PROJECT OVERVIEW

The 300 Front Street West Condominium development is located in Toronto's downtown media and entertainment district. The project site is located on the northwest corner of Front and John Streets at the foot of the CN tower and across the street from the Rogers Centre (formerly known as the SkyDome), in the midst of the city's burgeoning International Film Festival district.

300 Front Street West, designed by Rudy Wallman Architect, is comprised of a 49 storey residential condominium tower, a 13 storey front loaded bar building with grade-related retail- which acts as a visual buffer to a hydro transformer complex directly north of it, as well as an inviting publically accessible open space located directly at the corner of Front and John Streets.

The development is consistent with the urban design policy framework which supports intensification and infill within urban centers on locations that are well served by public transit. The at grade experience for pedestrians is enhanced through creating a comfortable base condition of the tower, improved streetscape along Front and John Streets, as well as the creation of a large “urban garden” which plays against the park on the opposite side of Front Street and contributes to the amount of quality open space available in the area.

PUBLIC ART OVERVIEW

Tridel and the public art consultant have endeavoured to meet the City’s urban design objectives to support the public realm of streets and open spaces, and to maximize public accessibility and visibility of the artwork through consideration of site conditions, built form opportunities and context. To this end, we have made available, for public art vision, the most publically accessible and visible site, the park that is a component of the development.

Front Street Park

Located at the southeast corner of the site, Claude Cormier Landscape Architects, have designed a picturesquely layered crisscross of paths, luxuriant vegetation, and a sprinkling of street trees evoke the atmosphere of a park on the scale of a garden and as a counterpoint to the formal grid of city streets. Accessible to condominium owners and neighbourhood residents alike, the park serves as a link between private and public zones in the metropolis.

To give the building a signature presence, the paving pattern of the site has inscribed the address – 300 – directly into the design. The roadways and sidewalks of the site make up the digits, clearly visible from the high vantage points in the nearby surroundings. Like the logo on a Fendi purse, the site-integrated icon is woven through with an intricate network of paving.
PROJECT TEAM
Developer: Tridel Corporation
Project Architect: Rudy Wallman Architect
Project Landscape Architect: Claude Cormier Landscape Architects
Public Art Consultant: BRAD GOLDEN + Co

SELECTION PROCESS
We propose an invitational competition as set out below:

The art consultant and the Developer have reviewed portfolios of eleven artists and artist teams and have short-listed the following 3 artists or artist teams for development of specific proposals for the project:

Jennifer Marman and Daniel Borins, Toronto, ON
Robert Youds, Victoria, BC
Jason Bruges, London, UK

The short-listed artists will be paid an honourarium, as well as reimbursed for travel expenses, to develop specific proposals in response to terms of reference prepared by the art consultant. Short-listed artists will be invited to present their proposal to the project jury. The jury will then select an artist for this project who will subsequently enter into an agreement with the Developer to create the artwork.

ESTIMATED BUDGET

<table>
<thead>
<tr>
<th>Item</th>
<th>Budget</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>$970,000</td>
</tr>
<tr>
<td>Artwork Capital Budget</td>
<td>85%</td>
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<tr>
<td>Administration Allowance</td>
<td>8.75%</td>
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<tr>
<td>Contingency*</td>
<td>1.6%</td>
</tr>
<tr>
<td>Launch and Public Relations</td>
<td>1.0%</td>
</tr>
<tr>
<td>Maintenance Fund**</td>
<td>5% of artwork construction</td>
</tr>
</tbody>
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*Any surplus from the contingency at end of project installation will be distributed to the artist and/or to the public relations and maintenance fund.
** May be adjusted relative to form of winning proposal

JURY COMPOSITION
The jury will be composed of:
**Michelle Jacques, associate curator of contemporary art, Art Gallery of Ontario
*Michael Alstad, artist, Year Zero One Artist Collective
Robert Ouellette, writer, critic, author of John Street Media Corridor thesis
Claude Cormier, Project Landscape Architect
**Rudy Wallman, Project Architect

* lives in ward
** works in ward
PUBLIC RELATIONS PROGRAMME
The public relations programme for the public art programme will consist of an unveiling ceremony and the production of a booklet that will be distributed to local residents and to any interested parties. Local media outlets will be contacted via press release and media interviews with the artist will be arranged if requested.

TIMELINE
The following proposed timeline is dependent upon approval of the public art plan by appropriate City staff.

- Meet with planning staff: Fall 2009
- Presentation to Public Art Commission: Spring 2010
- Preparation of artist’s proposals: Summer 2010
- Adjudication of submissions: Fall 2010
- Artwork installation: Spring 2012
- Launch and public relations: Summer 2012

*Specific date to be confirmed by the developer’s project manager as determined by the construction schedule*

ROLE OF THE ART CONSULTANT
The art consultant will be an independent agent who will facilitate the public art programme with the intent of achieving the successful integration of art within the development and the surrounding urban fabric.

The Art Consultant will be responsible for all aspects of managing the public art project from the initial planning stage through to the installation of the artwork and submission of final documentation to the City. Responsibilities of the consultant include development of this plan, facilitation of the artist selection process, coordination of the artwork programme with the artist, design team, client and City and facilitation of artwork installation.
300 Front Street West
Public Art Plan

CONTEXT

Diurnal • Nocturnal
Public • Private

The artwork will communicate to a broad public audience ranging from the residents of the condominium both day and night to office workers during the day to sports fans attending an event at Rogers Centre/SkyDome to music lovers attending a performance at the Glenn Gould Theatre in the CBC building at night.
Starting at the AGO and Grange Park to the north and terminating at the 300 Front Street West park, the artwork site - adjacent to the CBC and Roger Centre/SkyDome - sits at the south end of the media and cultural corridor that is John Street. The hydro transformer pen situated directly north of the park is a further landmark that functions to reinforce the themes of the artwork: *Artifact and Illumination, Object and Effect.*
Site Plan
The 300 Front Street West Park, designed by Claude Cormier Landscape Architects, utilizes a number of strong organizing principles which present themselves as potential art sites:

• Perimeter Benches
• Perimeter Planting Beds
• Intersecting Pathways
• Mounded Quadrants
• Planting Grid

Artists may choose to engage these elements, or the entire space of the park, integrating the artwork with the overall park design.
Park Plan
300 Front Street West
Public Art Plan

ART THEMES

The following themes are proposed as guidelines for the artwork such that as broad a range of artistic vision is possible.

Artifact and Illumination

The artwork should be sculpture and light source

Object and Effect

The artwork should provide interest day and night