



Communication : C98
Committee of the Whole (2)
May 12, 2021
Agenda Item # 10

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DELIVERED ELECTRONICALLY

DATE May 11, 2021

TO: Mayor and Members of Council
City of Vaughan
2141 Major Mackenzie Drive
Vaughan, Ontario L6A 1T1

RE: *Committee of the Whole (2) Report, Item 10 – Temporary Public Art Mural at the Vaughan Metropolitan Centre*

Dear Mayor and Members of Council,

SmartCentres is pleased to provide communication regarding the **Temporary Public Art Mural at the Vaughan Metropolitan Centre** report. We are excited and looking forward to working with staff and council on this new project.

SmartCentres owns over 250 acres of land in the City of Vaughan, including 100 acres in the Vaughan Metropolitan Centre (VMC). We have worked closely with City staff for many years on the advancement of various applications and significant development proposals throughout the City of Vaughan. We have always strived to work collaboratively with the City of Vaughan including the significant developments we have advanced within the VMC.

We've retained LNDMRK, a public art specialist, to help produce this temporary public art mural project that will transform the façade of the existing retail building at 101 Edgeley Boulevard in the VMC. Both SmartCentres and LNDMRK have presented to Vaughan Design Review Panel (DRP) on April 29th with a very positive panel response. Moving forward, we will be commissioning four artists to create four installations along each façade of this building.

This cultural injection in the VMC will be activated over the next 70 days and will be an important and memorable landmark. The work itself will showcase a unique variety of artists who are not only icons in their own right but represent the prominent artists communities of Toronto, Montreal and Madrid, Spain, respectively. The artists that have been selected for the project include:

- 1) Ben Johnston, Toronto – Style: 3D Typography - West Wall
- 2) Birdo, Toronto – Style: 3D Geometrical & Hyper Realism - North Wall
- 3) Jeremy Shantz, Montreal – Style: Abstract Futurism - East Wall
- 4) Ricardo Cavolo, Madrid, Spain – Style: Illustrative & Caricature - South Wall

The composition of this collective represents top Canadian talent and one international renowned artist. These sophisticated, experienced artists will be able to propel the project beyond the boundaries of Vaughan. LNDMRK's sister company, The Mural Festival, with a

reach over the last COVID year of 34.6 million viewers across traditional and social media platforms will take this project on a visual world tour. This project will shine a light on the City of Vaughan and the VMC, giving its citizens a much-needed colorful bounce in their step.

Next steps:

The Artists are currently sketching over the next week. Following those submissions, 2 rounds of modifications will be made by LNDMRK's curatorial team, SmartCentres and the City of Vaughn's curatorial representative. This process is the most difficult but the most rewarding as the mockups in this stage will represent 95% of what the finished product will be. From there, a production team made up of experts will begin the production period of approximately 4 weeks. A communication campaign and a COVID-19 respective site will invite residents and tourists to come and interact with these great artist installations.

Upon obtaining artist sketches, we will be providing an addendum communication to council on this report, however we have included precedent images below from each artist for your review in Appendix A.

We look forward to working with the City of Vaughan through this process and looking forward to working with staff and council on this new project.

Thank you.

Yours Truly,

A handwritten signature in blue ink, appearing to read "Paula Bustard". The signature is fluid and cursive, with a large loop at the end.

Paula Bustard
Executive Vice President, Development
416-949-1377

cc: Andrew McLeod – SmartCentres
Saraid Wilson – LNDMRK

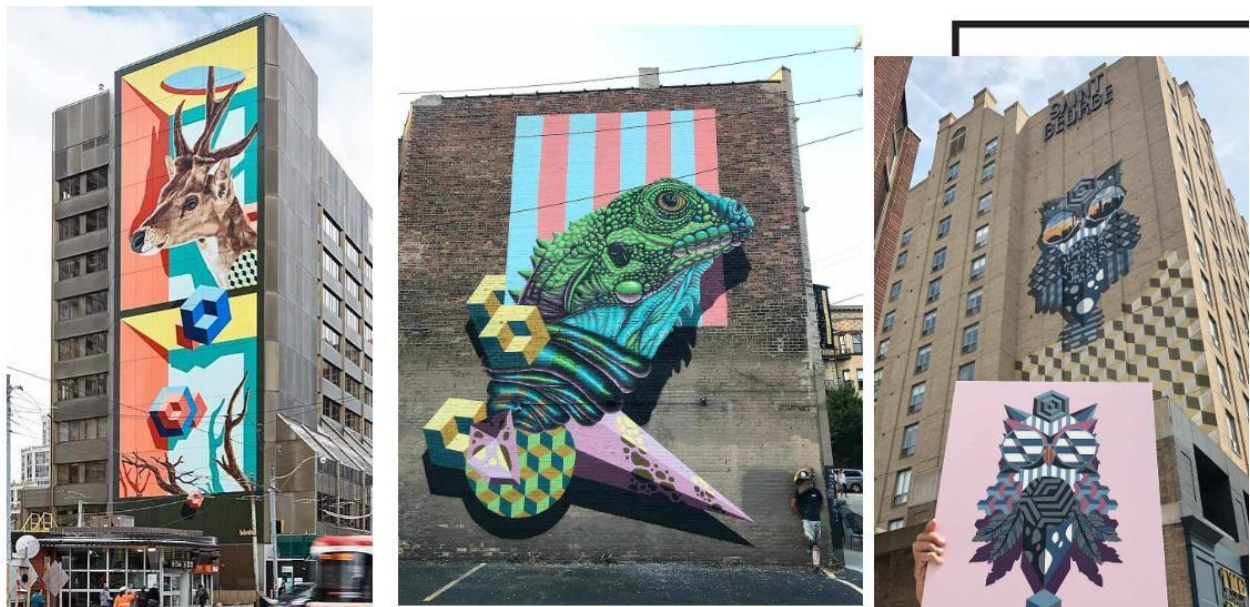
Appendix "A"

Supporting Artist Documentation – Precedent Images

1) **Ben Johnston**, Toronto – Style: 3D Typography - West Wall



2) **Birdo**, Toronto – Style: 3D Geometrical & Hyper Realism - North Wall



3) **Jeremy Shantz**, Montreal – Style: Abstract Futurism - East Wall



4) **Ricardo Cavolo**, Madrid, Spain – Style: Illustrative & Caricature - South Wall

