



May 21, 2014

City of Toronto Call to Artists for Expression of Interest (EOI)

Permanent Public Artwork for Berczy Park, 35 Wellington Street East, Toronto



Public Art Site and Children's Play Area

The City of Toronto's Parks, Forestry & Recreation division is completing a revitalization of Berczy Park, a wedge-shaped 0.33 hectare park located in the heart of the St. Lawrence Market Neighbourhood (Ward 28, Toronto Centre-Rosedale). Renowned Montreal-based landscape architect, Claude Cormier + Associés, is charged with its redesign.

Within the overall park's design a public art opportunity has been identified with a budget of CDN\$ 200,000.00 (+ HST), to be completed and installed by July 2015. To that end, Cultural Services, Economic, Development & Culture is holding an open

national two-stage competition. Artists are invited to respond to this Stage 1 Expression of Interest (EOI).

Berczy Park, one of Toronto's signature public parks, is named in honour of Johann Albrecht Ulrich Moll, better known as the painter William Berczy (1774-1813), a co-founder of the Town of York (later Toronto) with Lieutenant Governor Colonel John Graves Simcoe. It shares a block with Toronto's most iconic landmark, the five-story flatiron Gooderham Building. Its west façade bears the large 1980 Derek Besant trompe-l'oeil mural, a focal backdrop to the park.

Despite its small size, Berczy Park is a well-used amenity for the local neighbourhood in an area that is evolving at a dramatic pace with changing demographics and needs of the community, including an increasing population of young adults with small children. Currently, there are more than six condominium projects (2,500 new residential units) within a couple of blocks of the park that are either under construction or are under review by City Planning. It also includes diverse visitors such as daytime business users and tourists.

The park's redesign includes new trees, plantings, benches and pedestrian walkways, passive green areas for quiet contemplation, a special on-leash garden for dogs, two low-rise performance platforms and an "activity green," an area focussed specifically for children's play and the public artwork. The entire Cormier design centres around a 5.21 metre high tiered-fountain with cascading waters emitted by twenty-seven water jets/spouts playfully designed in the shape of dogs of various breeds.

Public Artwork Site and Theme:

The area of grassy mounds at the west end of the park, bounded by Scott Street and Wellington Avenue East, is identified for children's activities and the site for the public artwork. The overall area is 1,110 sq. metres. As traditional play equipment is not feasible due to the park's size and program, the artwork is envisioned to be one that would peak and sustain a child's interest over multiple visits (yet appeal to all ages as well), be interactive, whimsical, playful and humorous, while at the same time be understated and respectful of the overall park's design and vision.



Public Art Site and Children's Play Area (within dotted lines)

The commissioned artist will work closely with the staff of Cultural Services and Parks, Forestry & Recreation during conceptual design and development to ensure that the public art component is successfully integrated into the landscape. The project budget is to include all costs directly associated with the artwork: all fees for design, fabrication, mechanical, electrical, structural and engineering drawings, any technologies, installation, as well as contract administration, travel and other incidental expenses.

Selection Process:

A specially convened Selection Panel, composed of three practicing arts professionals and two community representatives, has been established for this two-stage competition.

Stage 1: End of June 2014 –Review of the submissions received and identification of a short-list of 3 to 5 artists based on artistic excellence and perceived ability to create and execute an innovative interactive public artwork that is complimentary to the overall Berczy Park design scheme and context.

Stage 2: Mid-July 2014 – The short-listed artists will attend an interview and present relevant past work to the Selection Panel. No concept proposal is required. A detailed Terms of Reference project document will be provided in advance as preparation for the interview. A small fee will be paid for this stage. Based on the interview, the Selection Panel will choose a finalist whose past work excellence and experience best suits the overall scope of this project and has an ability to conceive and realize a public artwork that is successfully integrated into the landscape.

Submission Requirements and Deadline - Stage 1

Toronto Cultural Services invites local and national artists to respond to this Expression of Interest (EOI) by submitting the following:

NOTE: Artists are NOT to submit concept proposals. Please do NOT Cerlox-bind or staple your hard copy printed submission documents.

- Resume (in hard copy printed form, max. 4 pages). Please ensure that your postal mailing address, telephone number and email address are included.
- Artist's statement outlining interest in the project and experience (in hard copy printed form max. 1 page).
- Up to 8 digital images of recent, relevant work in the following format:
jpg images on a PC compatible CD-R
 - each maximum of 1024 x 768 pixels
 - each resolution of 72 dpi
 - each maximum of 1 MB
 - each RGB, sRGB or grayscale colour mode files only (no CMYK)
 - caption each jpg with number, name of artist and title of workPlease label the CD-R with your name
- An "Image Information Sheet," describing each image with number; artist's name; title; date; medium; dimensions (in hard copy printed form). Please be sure the number on this list matches the number of the jpeg image.
- If desired, include a stamped, self-addressed envelope for the return of your submission material.

Deadline: RECEIVED by 12:00 NOON - FRIDAY, JUNE 13, 2014

Send via mail, courier or hand-delivered to the address below. Submissions by email are NOT accepted.

Cultural Services
City of Toronto
City Hall, 100 Queen Street West
East Tower, 9th Floor
Toronto, ON M5H 2N2
Attention: Janet Wardleworth

For more information on the overall Berczy Park plan and design, see <http://www.berczypark.org/>

Drawings © Claude Cormier + Associés.