

## **COMMITTEE OF THE WHOLE - JUNE 23, 2009**

### **ART OF DIVERSITY PROJECT**

#### **Recommendation**

The Commissioner of Community Services and the Director of Recreation and Culture, in consultation with the Community Equity and Diversity Committee recommend:

1. That the following report on the Art of Diversity project be received for information.

#### **Contribution to Sustainability**

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

#### **Economic Impact**

The net budget for the project is \$3,500 per year for two years and is included in the current operating budget for the Community Equity and Diversity Committee.

#### **Communications Plan**

The Art of Diversity project will be communicated on the City of Vaughan website through a 'Call for Entries' notice. The project will also be advertised through direct mailing to artists; and, at community centres, libraries, cultural groups and community service organizations throughout Vaughan. (*Note: Cultural Services maintains an extensive listing of Vaughan-based artists*).

#### **Purpose**

The purpose of this report is to inform Council of a project, called "Art of Diversity", organized by the Community Equity and Diversity Committee with assistance from the Vaughan Arts Advisory Committee and Recreation and Culture Department. The purpose of the project is to select a work of art that celebrates diversity for display in the new Vaughan Civic Centre.

#### **Background - Analysis and Options**

The Community Equity and Diversity Committee, a non-statutory committee of Council, serves to promote the principles of equity and diversity through a greater understanding of diversity in the community and workplace and to pursue better relations between diverse groups represented in Vaughan.

To celebrate the dynamic spirit of diversity in the City of Vaughan, members of the artistic community will be invited to submit original works of art to be considered for acquisition and public display. The competition encourages artists to focus their creative vision on distinctive aspects of the City's character and to capture the vibrant essence of Vaughan's cultural, religious and racial diversity. One work of art that embodies this special diversity will be selected by a jury panel and displayed prominently in the new Vaughan Civic Centre for the whole community to appreciate and to connect with personally.

Competition will be open to both emerging and established artists in an open call for entries format versus a closed invitation to professional artists only.

Call for Entries will be distributed in August of 2009 and digital entries with all support material must be received in full by February 26, 2010. Artists will be notified of the status of their submission by March 31, 2010, following the adjudication.

This initiative is organized by the Community Equity and Diversity Committee with assistance from the Vaughan Arts Advisory Committee and the Recreation and Culture Department.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:  
Service Excellence - Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:  
Preserve our heritage and support diversity, arts and culture.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

### **Regional Implications**

None

### **Conclusion**

The Art of Diversity project will allow the whole community to appreciate and to connect with diversity in a personal way.

The promotion of equity and diversity in Vaughan through the creation of one work of art that embodies creative vision on distinctive aspects of the City's character will capture the vibrant essence of Vaughan's cultural, religious and racial diversity. The work of art, selected by a jury panel, will be displayed prominently in the new Vaughan Civic Centre.

### **Attachments**

None

### **Report Prepared By**

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Respectfully submitted,

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Commissioner of Community Services