

PUBLIC ART PLAN PROPOSAL

For

8 THE ESPLANADE / 1 FRONT STREET EAST

Submitted by

FERNCASTLE (FRONT STREET), INC.

and

THE SONY CENTRE FOR
THE PERFORMING ARTS

Report Prepared by:
Michele C Quinn, MCQ Fine Art, LLC.

Last Updated: 7/22/2010

SUMMARY

The purpose of this report is to seek City Council approval of 8 The Esplanade, Toronto Ontario - Public Art Plan. The Owners, that being Ferncastle (Front Street) Inc., have agreed to Option 2 – in which “the Owner will commission Public Art works and/or collaborative Public Art works equal in value to the Public Art Contribution and such works will be located upon the Site or on City-owned lands”.

PUBLIC ART OPPORTUNITY

This site is a physical collaboration between Ferncastle (Front Street) Inc. and its new high-rise residential building, L Tower, and the Sony Centre for the Performing Arts. The two partners have identified a primary site for a public art installation, the West Side Plaza, approximately 4000 square feet located at the Northwest Corner of Front & Yonge, the central connecting area between the two locations. The West Side Plaza is a highly visible and primary location, centralized on two of the most major cross streets in Toronto.

The historical significance of this site is critical to the understanding of the art program. Located in the heart of downtown Toronto, The Sony Centre has long been Toronto's iconic cultural destination as the home of the Canadian Opera Company and the National Ballet of Canada. Now, following its \$28 million renovation, the Sony Centre is poised to reopen on its 50th anniversary and rebrand itself as the only theatre in Canada to provide primarily ethnic programming from around the world in order to serve the more than 200 cultures that constitute the citizenry of Toronto.

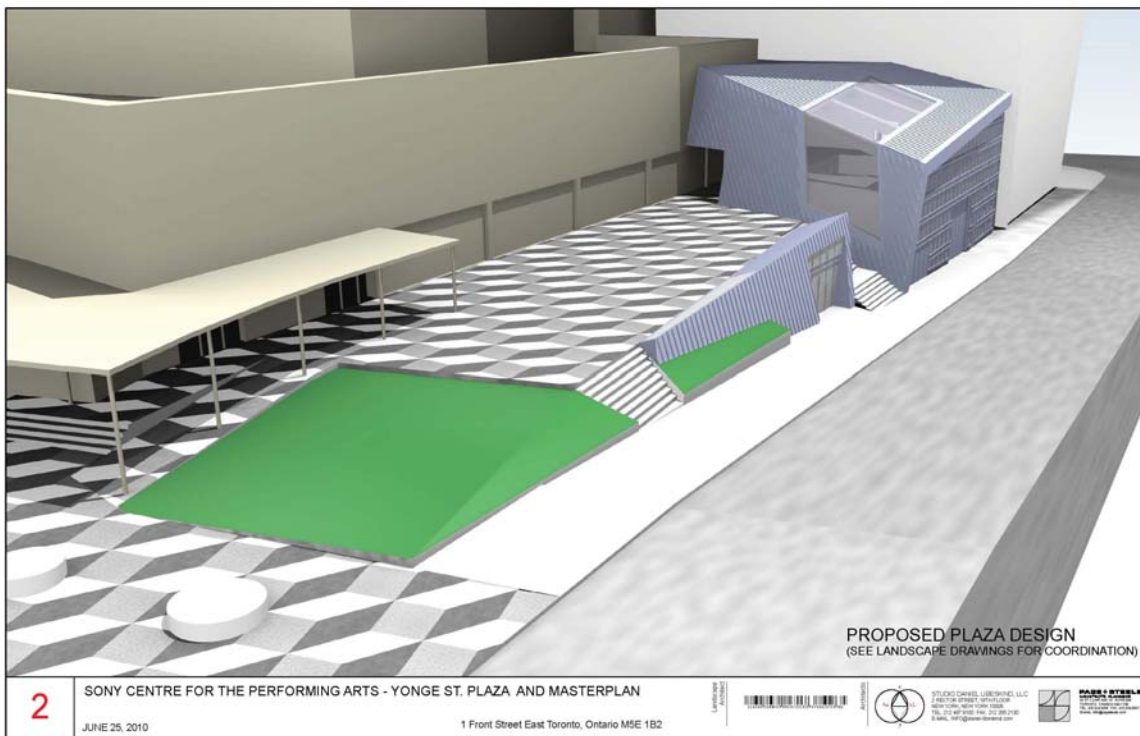
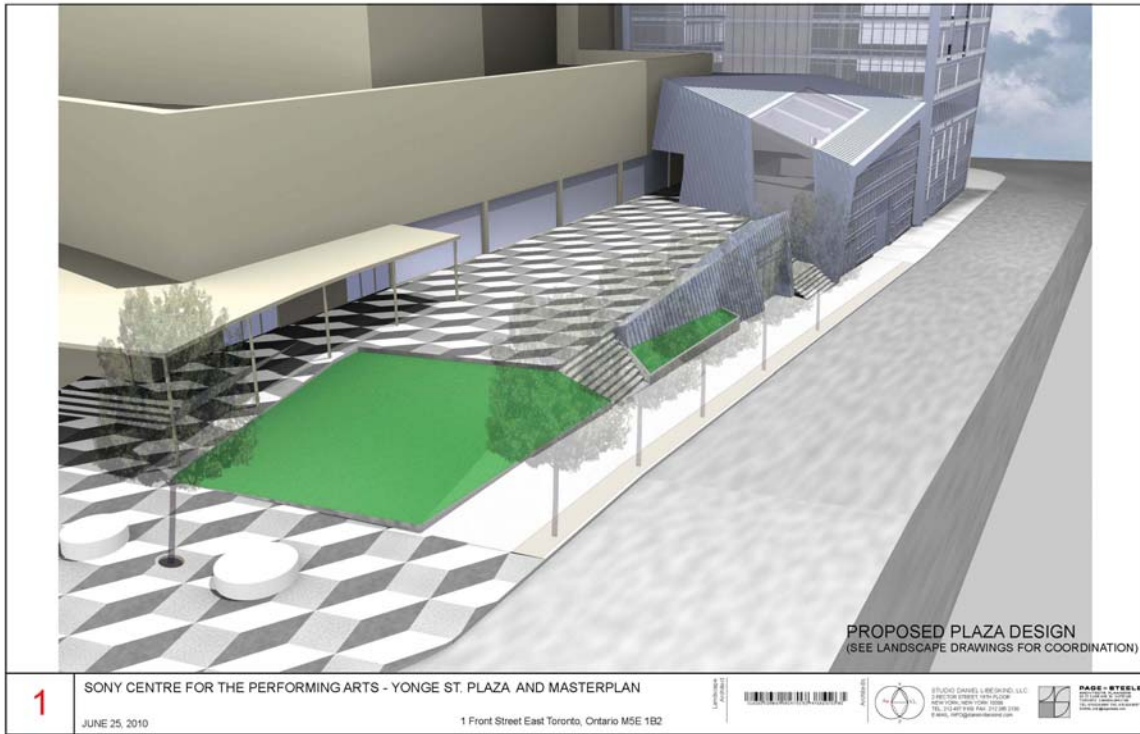
Adjacent to this culturally historical site is the L Tower, a dynamic and new 58-story residential development by Ferncastle (Front Street) Inc. Designed by internationally renowned architect, Daniel Libeskind, and in collaboration with Page + Steele, and having been the original architect of the O'Keefe Centre, the L Tower will prove to be a evolution of 21st Century living.

A thorough understanding of the historical context of the location with the architecture and history of the Sony Centre, and its juxtaposition with the contemporary architecture of the Libeskind architecture of the L Tower will be a critical part of understanding this project. In keeping with the spirit and purpose of the Sony Centre, its cultural importance and its adjacent properties, the ultimate goal of the public art installation would be to use, in a unique and creative way, all elements of the history, landscape, color, movement, and poetic symbolism of the historic location.

PROPOSED LANDSCAPE PLAN (PENDING FINAL APPROVAL)



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FOG AND LIGHT – TRENCH LINE

(INDICATED IN YELLOW ON UPPER PLAZA)



MISSION FOR THE ART PROGRAM

In keeping with the spirit and purpose of the Sony Centre and its adjacent properties, the ultimate goal of the public art installation would be to use, in a unique and creative way, elements of the landscape, color, movement, and poetic symbolism.

As an invitational program, the artists will be selected based on their international recognition, ability to meet to demands of the space and their complete understanding of the project, its budget and timeline sensitivities.

THE ARTWORK CHOSEN MUST:

Required Elements:

- Create an impact; that it is a **DESTINATION**
- Have **INTERNATIONAL RECOGNITION**
- Withstand the outdoor elements and seasons, perhaps reacting with these elements, creating a sense of **CHANGE**
- Provide a public experience that is unique and one that helps build the identity of its location – **THEATRICAL**
- Incorporates the proposed element of **FOG AND LIGHT** into the overall design of the work. (Programming can be customized to artist's intent)
- Be able to adapt to the existing weight loads and electrical capacity
- Must not structurally change the existing landscape or hardscape plans– outside of safety requirements.
- Have a **24/7 PRESENCE** so that there is an engaging program at all times.
- Should not distract from the existing architecture; yet engage and compliment all the existing elements.

Suggested Elements:

- Have a sense of **INTERACTIVITY**
- Have a sense of the **EPHEMERAL**

**** Please note:** The design of the plaza has been completed and the artwork chosen will not structurally redesign the plaza but rather add another complementing dimension to the 'ensemble'.

BUDGETING

An estimated budget of \$1.42m is provided below, identifying all necessary major expense categories that are associated with this project:

TORONTO ESTIMATED BUDGET PROPOSAL

		%
FINE ART BUDGET	\$1,420,000	
ARTIST FEE		20%
PRODUCTION COSTS		35%
INSTALLATION/ CONSTRUCTION		20%
MARKETING / MISC (signage, advertising, contingency)		Up to 5%
MAINTENANCE FEE ***		10%
ADMINISTRATION/ MANAGEMENT FEE		10%

***PLEASE NOTE: The Sony Centre for the Performing Arts has contractually agreed to undertake the responsibility for ongoing maintenance of the artwork once it has been installed.

FINE ART CONSULTANT

Michele C. Quinn of MCQ Fine Art Advisory, LLC has been retained to consult and develop the fine art program. Ms. Quinn has close to 20 years of experience in the Post-War Contemporary Art field and has worked on several major outdoor large scale installations and commissions. She will provide extensive insight into the contemporary art market in order to navigate this project toward the proper artist for its final selection. Additional background and information can be found at www.mcqfineart.com

MCQ role will incorporate the following responsibilities:

- City Plan Development and Submission
- Budgeting and Financial Projections
- Artist Research and Presentation
- Facilitate the acquisition process
- Project Management:
 - Artist Selection
 - Production and construction coordination
 - Overseeing and coordinating final installation

PROJECT TEAM

Daniel D. Brambilla, CEO, the Sony Centre for the Performing Arts,
John O'Keefe, Managing Partner, Castlepoint / Ferncastle
Alfredo Romano, Founder, Castlepoint / Ferncastle
Daniel Libeskind, Chairman, Studio Daniel Libeskind
Carla Swickerath, CEO/ Principal, Studio Daniel Libeskind
Claude Cormier, Principal, Claude Cormier Architectes Paysagistes Inc.

JURY SELECTION

Daniel D. Brambilla, CEO, the Sony Centre for the Performing Arts,
Alfredo Romano, Founder, Castlepoint / Ferncastle
Luigi Ferrara, Director of Design, George Brown College (ward representative)
Sara Diamond, President, Ontario College of Art and Design
Kelvin Browne, Executive Director of Marketing and Commercial Development, Royal Ontario Museum

Please note, if proposed jury members are not available, alternates will be submitted to City Planning for approval

STRATEGIC TIMELINE

The implementation of the Art Program will have the following strategic timeline:

PUBLIC ART PLAN SUBMITTAL **JULY 6, 2010**

TORONTO PUBLIC ART COMMISSION PRESENTATION **JULY 20, 2010**

ARTIST REVIEW / SELECTION **June – August 2010**

Based on the mission statement for the art program, MCQ Fine Art will present the committee with a list of artists that might qualify for the art program, at which point a short list of four to five artists, prioritized by preference, will be compiled.

COMMUNITY COUNCIL AGENDA CLOSING **JULY 29, 2010**

COMMUNITY COUNCIL MEETING **AUGUST 17, 2010**

CITY COUNCIL MEETING **AUGUST 25/26, 2010**

ARTIST SELECTION / OUTREACH **September 2010**

MCQ Fine Art will reach out to the selected artists and their appropriate representation, in preferred order, to assess interest level, identify any scheduling conflicts or budgetary restraints. The top three (3) artists will be approached and provided a stipend to develop a well developed proposal specific to this project and its requirements. The final artist chosen will be asked to deduct the proposal fee from their final artist fee.

PROPOSAL TIMELINE **September - December 2010**

Each Artist selected will be given 6-8 weeks to deliver a well-developed proposal

PROPOSAL REVIEWS AND SELECTION **January 2011**

The committee will receive the submitted proposals and have 3 weeks to decide on a final selection

The Artist selected will be notified no later than February 1, 2011

PROJECT INTEGRATION **February – December 2011**

Once an artist is selected, they will immediately be coordinating with all the appropriate site teams to properly integrate the work into the site plan, from its infrastructure to landscaping.

FABRICATION/ DEVELOPMENT **2011-2012**

Any fabrication, construction and engineering will begin as soon as all elements of integration are considered.

FINAL INSTALLATION **2013**

The artwork installation will be worked into the Plaza construction schedule as appropriate, depending on the complications of the work and site specific needs. Final installation will be scheduled POST- certificate of occupancy.

ARTISTS UNDER CONSIDERATION

(LIST IN PROGRESS)

DOUG AITKEN (USA)

ANGELA BULLOCH (CANADA)

STAN DOUGLAS (CANADA)

OLAFUR ELIASSON (DENMARK)

CERITH WYN EVANS (UK)

SPENCER FINCH (USA)

LIAM GILLACK (UK)

RODNEY GRAHAM (CANADA)

JENNY HOLZER (USA)

RAFAEL LOZANO-HEMMER (MEXICO/ CANADA)

PIPILOTTI RIST (SWITZERLAND)

KEVIN SCHMIDT (CANADA)

JENNIFER STEINKAMP (USA)

LEO VILLAREAL (USA)

LAWRENCE WEINER (USA)

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