

## Implementation Framework for Northeast Public Art (2021-2023)

This framework describes work to be completed in 2021-2023 (short-term) because of the urgency of the need to address the inequity of public art projects in the northeast. As a starting point, the framework identifies public art opportunities and public demand based on previous engagement with all Calgarians, and this information will be validated as data is received from the northeast based on engagement currently underway until the end of Q2 2021. The framework also shows the benefits of implementation and the timeline and cost to implement. A map of the area in which engagement is being undertaken and where programs and projects will be delivered is included on page 3.

In Q2 2021 Administration will begin to collaborate with the new external third party running the Public Art Program to deliver new public art projects for the northeast.

### Opportunities for Public Art Projects

The following opportunities were identified for the delivery of Public Art in Calgary:

- Micro-projects:
  - Banners
  - Utility Boxes
  - Open Spaces, i.e. art presented in the window of a building accessible to pedestrians
  - Installation spaces, i.e. art presented in a gallery setting
  - Images on bus shelter glass
  - Street art walls
- Small projects:
  - Social practice projects (where an artist facilitates the creation of art through community members who are not artists themselves)
  - Artist Residencies
  - Murals
  - Functional public art, e.g. benches, bike racks
  - Performance art, e.g. live presentations of poetry, music, dance or theatre
  - Temporary art festivals, e.g. street art, temporary installations (cultural themes)
  - Technology-based temporary projects, e.g. projections on buildings/trees, illuminations, augmented reality (AR)
- Medium projects:
  - Permanent installations, e.g. small sculpture (human scale)
- Large projects
  - Permanent installations, e.g. large-scale sculpture (several times larger than human scale)

## Demand for Public Art in Calgary

Since engagement for a new direction for The City of Calgary's Public Art Program started in 2018, citizens of Calgary told the Public Art Program what they valued the most:

### Projects that support local, emerging artists, e.g.

- micro-projects, especially the Utility Box Program and the Open Spaces program;

### Projects that support local artists as they move through their careers, e.g.

- small projects, especially murals, functional art and social practice projects where community participate in creating public art.
- medium projects

## Implementation Framework for Northeast Public Art Projects

Funding for projects arising from this NOM will be sourced from the capital grant going to the external third party, per the Council approved funding model for an external operator.

<b>Implementation Framework</b>	<b>Projects to be funded (to be adjusted, as needed, based on engagement to the end of Q2 2021)</b>
<b>Micro-projects:</b> <ul style="list-style-type: none"> <li>• Budgets generally range from \$5K to \$15K</li> <li>• Micro-projects generally take between 6 months and a year between the call to artist and project completion</li> <li>• Will represent approximately 25% of Northeast Public Art investment</li> </ul>	2021 – 2023 Banner program Utility box program Community-initiated project
<b>Small projects:</b> <ul style="list-style-type: none"> <li>• Budgets generally range from \$25K to \$50K</li> <li>• Small projects generally take between 12 to 18 months between the call to artist and project completion</li> <li>• Will represent approximately 50% of Northeast Public Art investment</li> </ul>	2021 – 2023 Artist-initiated program
<b>Medium projects:</b> <ul style="list-style-type: none"> <li>• Budgets generally range from \$75K to \$150K</li> <li>• Medium projects generally take between 12 to 24 months between the call to artist and project completion</li> <li>• Will represent approximately 25% of Northeast Public Art investment</li> </ul>	2021 – 2023 1 project: large-scale mural 1 project: series of installations

## Benefits

The benefits of implementing a plan focused primarily on micro and small projects include:

- Commissioning a higher number of artists
- Engaging a higher number of citizens. With the demand for social practice (where community participate in creating public art), there is an opportunity to connect more people directly with the creation of art.

## Geography of Northeast Public Art Program

The northeast public art program includes within its scope the following communities:

