



edmonton
arts
council

Public Art Approach

The EAC is shifting its approaches to selecting artists for public art opportunities, with emphasis placed on the potential of what an artist might create for the public realm. As a result, artists are asked to **not** present ideas at this time, but instead focus on how they would go about understanding the site* and developing artistic concepts.

In general, public art projects are broken down into multiple phases (see sample contract template [here](#)):

1. Contract signing
2. Concept development
3. Detailed design
4. Fabrication and installation
5. Project completion and accession into the Edmonton Public Art Collection

The selected artist will enter a three-way contract with the EAC and the City of Edmonton. The EAC oversees the artist's contract deliverables and supports the artist through all phases. Artists are encouraged to review the draft contract template prior to application.

Successful artist(s) must guarantee that their artwork is original and does not violate the copyright of another person. The successful artist(s) must also be prepared to grant and license to the City of Edmonton and the Edmonton Arts Council the exclusive right to exhibit the artwork in perpetuity and the non-exclusive right to photograph or videotape the artwork for promotion or distribution, without further compensation. The artist retains copyright as the creator of the artwork. The City of Edmonton will not alter the artwork without prior consultation with the artist(s). The City of Edmonton reserves the right to move or de-accession the artwork if necessary and will make every effort to notify the artist.

Artworks created for the public realm have requirements that are unique. For the finished artwork to last, the artist(s) must consider sound design, materials, building methods, safety, and exposure to external risks. The EAC works with artists, conservators, and technical experts to advise and plan lifecycle management. Below are some considerations.

Artwork Design Parameters

The artwork must adhere to the following design parameters:

- Does not cause opportunity for access to restricted areas (e.g., do not build in such a manner as to allow climbing to areas not normally accessible to the public).
- Ensure artwork does not pose a risk of injury to the public (e.g., sharp points, slip hazards, etc.).
- Meet fire codes with respect to flammability as applicable.
- Meet any applicable Alberta Building Code standards.
- Artwork must be constructed of durable permanent materials.

- Powder coating will not be accepted as a finish for outdoor metal artwork.
- Artwork must be vandal resistant.
- Artwork must not interfere with the operation and serviceability of the building.
- Artwork must be designed to be accessible for maintenance.

Artwork Permanence

All artwork proposals will receive a preliminary conservation review for permanence of materials and construction methods to proactively address maintenance and conservation concerns. The EAC Public Art Conservation program supports the artistic process while ensuring that all commissioned artworks are high quality, durable, and maintainable.

Because the Edmonton Public Art Collection is in the public realm, it is important that durable materials are used. Artwork proposals should take into consideration the location in which they will be sited. This can include (but is not limited to) repeated weather changes and climactic cycles, sunlight exposure, physical environment risks, and countless audience interactions.

Safer Cities Initiatives Applicable to Artwork on Public Road Right of Way

City Council approved the Design Guide for Safer Cities in 1995. This guide incorporated the concepts of Crime Prevention Through Environmental Design (CPTED) and calls for enhancing safety and security through planning and design factors.

Two of the important principles are: Awareness of the surrounding environment, and Visibility by others. The concept of providing artwork on public road rights-of-way to screen unsightly properties and/or generally enhance the aesthetics of a street allows for large pieces of art to be installed. While potentially large objects can be attractive, the concept of CPTED must be realized since the proposed artwork will be immediately adjacent to sidewalks and private lands used by pedestrians. The impact of the artwork on the safety and security of pedestrians must be minimized as much as possible and should reflect the following:

Unobstructed sightlines, adequate lighting, and the avoidance of confined and hidden spaces.

Pedestrians must be able to see around, through, under or over the artwork to see if danger exists. If this cannot be done, lighting should be supplied to light potential hiding or entrapment areas. The artwork should not employ spaces where a person could hide or confine another person. Spaces within the artwork could allow for natural surveillance.

Visibility by others.

The ability to be seen by others increases a sense of safety. Lighting and/or the design of the artwork should allow for visibility by passing motorists or other pedestrians. Inset spaces should be lit. If street lighting does not exist, or the artwork's design interferes with the light from the streetlights, lighting should be provided so that a face can be identified with normal vision at a distance of 15 meters. The use of more light fixtures with lower wattage should be used instead of fewer fixtures with high wattage to help reduce deep shadows. Light fixtures should be protected from casual vandalism.

Research and Engagement

The selected artist or artist team may conduct research and engage with the surrounding community when developing concepts for the Coronation Recreation Centre. This site is a good opportunity for an artist to connect with the surrounding communities and facilities throughout Coronation Park. Please include preliminary ideas for research and engagement in the Letter of Approach. Research and engagement will be a focus of the interview stage for shortlisted artists.