

Town of Newmarket PUBLIC ART PLAN AND POLICY

COUNCIL MEETING
16 June 2014

Helena Grdadolnik
Workshop Architecture



The vision for public art in Newmarket is to achieve a rich program of artwork to act as a springboard for place-making – expressing and evoking connections amongst people and places – and for contributing to a vibrant civic life.

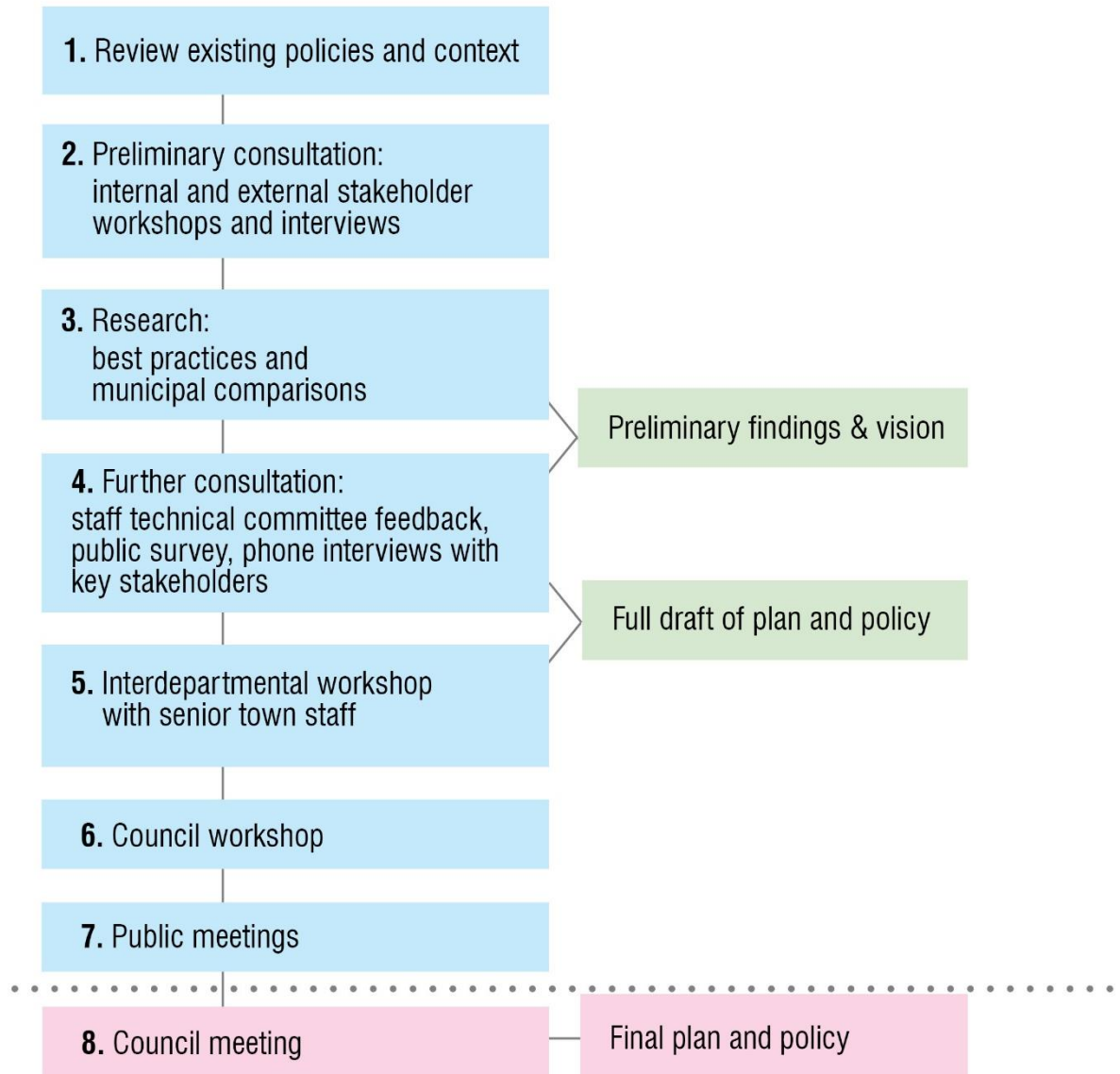
Public art can create a sense of pride in one's community; it is art with a social purpose that provides opportunity for artists to employ their creativity, skill, aesthetic sense and intuitive connection to animate places within both newly developed spaces and historic areas.

Public art is:

- a site-specific work
- in a publicly-accessible space
- created by one or more artists.



Development of the Public Art Plan and Policy

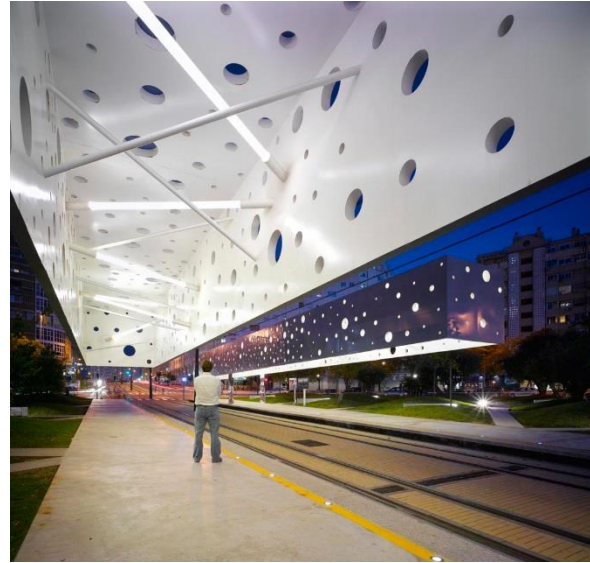


Top 3 aims from the public survey responses:

- High-quality, vibrant public realm
- Support and develop local artists
- Revitalizing the historic downtown

Public Art Objective #1:

Support a vibrant, culturally-rich urban environment for residents, businesses and visitors.



Public Art Objective #2:

Build and sustain a creative community identity that celebrates Newmarket's history and looks forward to the future through high-quality public art projects and programs.



Public Works as Public Art!

- Murals in handball courts
- Art under bridges
- Artist-designed patterns in playground rubberized surfaces
- Art integrated into retaining walls and fencing
- Artist-designed crosswalks or speed humps
- ... and more!

Public Art Objective #3:

Contribute to Newmarket's economic development goals through distinctive artwork and programming that helps to distinguish Newmarket from other places.



Public Art Objective #4:

Inspire and engage all local people, with a focus on youth in particular.



Public Art Objective #5:

Support and develop local artists from a wide variety of disciplines & support the development of a strong and diverse arts sector in Newmarket through a public art program with a variety of opportunities.



Public Art Objective #6:

Build a program that aligns itself with current trends as well as generational shifts to attract future residents, businesses and visitors.



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THANK YOU!
ANY QUESTIONS?

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