

❖ **StreetARToronto 2018 Partnership Program Recommendations**

❖ **Graffiti Management Plan**

- ✓ History
- ✓ Vision
- ✓ Objectives
- ✓ Achievements
- ✓ Suite of Programs
- ✓ Inter-Divisional & Agency Collaborations
- ✓ Indigenous Artists
- ✓ Community Engagement
- ✓ New Initiatives

ABOUT StART

StreetARToronto (StART) is:

A program of the City's
Transportation Services Division,
launched in 2012 and funded through the
Public Realm Reserve Fund

An innovative, public/private partnership that
recognizes the role and importance that
attractive and inviting streetscapes play in
adding vitality and character to
neighbourhoods and supporting economic
growth throughout the city

An integral part of the City's
Graffiti Management Plan



Strategic Actions for 2013-2018

City Building

1. Implement Smart Urban Growth Strategies
2. Invest in Culture
3. Develop a Long-term Transportation Plan and Policies

Economic Vitality

4. Increase Employment Opportunities
5. Accelerate Economic Growth

Environmental Sustainability

6. Support Environmental Sustainability
7. Develop a Long-term Solid Waste Management Strategy

Social Development

8. Support Affordable Housing
9. Strengthen Neighbourhoods
10. Enhance the City's Quality of Life
11. Advance Toronto's Motto 'Diversity our Strength'

Good Governance

13. Open Government by Design
14. Engage the Public
15. Strengthen Public Service Governance
16. Strengthen Intergovernmental Relationships
17. Enhance the City's Capacity to Serve Toronto's Diversity
18. Develop and Implement a Workforce Plan
19. Improve Customer Service
20. Enhance Performance Measurement
21. Improve Organizational Excellence
22. Implement Shared Services

Fiscal Sustainability

23. Update the Long-term Fiscal Plan
24. Improve Service and Financial Planning
25. Ensure State of Good Repair for Infrastructure
26. Finance the City's Growth

GRAFFITI MANAGEMENT PLAN - OBJECTIVES



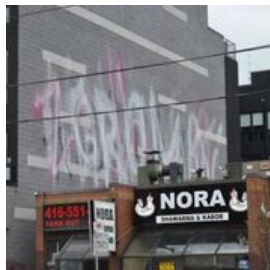
Strict enforcement
against graffiti vandalism



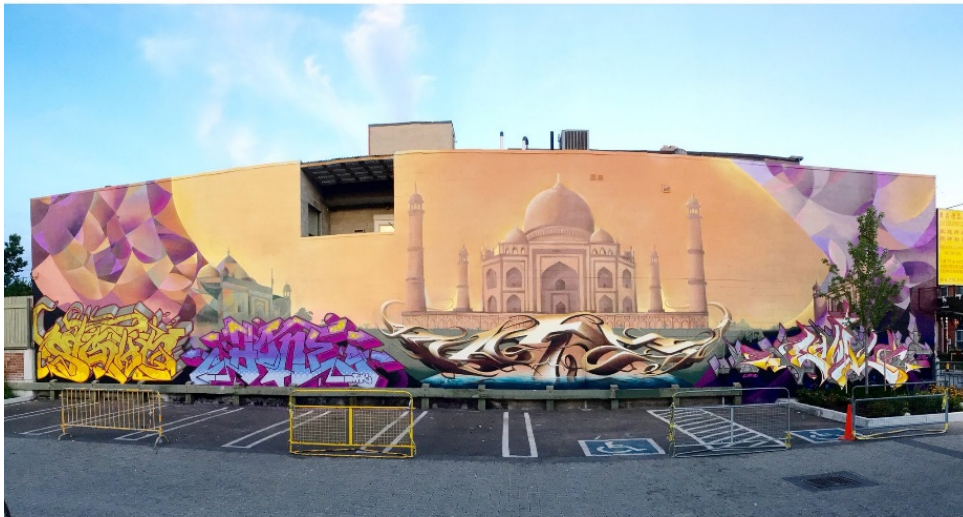
Support for street art
and street artists

Support for victims of
graffiti vandalism

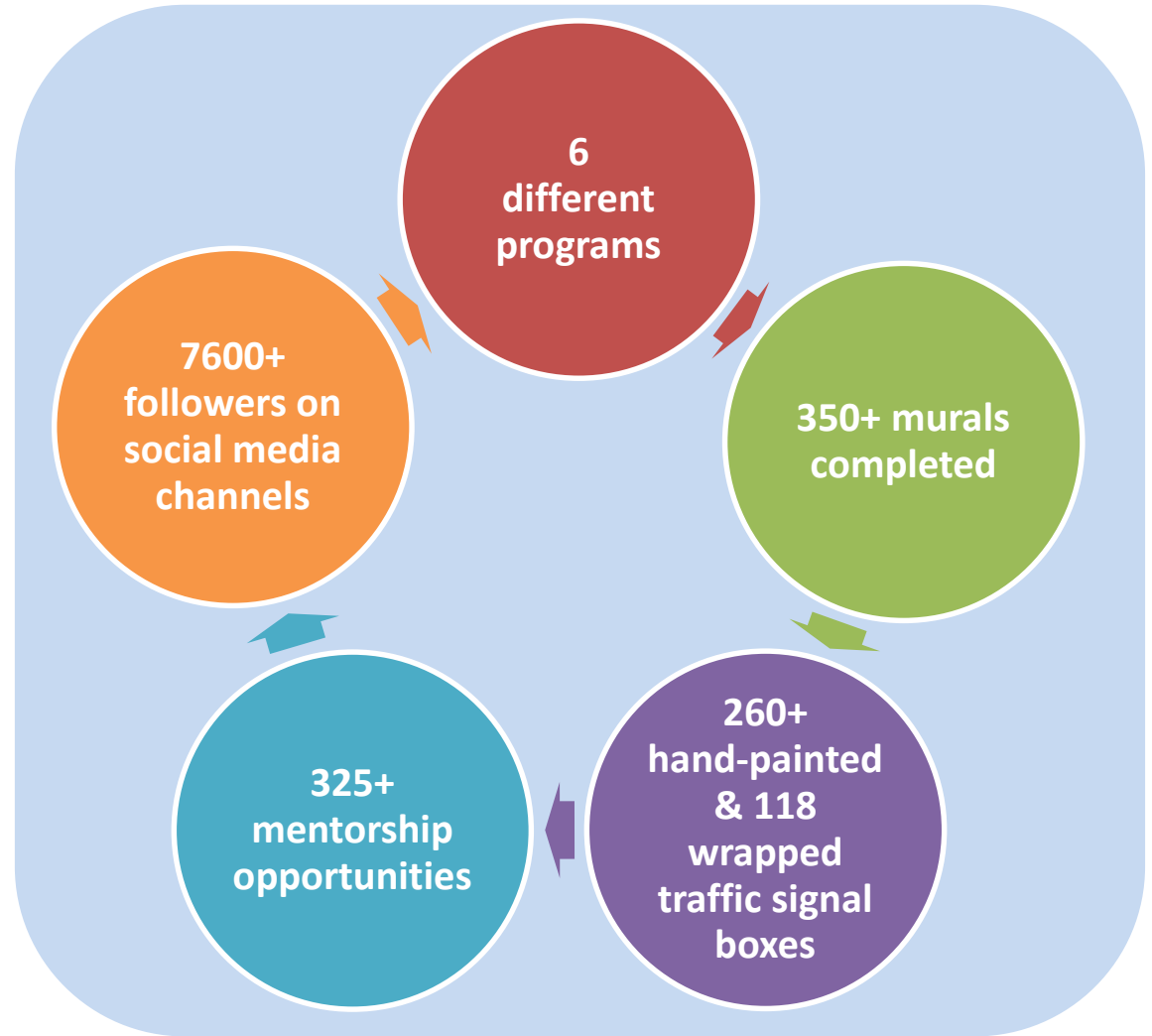
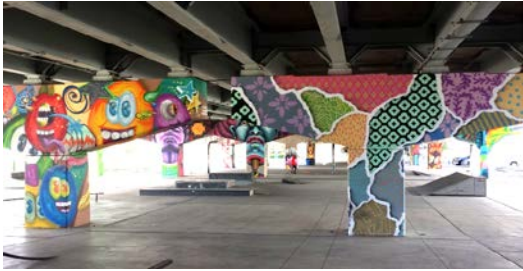
Improved coordination for
graffiti and street art
installations



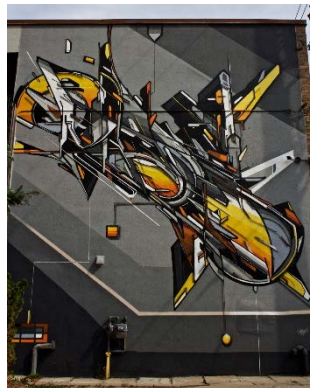
StART MULTIPLE OBJECTIVES



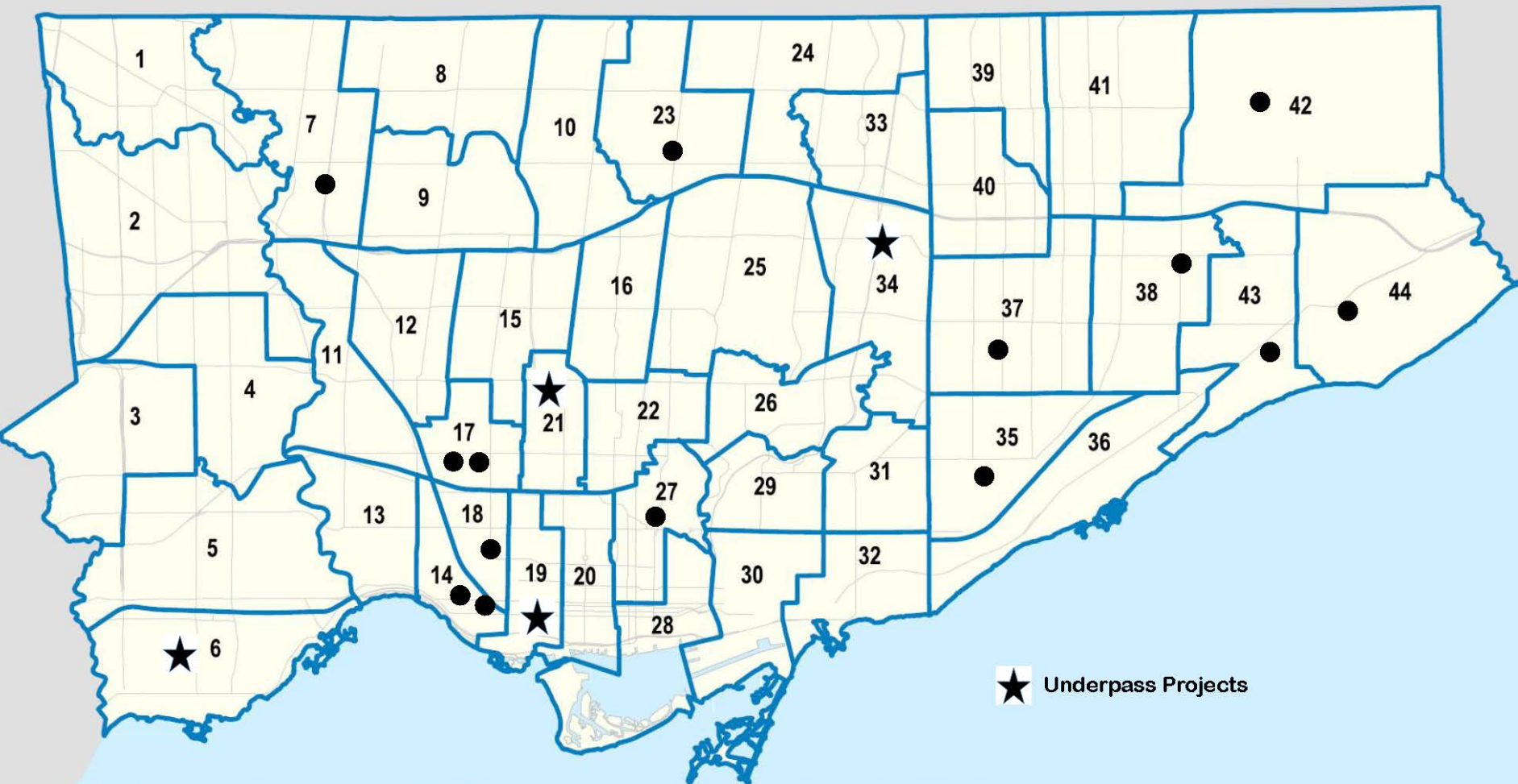
StART ACHIEVEMENTS SINCE 2012



PARTNERSHIP PROGRAM



2018 StreetARToronto Partnership Program – Project Locations by Ward

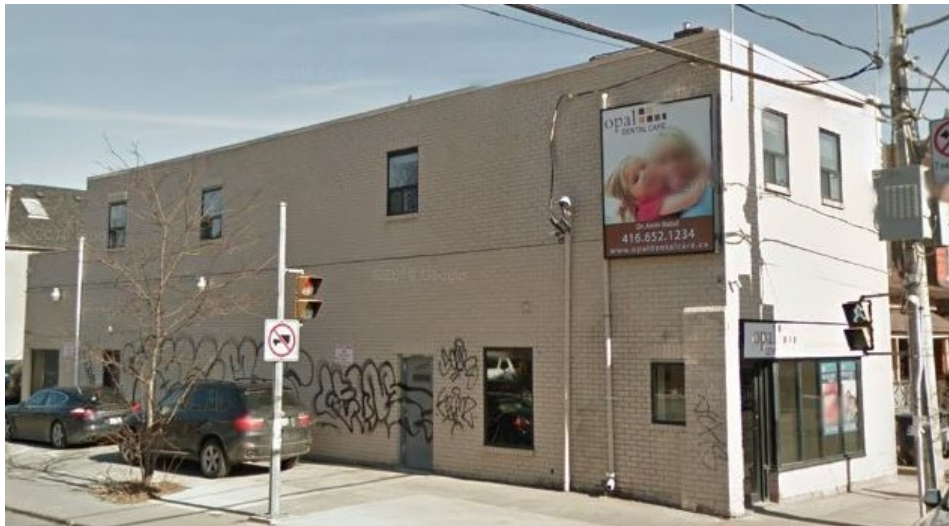


StART Partnership Program 2018 Recommended Applications by Ward

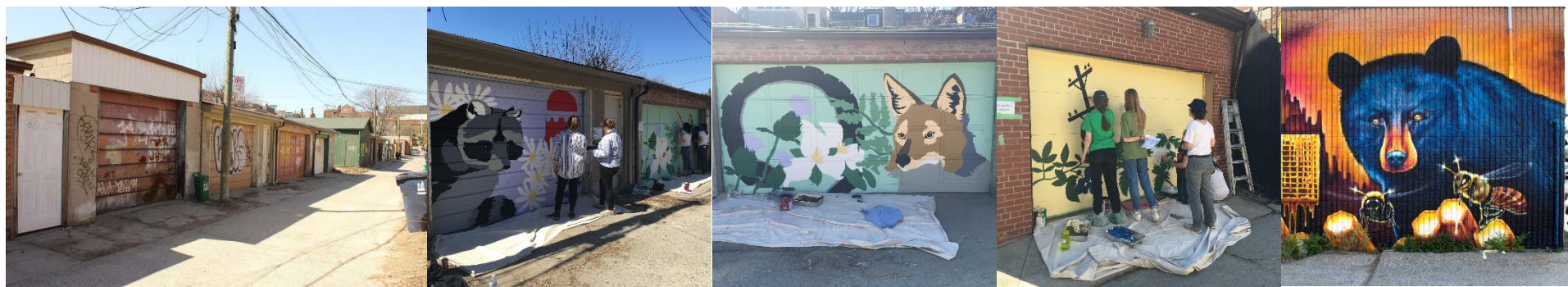
UNDERPASS PROGRAM – “StART UP”



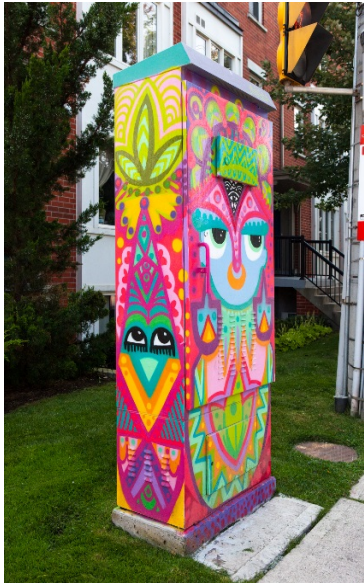
PROPERTY OWNER SUPPORT PROGRAM



COMMUNITY PROGRAM



OUTSIDE THE BOX PROGRAM



ARTIST DIRECTORY

StART's online
ARTIST DIRECTORY now
profiles over 136 local
mural artists, street artists,
and graffiti artists

A key tool to connect
residents and businesses
interested in hiring local
Toronto artists for facade
improvements through
mural art, graffiti art,
and street art

Jeff Blackburn ([View Profile](#))

I am a painter/illustrator based in Toronto, Ontario. My drawings and paintings have a graphic quality with a strong emphasis on line and texture. Compositionally, the work offers aesthetic comfort t...



Alexa Hatanaka and Patrick Thompson ([View Profile](#))

We are multidisciplinary artistic partners that maintain a practice rooted in collaboration, public art, and education. We have a strong history of community engagement and producing works for the pub...



Richard Mongiat ([View Profile](#))

Richard Mongiat, based in Toronto, has been exhibiting his paintings/artworks in public galleries, commercial spaces, collective exhibitions and community based art initiatives for the last 25 years. ...



Alma Roussy ([View Profile](#))

I produce custom murals, interior/exterior, residential or commercial. Complete portfolio available for viewing or go to my website....



Murals By Marg ([View Profile](#))



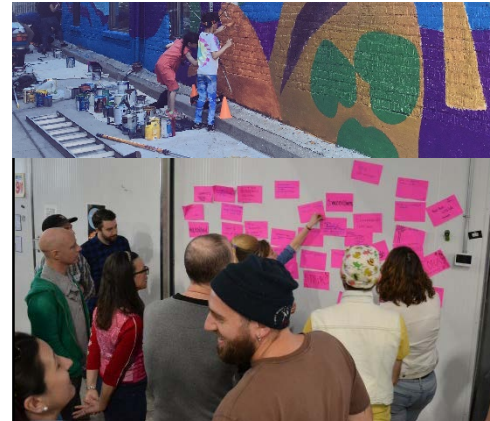
COLLABORATIONS



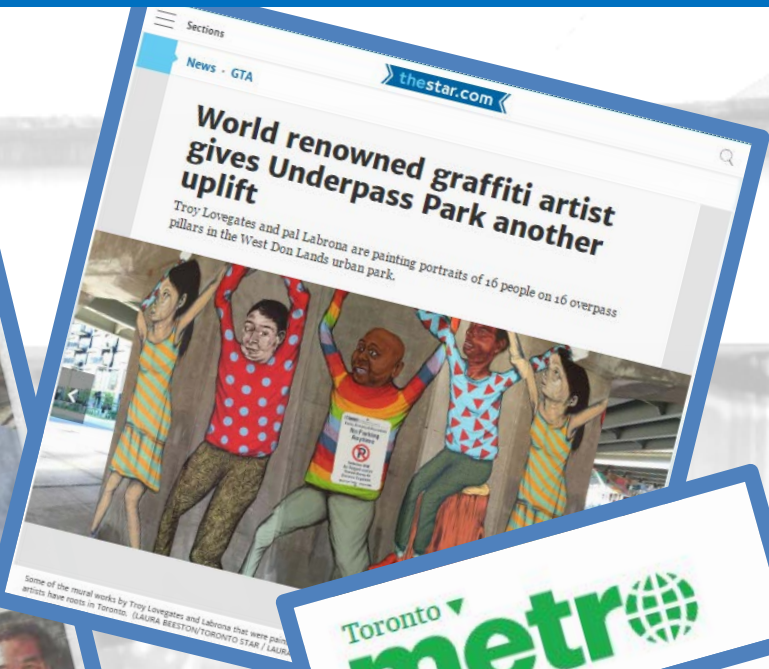
INDIGENOUS PEOPLES OUTREACH



COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT & SUPPORT



Video: 'Creator's Game' showcases First Nations art in Ravina Gardens

Toronto-based artists Chief Lady Bird, Monique Aura Bedard, and Chippewaraw – with help from American Evan Lovett – are painting a 90-foot mural based on traditional symbols of Aboriginal culture.

Set 26, 2016, 1:20 PM



The New York Times

36 Hours in Toronto

By JEREMY EGNER NOV. 10, 2016

In this famously diverse city you'll find an energetic food scene, vibrant street culture and cocktail wizardry.

Street art has evolved from its illicit origins to become a source of civic pride in Toronto, thanks largely to the efforts of groups like [StreetARToronto](#). There are head-turning splashes all over the city, but the most concentrated display is along Rush Lane, a stretch just south of Queen Street West, between Spadina and Portland, known as [Graffiti Alley](#). Stylistically, the works are by turns macabre (elaborate skulls), whimsical (cartoon characters) and fantastical (an undersea array that covers most of a building) — and most are stunning. You'll never look at a can of spray paint the same way again.



B ᐃᓄᓐᓂᓐ ᐱᓕᓐᓂᓐ • NUNATSIAQ NEWS ᓄᓐᓂᓐ JULY 17, 2015

NUNAVUT ᐃᓄᓐᓂᓐ

Inuit youth use legend to transform urban gray into art

"I feel so excited about it"

SARAH ROGERS

TORONTO — If you couldn't hear them chatting in Inuktitut, these four Nunavummiut teens might look like your average Torontonians, sitting on curbs and skateboards along a busy downtown street, smoking and eating a box of Tim

Hortons donuts in the sweltering summer heat.

But in the short time these teens have been here, they've made a huge impression on the neighbourhood.

A passerby dismounts from her bicycle, takes a long look at the wall behind the teens, and wishes them

congratulations.

"It looks amazing," she said.

Cape Dorset artists Audi Qlunuaq, Latch Akesuk, Cie Taqiasaq and Parr Etdiloie just completed one of the biggest projects of their lives: a giant, colourful mural on the side of a youth hostel in downtown Toronto.

The image, which easily grabs the attention of hostel guests, pedes-

trians and drivers stopped at red lights, portrays a Cape Dorset elder — Parr Etdiloie's grandfather, Etulu Etdiloie — carrying a broken-down snowmobile on his back.

It's a story Etdiloie heard often growing up; one he thought was the stuff of legends, and apparently, urban street art.

What would his grandfather think of being painted onto a wall in a big southern city? Etdiloie, 16, laughs. "I'd like to see his face, when he finally sees it."

Atop the snowmobile, a giant walrus spans the wall. Its body a puzzle of interconnected faces of seals, polar bears, wolves, fish and even humans.

Other wildlife stand on the back of the walrus, backed by a giant orange sun.

"We sketched it all on paper first, and then projected it onto the wall," explains 17-year-old Cie Taqiasaq, "and then we just started painting."

The 60-foot-high mural took about a week to complete.

"I feel so excited about it," Taqiasaq said. "It feels good to be finished."

This is actually the second major mural the group has worked on, led by Toronto-based artists Alexa Hatanaka and Patrick Thompson

and their Embassy of Imagination initiative.

The first was a mural the group painted on one of the walls of Cape Dorset's Sam Pudlat elementary school, depicting a hand holding a tool, painted within the face of a bird.

But this Toronto mural is the group's first southern project, and is likely to draw its largest audience yet.

All the artists agree: the mural is a great way to promote Inuit art and culture, not only to Torontonians, but to the many visitors staying at the hostel.

"This is our first project out of the North"

— Alexa Hatanaka

"This is our first project out of the North, so it's significant to do something so massive," Hatanaka said.

"And a lot of the time, art produced in Cape Dorset leaves the community, and they don't get to see it again," she added.

"So this is a change for them to see their legacy, and to see the high regard Cape Dorset art is held in."

To help audiences trace the work's origins, the group will put up a plaque on the mural to explain the image and its background.

And a blank wall just to the left of the mural may offer up a canvas for a future "add-on" to the mural in 2016, the group said.



From left, Cie Taqiasaq, Parr Etdiloie, Audi Qlunuaq and Latch Akesuk, stand in front of the mural they designed and painted on the side of a building in downtown Toronto. (PHOTO BY SARAH ROGERS)

StART INITIATIVES

StART is open to projects using a variety of mediums – talk to us about any ideas.





StART

StreetARToronto

An initiative of the City of Toronto, Transportation Services Division



General Questions:

streetart@toronto.ca
graffiti@toronto.ca

Websites:

www.toronto.ca/streetart
www.toronto.ca/startsupport

Social Media:

www.facebook.com/StreetARToronto
www.Twitter.com/StART_Toronto
https://www.instagram.com/start_streetartoronto/



THANK YOU TO ALL OF OUR MANY PARTNERS

QUESTIONS?

