

Strategy Framework

Creativity and Community
—Everywhere

Toronto's Year of Public Art 2021

AA6.3





Introduction

Toronto's Year of Public Art 2021 will be driven by the guiding principles of the Public Art Strategy and will mobilize the 21 strategic actions endorsed by Toronto City Council.

Celebrating creativity, diversity and inclusion through public art will foster a more vibrant city, with new opportunities for artists and new ways for Toronto's residents and visitors to understand and engage with our city.

Reconciliation

Foremost among these principles is a commitment to advancing reconciliation in Toronto through Indigenous place-making.

For Toronto's Year of Public Art, this means that:

- projects will acknowledge the Indigenous history, present and future of the land they are situated on;
- Indigenous projects should be guided by self-determination, freedom of expression, equitable access to resources and greater influence over public art practices; and,
- Indigenous communities and creators must be at the centre of the decision-making process for any Indigenous-focused project



The City of Toronto Public
Art Strategy 2020/2030
commits to 21 actions,
which underpin the pillars
of Toronto's Year of Public
Art program.

1

Creativity

The Toronto Public Art Strategy will create new platforms for artists and community partners to create and experiment with public art.

- **Issue open calls** to artists and curators for project ideas
- **Animate Toronto** with temporary public art
- Identify public art opportunities and engage artists as early as possible in all projects
- Champion career-launching platforms for the next generation of public artists
- Create new skills development and leadership opportunities for Indigenous artists, curators and art consultants in the field of public art
- Deliver a range of competition types and opportunities
- Encourage new methods of community-engaged public art works in a variety of media



2

Community

Connecting the public with public art is fundamental to amplifying the impact of Toronto's collection.

- **Enable the public** to discover and interact with public art through creative online resources
- **Activate public art** through community-focused educational and interpretive programming
- **Create more public art opportunities** for artists from equity-seeking communities
- **Engage Indigenous communities** to identify sites of significance across Toronto for Indigenous public art projects
- **Ensure that juries and advisory committees are reflective of the diversity of the arts sector**, and the population of the City of Toronto
- **Engage artists and communities city-wide** in decision-making related to public art through meaningful consultation processes
- **Establish an artist-in-residence program** in City divisions
- **Pursue new opportunities** for destination public art

3

Everywhere

Public art should provide opportunities for residents to engage with the city's diversity and creativity on an everyday basis, **no matter where they live.**

- **Develop City-wide standards** to consistently apply the “Percent for Public Art” policy to municipal capital projects
- **Produce public art master plans on a city-wide basis** to provide strategic direction on future project plans
- **Pool public art funds** to produce new works in underserved areas of the city
- **Advance Indigenous place-making city-wide** through public art
- **Integrate public art in a variety of media** into a broader range of public realm improvements
- **Protect public art works city-wide** through proactive maintenance and conservation



**Toronto's Year of Public Art
will translate strategy into
action, working in close
collaboration with partners
in the arts, business and
government.**

There will be a focus on **11 objectives** for Toronto's Year of Public Art:

- 1 Support the City of Toronto's new 10-year Public Art Strategy**, created through extensive public consultation, and approved by Toronto City Council.
- 2 Work with the Mayor's External Advisory Committee** to champion the initiative and ensure it has relevance and reach for public and private partners.
- 3 Provide real opportunities** to Toronto artists to produce new artwork for 2021, through new funding opportunities with the Toronto Arts Council and the City of Toronto.
- 4 Collaborate with key partner arts institutions** on significant new initiatives for 2021, including legacy commissions and public engagement activities.
- 5 Advance Indigenous place-making** to support the City of Toronto's efforts towards **Indigenous reconciliation** and create new opportunities for Indigenous artists.
- 6 Strengthen the link between public art and civic engagement** through investment in art that engages the public while addressing major issues facing Toronto today.
- 7 Expand the City of Toronto's cultural events** to celebrate public art, including city-wide expansion of Nuit Blanche Toronto by 2021 and public art focus for Doors Open.
- 8 Reflect all Toronto communities in public art**, by supporting diversity in both City and partner-led projects and ensuring efforts reach across the city, including multigenerational engagement with a focus on youth.
- 9 Invest in access to public art**, improve the City of Toronto's **digital presence** for public art as well as invest in public and private partner-led projects that help people navigate, access, and engage with the art.
- 10 Support innovation in public art design, delivery and engagement**, through partnerships with artists and institutions that are pushing boundaries in the field.
- 11 Strengthen existing, and cultivate new partnerships**, between the private sector, the arts community and the City of Toronto.

To achieve the objectives above, Toronto’s Year of Public Art will focus on **three program areas** to support artists, key arts institutions and the public:

Creativity

Artist-led Projects

Getting money directly to artists for artist-initiated temporary public art projects, including a new Toronto Arts Council granting stream, **Animating Toronto Streets**.

Community

Partnership Grants

Arts organizations and festivals will be eligible for different levels of partnership with the City of Toronto on TYPA21 activities, including funding, communications, and production support

Everywhere

Engagement Projects

Through both grants to partners and improved City efforts, the public will benefit from new tools and programs to help access and engage with public art in Toronto.

Measuring Impact

Toronto's Year of Public Art will leave a **legacy of a stronger arts sector** in Toronto by 2022.

The impact of Toronto's Year of Public Art will be measured by such key performance indicators:

- Geographic dispersion of art works
- Demographics of artists supported by TYPA21
- Demographics of attendees at TYPA21 events
- Volume of public art works in a variety of media
- External funds leveraged by City investments
- Net new City investment in public art





Leaving an Enduring Legacy

Toronto's Year of Public Art will create a lasting legacy that will continue to advance the Public Art Strategy's goals beyond 2021.

This legacy will be defined by input from the community, particularly that of the External Advisory Committee, with preliminary options including:

Creativity

Artist in Residence Program

Community

City-wide Public Art Fund

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Artists Endowment/Arts Interpretation

Thank You.

Joe Sellors
Toronto's Year of Public Art 2021

t: 416.395.7419

c: 416.892.0634

joe.sellors@toronto.ca

yearofpublicart@toronto.ca



Every Building from A Defunct Liberty Village Factory, Rotated Vertically | Sasaki, Jon