

ArtworxTO: Toronto's Year of Public Art 2021

Strategy Framework

Creativity and Community – Everywhere



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

Toronto's Year of Public Art will launch Toronto's new Public Art Strategy, with it's vision of "Creativity and Community– Everywhere".

This city-wide year of programming will signal the City of Toronto's commitment to the value of creativity and community in building a vibrant, diverse and thriving city.



Toronto's Year of Public Art will explore the unique role that art can play in the living city.

PURPOSE

TYPA21 will endeavour to create a legacy of greater support for artists.

This will happen through increased public engagement and appreciation as renewed approach to commissions and commissioning programs.

CHALLENGE

Public art is the human element of city building.

It is the intersection of story and site where we present opportunities to think about our different histories, our diverse perspectives, our common futures.



In order to enable effective partnerships, the vision for the TYPA21 needs to be open enough to allow all participating partner artists and institutions creative autonomy, while being concise and coherent enough to effectively bring it all together as more than the sum of its parts.



Eagle v.1 | Drever, Dean

VISION

Toronto's Year of Public Art will see Toronto reflect on it's complex character, through the work of artists.

Toronto is growing and changing rapidly.

It is a city with a significant urban Indigenous population that is setting a leading example in Indigenous placemaking and city-building.

It is home to a large and continually growing population of new Canadians.

It is "a city of neighbourhoods" experienced very differently by those living downtown and those living in Scarborough, Etobicoke or North York.

Toronto is home to vastly more artists than any other place in Canada.



Bringing Back Wabakinine | Souliere, Rolande



Elder/Honour Wall | Nielsen, Tannis

The public art strategy promotes Toronto as poised to **“build a collection of public art unlike any other in the world — one that is deeply connected to the cultural expression of Indigenous communities, and reflective of an aesthetic that is unique to our city”**.



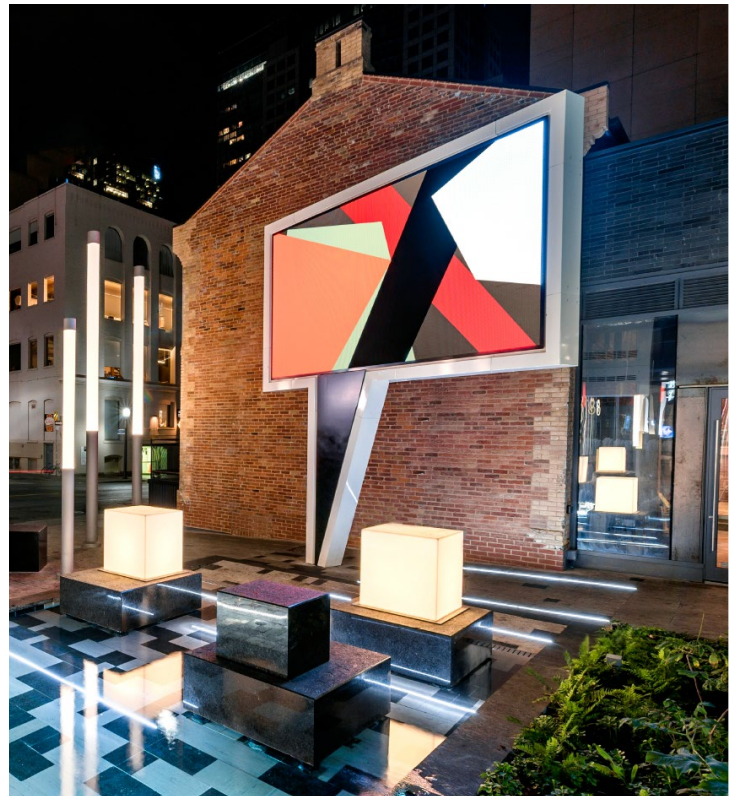
STRATEGIC FOUNDATION

Toronto's Year of Public Art will be driven by the guiding principles of the Public Art Strategy and its 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.

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.



Speech Bubble | Marman, Jennifer / Borins, Daniel / Khamsi, James (FIRM a.d.)



Echo | Barkhouse, Mary Anne

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

PILLAR ONE

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

PILLAR TWO

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

PILLAR THREE

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



STRATEGY TO ACTION

Toronto's Year of Public Art will translate strategy into action, working in close collaboration with partners in the arts, business and government, with a **focus on 11 objectives:**

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.



The Monumental Project, StreetARToronto | BirdO



Pins and Needles | Kraven, Karen

This vision for the next decade of public art in Toronto “puts artists and communities at the heart of what this strategy is trying to achieve... It is vision that prioritizes the public experience of public art, mobilizing communities to engage with public art.

...It is a vision that seeks to animate and activate all corners of Toronto”.

Notably, the new public art strategy for Toronto commits to embedding principles of truth and reconciliation with Indigenous peoples into the City of Toronto’s public art program, to help address a deficit of Indigenous cultural representation in the public realm.

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: Artist In Residence Program, City-wide Public Art Fund, and Artists Endowment/ Arts Interpretation.

Artist in Residence Program

Develop an Artist in Residence program within the City of Toronto corporation, where city divisions as diverse as Toronto Public Health, Transportation Services, City Planning, Toronto Police Services, Solid Waste Management Services have an artist working within the department for a period of 12-18 months. This program will include a mentorship component to broaden opportunities for youth and emerging artists.

City-wide Public Art Fund

Develop an arm’s length public art agency, whose mandate will be to deliver large scale temporary (semipermanent) projects with no fixed site. Projects will be installed around the city in both typical and unexpected sites. Project development is lead by artists’ practice and community response.

Artists Endowment/ Arts Interpretation

Develop ongoing partnerships in the delivery of public engagement initiatives around information, stewardship and interpretation of the existing and growing public art collection as well as temporary public art activities.



MANAGEMENT

The City of Toronto has established a management team dedicated to delivering Toronto's Year of Public Art 2021.

The TYPA21 Team is experienced in production, marketing and communications, and strategic partnerships. The team is tasked with pulling together all city divisions and departments to focus all related efforts to ensure impact in 2021.

DEFINING PUBLIC ART

The City of Toronto will establish a clear definition of public art which will guide partnerships and funding programs.

The partnerships and funding programs will encompass both the monumental, permanent installations commonly associated with public art, as well as other less permanent works that meet the criteria for such key aspects as scale, duration, accessibility and public engagement. Further details will be included in guidelines for Toronto Arts Council's new funding opportunity as well as the Partnership Grant Application managed through Office of Toronto's Year of Public Art.

SUPPORTING TORONTO ARTISTS
**Toronto's important collection
of public art reflects the
creativity and dynamism of
local artists.**

Toronto's Year of Public Art will open up new funding opportunities for artists. The Toronto Arts Council will manage a new grant program to support Toronto artists seeking to create public art works for Toronto's Year of Public Art in 2021. In its first intake this grant awarded funds to 6 artist-led projects slated for install in 2021. A second intake will take place later in 2020, additional measures will be identified in the future, subject to City Council approval.

ENGAGING THE PUBLIC
**Toronto's Year of Public Art will
feature a renewed commitment
by the City of Toronto to
support public engagement
with public art.**

This includes a new, consolidated web presence for the City of Toronto's public art programs launched in 2020, as well as prioritizing public access and engagement in any new projects supported under Toronto's Year of Public Art. In addition, working with a number of cultural and community partners, Toronto's Year of Public Art will feature public talks, workshops and other engagement opportunities.



Death of the Sun | Director X



Back to Front | Bruges, Jason

CULTURAL INSTITUTIONS

Toronto's Year of Public Art will partner with leading cultural institutions and create new funding opportunities for Toronto artists and arts organizations through a new Partnership Grant Application managed through the Office of Toronto's Year of Public Art.

Toronto's Year of Public Art will leave an enduring legacy through significant new art commissions, increased support to artists working in the public realm and diverse opportunities for meaningful engagement and interaction among artists, art and the public.

In recognition of the many arts institutions across the city that have made Toronto a centre of public art, Toronto's Year of Public Art will be delivered in close collaboration with a range of partners.

A list of partners can be found at:

[Toronto's Year of Public Art](#)

CULTURAL EVENTS & FESTIVALS

Toronto's Year of Public Art will work closely with Toronto's major contemporary art events, community-driven programs, and City-led projects.

This will include a renewed vision for public art with program expansions and multi-year artistic director appointments for Nuit Blanche Toronto and the Indigenous Arts Festival. Also, Doors Open Toronto will carry a public art theme in 2021.

Under Toronto's Year of Public Art banner, Nuit Blanche Toronto will expand to all corners of the city by 2021. Building upon the success of Nuit Blanche's expansion into Scarborough in 2018 and 2019, Nuit Blanche will extend into North York and Etobicoke for 2021.



Garden Tower | Kawamata, Tadashi



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 TYP A21
- Demographics of attendees at TYP A21 events
- Volume of public art works in a variety of media
- External funds leveraged by City investments
- Net new City investment in public art



Untitled, Outside the Box (StreetARToronto) | Taxali, Gary

THE MAYOR'S EXTERNAL ADVISORY COMMITTEE

Toronto's Year of Public Art will be driven by collaboration with Toronto's artists and arts institutions, as well as the broader public.

It will build upon the principles and recommendations of the new City of Toronto Public Art Strategy, which was developed through extensive public consultation and engagement.

The advisory group will include the following local arts champions:

CO-LED BY:

Gary Crawford

Councillor
Ward 20 Scarborough Southwest

Dr. Sara Diamond

President
OCAD University

Edward Birnbaum

Director of Legislative Affairs
Office of the Mayor

Michele Pearson Clarke

Visual Artist
Toronto Photo Laureate

Kari Cwynar

Curator
Evergreen Brickworks

Bonnie Devine

Indigenous Artist and Curator
OCAD University

Michele Erskine

CEO
OutFront Media Centre

Claire Hopkinson

Director & CEO
Toronto Arts Council

Jeff Hull

President
Hullmark

Corrie Jackson

Senior Curator
RBC

Luis Jacob

Independent Artist & Curator

Mimi Joh-Carnella

Board Chair
Partners in Art

Krystal Koo

Head of Sales & Marketing
Dream Unlimited

Bruce Kuwabara

Partner
KPMB Architects

Shawn Micallef

Writer
Spacing Magazine

Mazyar Mortazavi

President & CEO
TAS Design Build

For more information and program updates please visit [Toronto's Year of Public Art.](#)