



# Municipal Art Committee

2014 UPDATE



# Municipal Art Advisory Committee

## ► Purpose

The purpose of the Art Advisory Committee is to select works of art by local artists for display in Parkland County owned facilities. Group members will recognize the value of artworks, encourage and support local artists, as well as research and secure funding from other private sector and non-profit sector stakeholders.

## ► Main Roles & Responsibilities

- To assist administration in the recommendation of jury members.
- To approve juried selection of artworks for purchase to the Municipal Art Collection, dependent on the available budget dollars.
- To determine project priorities for the year (commissioned work, lease, loan, gifts and donations).
- To encourage and support local artists.
- To raise community awareness and participation in the Municipal Art Program.
- To assist administration with coordination of the annual permanent art collection launch event.
- To recommend how and where artworks are to be displayed.

# 2014 Committee Overview

- ▶ Created and published a catalogue of the entire collection available in print and online
- ▶ Participated in Culture Days
- ▶ Administered an Art Acquisition Competition
- ▶ Lost public access to collection
- ▶ Seeking direction for the future

# Municipal Art Collection

## Today.....

- ▶ Own 87 pieces
- ▶ Pieces ranges in medium as well as period

## Future.....

- ▶ We need direction as to WHY we have the collection
  - ▶ Is it for the artist
  - ▶ Is it for education
  - ▶ Other?
- ▶ We need to expand it with a purpose / vision in mind
- ▶ Is the desire to expand beyond the four walls and create a Public Art Program that is county wide and accessible to all residents and visitors

# What is the Point of Art & Culture in a Community

“ It lies in the power of art to honour the elusive but real value of ordinary life. It can teach us to be more just towards ourselves as we endeavor to make the best of circumstances: a job we do not always love, the imperfections of middle age, our frustrated ambitions and our attempts to stay loyal to irritable but loved spouses. Art can do the opposite of glamourizing the unattainable; it can reawaken us to the genuine merit of life as we're forced to lead it.”

*Alain de Botton, John Armstrong*

# What is the Point of Art & Culture in a Community

“The main point of engaging with art is to help us lead better lives – to access better versions of ourselves. If art has such power, it is because it is a tool that can correct or compensate for a range of psychological frailties. ... It is in relation to these frailties that art finds its purpose and value as a tool.”

*Alain de Botton, John Armstrong*

# Strategic Planning - Highlights

In June 2013 we participated in a strategic planning session which was subsequently presented to council in Fall 2013. The report was accepted as Information.

- ▶ Identified a vision and mission for the committee
- ▶ Identified 5 goals for this committee:
  - ▶ 1) Acquire a dedicated support staff to implement the goals and strategies of the Art Advisory Committee
  - ▶ 2) Secure stable funding through corporate, public, and individual sponsorships to ensure long term sustainability of the program
  - ▶ 3) Develop a vibrant comprehensive online presence
  - ▶ 4) Foster a professional and active committee to implement the mission
  - ▶ 5) Advocate the creation of a Parkland County Feature Gallery
- ▶ Identified Next step
  - ▶ Receive direction from Council on the AAC priorities for the next 3 years.

# Future of the Arts in Parkland County

- ▶ Seeking direction from Council on:
  - ▶ Implementation of the recommendations from the Strategic planning work completed in 2013
  - ▶ The purpose of the collection
  - ▶ The future of Culture within Parkland County
    - ▶ Provincial money for culture depleting
    - ▶ Culture is more than just an art collection