



## TOWN OF EAST GWILLIMBURY

### PUBLIC ART POLICY

#### 1. PURPOSE

The role of Public Art in Town facilities and on Town property is to serve as an expression of support of the arts in East Gwillimbury. Art in Town facilities is not intended to simply serve as decoration or adornment. The Town recognizes the value of local artists and offers support to them through the provision of display space. These displays enhance the facility environment and attract other residents to Town facilities.

#### 2. PUBLIC ART MATERIALS

Public art materials include both permanent and temporary art.

##### ***Permanent art:***

Permanent art is owned by the Town and is acquired as a result of either a purchase or a donation. Decisions to acquire works of art through either of these means result from a formal recommendation and selection process, similar to that applied to requests for community grants.

Recommendations concerning acquisition of permanent art are made to Council by staff, which in turn uses established selection criteria in adjudicating potential acquisitions. The terms of reference for art acquisition and selection criteria are attached as Appendices A and B respectively.

Works of art acquired through donation become the sole property of the Town and are not subject to any ongoing terms or conditions set by the donor, unless fully disclosed and agreed upon as part of the acquisition process.

##### ***Temporary art:***

Temporary art is loaned to the Town by artists for a limited period of display. Temporary displays will include a focus on local artists of all ages, including those who have limited inventory and opportunities to display their work, e.g. students. Temporary displays will be considered through an application process and through the use of the established selection criteria, as applicable to temporary art.

The Town does not bear any responsibility for theft or damage of temporary exhibits. Insurance is the personal responsibility of the exhibitor.

#### 3. DISPLAY SPACE

The Town is responsible for determining the designated space and the display methodology for permanent and temporary art materials. This determination is made with due reference to the East Gwillimbury Public Art Exhibit Regulations (Appendix C). An Application for Art Display (Appendix D) must be completed and signed.

**TOWN OF EAST GWILLIMBURY**

**PUBLIC ART POLICY – Appendix A**

**Art Acquisition: TERMS OF REFERENCE**

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Role of staff in the requisition process:

- To recommend, with the Chief Executive Officer, works of art for the permanent collection and display in Town facilities or grounds, through adjudication based on use of established criteria
  - Adjudication will apply to potential purchases and to offers to donate works of art;
- To establish locations within Town facilities and grounds suitable for permanent and temporary display of art;
- To identify artists whose work would be suitable for temporary display.

Accountability

Town staff is responsible to CAO and Council and will make recommendations in accordance with these Terms of Reference.

**TOWN OF EAST GWILLIMBURY**

**PUBLIC ART POLICY – Appendix B**

**CRITERIA FOR ADJUDICATING SELECTION OF ART**

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*The following criteria are for use in adjudicating art for the purpose of selection. The criteria are not to be applied in isolation. It is critical that they be applied in the context of the broader parent Public Art Policy, notably with respect to the role of art in Town facilities and on Town property.*

1. Works to be considered for the Permanent Collection must be deemed to be of professional quality.
2. Works of art may be two or three dimensional and may be executed in any medium, with due respect for the limited opportunities to display three dimensional and fragile materials.
3. Works of art must be deemed in sufficient and in good taste to be shown to the viewing public of all ages. This is not meant to censor controversial works but to consider the public interest of the Town as a facility and a community service.
4. Selection should not be made solely on consideration of special characteristics. However, selection of very large works will be influenced by the availability of suitable space. All works in the permanent collection would be shown on a revolving basis.
5. Evaluation must include consideration of unusual display requirements (e.g. matting and framing required, stands for sculpture, special lighting) and maintenance costs such as annual insurance when selecting for either the Temporary or Permanent Collection.
6. Temporary collections are arranged by staff as a facet of the Town's Parks and Leisure Services. Town staff may make recommendations to Senior Management concerning works of art or artists suitable for that purpose. Staff will apply the above criteria as relevant to temporary displays, notably 3, 4, and 5.
7. The selection criteria will be reviewed periodically.

**TOWN OF EAST GWILLIMBURY**  
**PUBLIC ART POLICY – Appendix C**  
**ART EXHIBIT REGULATIONS**

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1. Subject to the approval of the Town, certain spaces may be used to exhibit art works.
2. Applications for art displays (Appendix D) should be made to the Director of Parks & Leisure Services and the exhibition proposal must include the following:
  - a list of the artworks to be displayed, including the actual dimensions
  - slides or pictures of the original artwork proposed
  - a curriculum vitae of the artist and any relevant reviews
  - a description or discussion of the display's benefit to the viewing public
3. Exhibitors are responsible for insuring their works against damage or theft and must sign a waiver relieving the Town of responsibility in these events. Displays will not be supervised.
4. Exhibitors are responsible for setting up the display and leaving the display area in the same condition as found.
5. Exhibitors are responsible for any damage incurred to the Town facilities. They will be required to indemnify the Town and its staff against any and all claims which may arise out of or by reason for granting the use of the display.
6. The artist or group can "passively" exhibit work in a space pre-determined by the Town for a minimum of one month. All items will remain on display for this time, even if sold.
7. Patrons interested in purchasing art works must contact the artist directly. A 15% commission of the value of the art work sold will be remitted to the Town.
8. All artists must advertise in their own name, not implying Town sponsorship.
9. The Town reserves the right to accept or refuse a display, or to cancel any display at its discretion.
10. These regulations are subject to review by the Town at any time.

**TOWN OF EAST GWILLIMBURY**  
**PUBLIC ART POLICY – Appendix D**  
**APPLICATION FOR ART DISPLAY**

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Date of Application: \_\_\_\_\_

Name of Artist or Group: \_\_\_\_\_

Contact Person/Applicant: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Res. Tel.: \_\_\_\_\_ Bus. Tel.: \_\_\_\_\_

Cell Tel.: \_\_\_\_\_ Email: \_\_\_\_\_

Description of Exhibit: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Preferred Date of Exhibit: \_\_\_\_\_

Name of Insurance Company: \_\_\_\_\_

**I/We understand and agree to abide by the rules as outlined in the Public Art Policy, dated June 11, 2012.**

**I/We hereby agree and bind myself/ourselves, my/our heirs, executors, administrators, or assignees to indemnify fully and save harmless the Town of East Gwillimbury, their officers, agents, officials, and employees from any and all actions, claims, demands, damages, loss or expense whatsoever arising from or incidental to the granting of exhibit space or the use of any facility.**

Signature of Applicant: \_\_\_\_\_

Date: \_\_\_\_\_

**Application Approval**

Signature of Chief Executive Officer: \_\_\_\_\_

Approved By Council: (Permanent Works Only) \_\_\_\_\_

### Conditions of Use

1. The artist or artists shall assume all responsibility for loss or damage to their works. It is recommended that all artists have their works fully insured.
2. Federal, Provincial and Municipal laws, by-laws and fire regulations must be obeyed at all times.
3. The Town assumes no responsibility for lost or stolen articles or for lost or stolen art works.
4. Publicity is the responsibility of the artist or artists and does not imply sponsorship by the Town. The artists agree to remove all public publicity at the end of the display period.
5. All art must be displayed in a manner acceptable to the Town using equipment provided by the Town only.
6. The artists or artists are responsible for delivering, displaying and removing the works on display on the dates approved on the application.
7. The artist or artists must provide typed cards for each piece of artwork, stating the title, medium and price (business card size). These are to be mounted on the work.

May 2012