recreation and Culture Department;
- Liane Davison, Manager, Culture, Parks Recreation and Culture Department; and
- Ryan Gallagher, Manager, Heritage Administration and Facilities, Parks Recreation and Culture Department.

The selection process included the review of 218 design proposals from 118 artists. The selection panel unanimously voted to recommend Ejiwa ‘Edge’ Ebenebe’s artwork for the 2020 public art street banner. A copy of the design is attached as Appendix “I”.

Parks, Recreation & Culture Committee Review

On January 22, 2020, the Parks, Recreation & Culture Committee received a presentation on the First Quarter Work Plan for the Public Art Program, and supported implementing 2020 Public Art Street Banners commissioning process.

On February 19, 2020 the Parks Recreation & Culture Committee received a presentation on the outcome of the selection panel process and their recommendations for the 2020 Public Art Street Banner design, and recommended staff prepare a Corporate Report seeking Council’s approval of the recommended design.

About the Artist and Artwork

Ejiwa 'Edge' Ebenebe is a Nigerian-Canadian artist/illustrator based in BC. Ebenebe's work demonstrates a love for the whimsical, ethereal visions of the fairy tales and folk stories. Her life experience and cultural heritage is woven into her work including her passion for rich, vibrant colour and love of elaborate ornamentation.

Ebenebe's design incorporates the nature of Surrey; the Red Osier Dogwood and Red Columbine flowering plants and trees frame the City within a heart. Ebenebe writes: *"I believe a major element of loving one's city is wanting to preserve, nurture, and sustain it."* Ebenebe writes: *"If I were to be granted the honour of creating public artwork that would be viewed by the citizens of Surrey, I would love to contribute something that would brighten someone's day, help them dream, or spark their imagination, whether on a stroll into work, or on a long drive home."*

FUNDING

The 2020 public art street banners are funded as part of the Civic Street Banner Program, within the Community Enhancement budget. The annual budget for the Civic Street Banner Program is approximately \$125,000. This includes materials (design, printing, replacement) and labour (installation, removal, maintenance) and provides banners at 1015 locations across the City; approximately 10% of the locations will feature the public art street banner. Types of banners include: Town Centre Identity Banners, Surrey Gateway Banners, Public Art Banners and Community Group Banners.

The artist's fee for use of their design for the Public Art Street Banners is \$2,500.

Subject to Council approval of the recommendations of this report, the artist will proceed to finalize the digital file of their design as needed for fabrication.

SUSTAINABILITY CONSIDERATIONS

This initiative 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"; and

- 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 authorize staff to undertake a contract with Ejiwa ‘Edge’ Ebenebe to complete the design for the 2020 Public Art Street Banners.

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Appendix “I” - Recommended design by Ejiwa ‘Edge’ Ebenebe’ for the 2020 Public Art Street Banners

[https://surreybc.sharepoint.com/sites/prcadmistration/corporate reports regular/2020/recommendation for 2020 public art street banners.docx](https://surreybc.sharepoint.com/sites/prcadmistration/corporate%20reports%20regular/2020/recommendation%20for%202020%20public%20art%20street%20banners.docx)
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Recommended design by Ejiwa 'Edge' Ebenebe' for the 2020 Public Art Street Banners

