



Section I

EXECUTIVE SUMMARY

The health and beauty of the Bow River watershed is, without a doubt, the result of the political and ethical fortitude of The City of Calgary. Through the careful stewardship of this precious resource over the years, Council and the Department of Utilities and Environmental Protection (UEP) have ensured a sustainable water supply for Calgary's ever-growing population and the protection of this unique urban river environment.

Council displayed similar foresight and progressive spirit when they adopted the Public Art Policy in early 2004. In accordance with the Public Art Policy, UEP opted to pool their percent for public art funds for the 2006-2010 capital infrastructure cycle, generating nearly \$6.9 million for public art, design, and related educational programming. Given the scope and complexity of this opportunity, it was decided that a visionary public art planning document was required to guide the expenditure of these funds in a strategic and comprehensive manner.

A vision, mission, and series of principles were developed collaboratively to guide the creation of the Plan and provide a focus for stakeholder implementation. A coherent series of public art projects and initiatives have also been identified that map the man-made watershed of UEP infrastructure, in conjunction with the extended watershed of the Bow River. These projects will create a visual and aesthetic legacy that will highlight UEP services and infrastructure, as well as Calgarians' impact upon the Bow River watershed. While the main focus of the Plan is to bring art into the mix of urban life in Calgary, these projects will also foster stewardship and educate the public about UEP services, infrastructure, and the surrounding watershed.

The public art resulting from the Plan will be rooted in the success of the lead project – the “Visual Language” for UEP. This project will set the context for all others to follow, as it will create a conceptual framework and visual tone for how UEP wants citizens to recognize and respond to its infrastructure. As a way of mapping the relationship between UEP infrastructure and the Bow River watershed, the Outfall Project is another significant project in the Plan. By marking the outflow points into the Bow River created by the hydrologic patterns of residential communities, this all-encompassing project will bring a community-wide understanding of the watershed and Calgary's footprint within it. The focus of all the projects in the Plan is to engage artists in dealing with water issues and

to utilize public art to raise awareness of water as a critical and finite resource. Both permanent and temporary projects will continuously engage and inform citizens of their relationship to the watershed, and create a strong identity for The City as an environmentally-conscious member of the community.

A framework for Community Involvement Strategies has been developed to support the implementation of the Plan. This includes the development of a Public Art Curriculum Kit, a living document which will continue to evolve over time and will be grounded by a Teacher Advisory Committee. The Community Involvement Strategies will also utilize the Public Art Program's Artist Mentorship initiative to engage local artists and encourage them in the development of public art practice in Calgary. A communications plan is currently being devised by Public Art Program staff.

The Plan takes a leading step in North America through its innovative and forward-thinking approach of integrating public art into utilities and environmental systems. The Plan also capitalizes on the City's excellent environmental record as steward of the Bow River. The art and infrastructure projects that are part of the Plan will enhance and preserve this legacy. As the projects are put into effect, they will position Calgary as a visionary city with regard to public art and infrastructure and environmental stewardship.

The UEP Public Art Plan Vision

The UEP Public Art Plan will foster a series of cohesive public art projects and events that relate specifically to Calgary's watershed and, particularly, to the Bow River. The beauty and function of these public art projects will encourage public interest, involvement, and education surrounding the public utilities and environmental services managed by UEP.

The Plan is founded on the principle that public art, in collaboration with other disciplines, can create remarkable places that encourage sustainability and stewardship of the environment. It will provide The City of Calgary and its citizens with an opportunity to tell a story about its origins, and to participate in the preservation of its most important and sustainable resource — the Bow River.

An important intention of the Plan is to integrate art into public infrastructure through interdisciplinary collaboration. The best artists — local, regional, national and international — will be commissioned for public art projects, attracted by unique opportunities ranging from large-

scale permanent installations to ephemeral projects on the Bow River. UEP's goal is to commission public art that is an integral part of Calgary's civic life.

The UEP Public Art Plan Mission

The UEP Public Art Plan will create distinctive places throughout the community while building awareness, appreciation and understanding of The City's commitment to the protection and long-term sustainability of its water supply and the vast ecologies which support it.

The UEP Public Art Plan Guiding Principles

- ↻ Articulates UEP's purpose through public art
- ↻ Fosters creativity and innovation
- ↻ Is community and site-oriented
- ↻ Is developed in an open and informed atmosphere
- ↻ Is designed for a diverse and ever-changing audience
- ↻ Connects Calgary to other Canadian cities and provinces
- ↻ Conveys a sense of urgency relating to water conservation, management and stewardship
- ↻ Is informed by, aligned with, and responsive to existing City of Calgary policies, strategies and plans
- ↻ Supports cross-departmental and cross-discipline collaboration
- ↻ Represents a significant portion of The City of Calgary Public Art Master Plan, and will be implemented in accordance with the Public Art Policy