

## Proposal

### Artwork Throughout the DDO Civic Centre

#### 1. Executive Summary

The Artists' Association of Dollard (AAD) under the auspices of the Dollard Centre for the Arts (DCA), proposes to expand its visibility by providing artwork to the City of Dollard des Ormeaux. The objective is to raise the awareness of the visual arts to the staff and management of the Civic Centre including the city councillors as well as the DDO community.

The estimated cost associated with this proposal is \$2786 to be paid by the Artists' Association of Dollard. The City of Dollard would be responsible for the labour costs associated with the installation of the artwork.

#### 2. Goals

- To beautify the Civic Centre building.
- To promote the Artists' Association of Dollard as a talented group of individuals under the banner of Dollard des Ormeaux;
- To provide the community with affordable works of original art;
- To encourage artists in the community to join the Association.

#### 3. The Plan:

##### 3.1 Showcases

The AAD will provide, at their expense, 6 showcases that will be installed by the City in various locations in the Civic Centre. Examples would include the Bistro of the new building, the Senior's Centre and the lobby entrance of the City Hall .

These paintings will be identified by a cardholder installed on the wall indicating information about the Artist and the art piece and indicating that any interested person should contact the DCA for more information.

In addition to the showcases, the AAD will provide, at their expense, hooks for hanging paintings in various locations throughout the Civic Centre. These hooks will be used where security is not an issue, ie in staff conference rooms, lunch rooms, Mayor's office, etc.

These locations, 11 in total, have been chosen as an initial introduction for this Proposal. Approval of each location will be made in conjunction with a member of the City, if desired, and is subject to modification.

Expansion of this project will be considered one year after the start of this project, in consultation with the City.

### 3.2 Submission by Artists:

Submissions for the Artwork will be held twice/year at the AAD monthly meetings, September and May, to be installed the following month. At the end of the 6 months, the paintings will either be replaced with new ones or moved to a different location for a different audience (ie. paintings in the Conference Room may be moved to the Seniors' Centre). This will be at the discretion of the AAD.

### 3.3 Jury:

The artwork by members of the AAD will be chosen by a Jury consisting of 3 people. These Jurors will be compensated by the AAD for their time, approximately 3 - 4 hours, with an honorarium of \$50.

Caroline Bishoff, as representative of the city, will approve the paintings prior to installation. Religious content, vulgar or naked images will not be accepted.

### 3.4 Installation

The City will provide assistance in the physical act of installing the paintings twice/year. The City will provide the necessary insurance against theft and/or damage to the paintings.

The City will be encouraged to purchase one of these paintings per year in order to encourage the AAD members to continue to submit their artwork as well as to build a permanent Art Collection for the Civic Centre.

## 4. Conclusion

The AAD is enthusiastic about reaching out to Dollard, both the members of the Civic Centre as well as the greater community. It is an excellent opportunity to both showcase and sell their art. In researching this proposal, the employees we encountered were equally enthusiastic about receiving the artwork.

Familiarity with the artists' work might also encourage the City to consider original artwork as gifts for retiring employees or for personal reasons.

By providing art throughout the building, it would encourage the employees as well as the general public to visit the Galerie de la Ville periodically to learn more about the visual arts and to encourage a dialogue between the Arts community and the City.