

Monday August 15, 2010

(REVISED)

Additional item for North York Community Council

From: Howard Moscoe

Re: Public Art Registration, Almonds and Wine.

To: The Chair and Members of the North York Community Council.

On Sunday August 15, 2010 the city celebrated the unveiling of a block long mosaic mural installed along a low wall on the west side of Bathurst Street between Fairholme Avenue and Dell Park Avenue. The Mural Was and adaptation of an animated film "Almonds and Wine" by Arnie Lipsey which was selected by the audience at a Jewish Animated Film Festival Screened at the Barbara Frum Library on April 23, 2009.

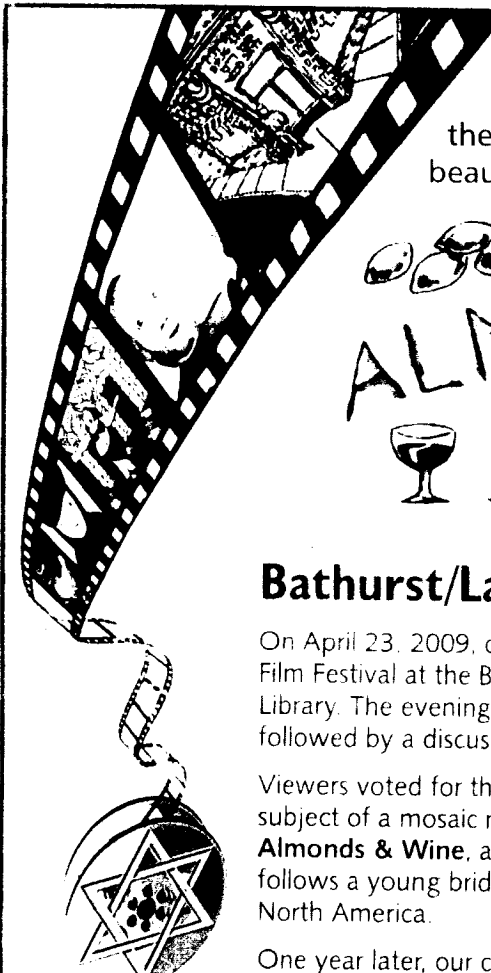
The film follows a young bride and groom from Eastern Europe to North America. It represents the wave of immigration that followed the pogroms in the early part of the 20th century and reflects the history of Jewish immigration to Toronto.

Mosaic artist, Cristina Delago was selected through a public art bid process under the direction of the Clean and Beautiful secretariat in co-operation with "Mural Routes". Materials used were those authorized by the city's public art protocol and meet all city specifications.

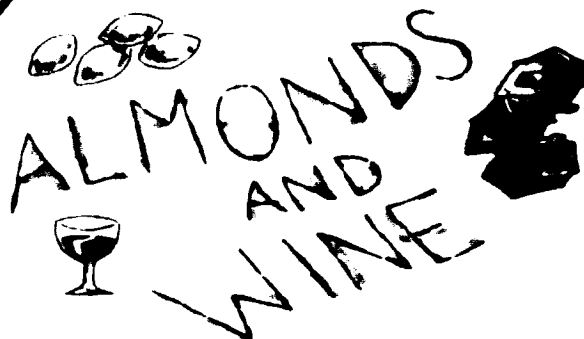
To ensure the proper protection of this public art treasure it is now necessary to have the mural registered.

Recommendations:

1. The block long public art mosaic mural "Almonds and Wine"
Installed on the west side of Bathurst Street between Fairholme Avenue and Dell Park Avenue be registered with the City of Toronto.
2. The City of Toronto's art conservator make any further recommendations with regard to the mural's preservation.
3. The Director of Transportation Services, North York District be directed to use a non corrosive ice melting agent in winter maintenance of the sidewalks on the west side of Bathurst Street and this requirement be permanently built into the City's street maintenance protocol.



Councillor Howard Moscoe
invites you to participate in
the unveiling of our community
beautification project:



Bathurst/Lawrence Mosaic Mural

On April 23, 2009, our community held a Jewish Animated Film Festival at the Barbara Frum Branch, Toronto Public Library. The evening featured screenings of eight short films, followed by a discussion and light refreshments.

Viewers voted for the film they wanted to become the subject of a mosaic mural on Bathurst Street. The winner was **Almonds & Wine**, an animated film by Arnie Lipsey that follows a young bride and groom from Eastern Europe to North America.

One year later, our community beautification project, a mosaic mural by Cristina Delago, is ready to be unveiled. Join us as we celebrate this work of art!

Sunday, August 15, 2010

11:00 am ~ at the mural, on Bathurst Street

south of Lawrence Avenue (west side) between Dell Park and Fairholme Avenues

Celebrate your community!

Meet the artists ~ Mural unveiling ~ Film screening
Klezmer music ~ Cake & coffee

For more information:

Mural Routes 416-698-7995 or www.muralroutes.com





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Bathurst / Lawrence Mosaic Mural

Project Summary

August 16, 2010

Submitted by:

Karin Eaton, Executive Director

Mural Routes



In early 2007, Councillor Howard Moscoe proposed integrating public art into street improvements on Bathurst Street, south of Lawrence Avenue. On August 15, 2010 the art work was unveiled.

THE PROCESS:

Clean & Beautiful City funding was allocated to the project and Mural Routes was engaged through an RFP process to coordinate the project and to provide expertise and guidance on the artistic process.

Working in collaboration with Cultural Services, Public Realm and the Councillor's office it was decided that the site was suitable for an artwork depicting a film to be selected from a Jewish Animated Film Festival. Mosaic was chosen as the medium for the installation.

Madi Piler of the Toronto Animated Film Society curated the film festival which took place at the Barbara Frum Library in April 2009. The evening featured screenings of eight short films, followed by discussion and light refreshments. More than 200 people attended the event and the viewers chose the film *Almonds & Wine* by Toronto Film maker Arnie Lipsey to be the subject of the mosaic mural. The charming, lively film follows a young bride and groom from Eastern Europe to North America. It depicts many Jewish traditions accompanied by Klezmer music.

Cristina Delago was chosen as the mosaic artist through an RFP and Jury process to create the artwork. She worked closely with Arnie Lipsey to select the specific images from the film to tell the story in mosaic. She worked for five months in her studio using a base of cement panels and a mix of porcelain tiles, glass and handcrafted porcelain pieces to depict the animated film in colourful mosaic. The panels were installed by Cristina and her professional team onsite in two days. Once in place, the panels were grouted and received a final coat of sealer.

On August 15, 2010, Councillor Howard Moscoe invited members of the community to participate in the unveiling of the beautification project. It was a moving moment when the covers were removed to reveal the lovely, mosaic art work.

MATERIALS:

The artist has provided a list of all materials used and some recommendations for preservation of the mural.

- All the tiles used are porcelain frost resistant tiles "Turkana" line from Spain.
- Glass tiles manufactured in China
- Some tiles are handcrafted by the artist, and they also are in porcelain.
- Base panels are concrete/cement.
- Glue is Mapei " White granirapid"
- Grout is Mapei grout for the outdoors "Ultracolour Black"
- Sealer from Cercan Tile: Dyna 4210 Super Impregnator
- On each panel (5' long) is secured to the wall with 6 self tapping "Tapcon" concrete screws which are covered in black chalking, "CWS black commercial sealant"
- CWS black commercial sealant" was used to chalk all around the mural and on each joint of each panel.

RECOMMENDATIONS:

- It is advisable to use non salt based ice melters for this stretch of a side walk.
- The grout should be sealed before and after the winter for best durability.
- As added precaution as a measure against traffic and sideways snowplough operation, the beginning and the end of the mural should be protected with a concrete "corner stone"

