



Item	01
Meeting	2009 Dec 14

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2009 December 10

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SUBJECT: DONATION OF WORKS OF ART FROM MOTHERS AGAINST DRUNK DRIVING

PURPOSE: To provide information regarding the donation of works of art from Mothers Against Drunk Driving.

RECOMMENDATION:

1. **THAT** this report be received for information purposes.

REPORT

At its 'Open' meeting of 2009 December 09, the Parks, Recreation and Culture Commission received the attached report and adopted the three recommendations contained therein.

A handwritten signature in cursive script, appearing to read "Dave Ellenwood".

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DE:tc

Attachment

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COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

**SUBJECT: DONATION OF WORKS OF ART FROM MOTHERS AGAINST DRUNK
DRIVING**

RECOMMENDATIONS:

1. **THAT** approval be given to accept the offer of donation of works of art from Mothers Against Drunk Driving (MADD) and the responsibilities of the donor and the City be approved as outlined in this report.
2. **THAT** a copy of this report be sent to MADD (head office) and MADD Metro Vancouver office and Geert Maas.
3. **THAT** a copy of this report be sent to Council.

REPORT**Background**

On 2009 August 11 Mr. Bob Rorison and Ms. Marita Maas of Mothers Against Drunk Driving (MADD) met with Mayor Corrigan to present a proposal to create and donate a piece of artwork that would be placed as public art in one of Burnaby's parks. The intent is that the art piece would leave a lasting legacy for victims of impaired driving. The body of this report describes the donor intention, the review process to determine the specifics of the donation and the terms upon which the donation should be accepted.

The Donor Intention

MADD Canada is an organization dedicated to educating and providing awareness to the dangers of impaired driving and, at the same time, providing outreach to victims and their families. There are a number of ongoing programs that can be seen at www.madd.ca. The Metro Vancouver chapter currently uses Burnaby facilities to host an annual 5 km. walk and have recently launched their red ribbon campaign from City Hall on 2009 November 18.

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To further their awareness campaign MADD Canada has provided a one time grant to the Metro Vancouver chapter to create an art piece that will leave a lasting legacy in the community. The organization selected world renowned artist Geert Maas to design and construct the art piece. A description of the art interpretation and visual images of the art piece are included in Attachment #1.

Project Review

In considering an offer of gift of a work of public art, the donor was asked to follow a process to ensure the terms of donation are understood by all parties. Upon receiving a letter of intent to offer a gift of work of public art, the donor and staff worked together to:

1. Review the sculpture and the work to ensure the quality of the work is acceptable from an aesthetic and safety perspective.
2. Review potential locations to find the best fit.
3. Develop a letter of understanding to clearly define donation implications, roles and expectations into the future.

Status of Review Process for the Geert Maas Sculpture

The donor submitted a letter of intent to donate a work of public art.

Staff have met with the artist and reviewed the works, and received specifications for the construction of the works.

The visual art Coordinator has reviewed the quality of the art work and deemed it worthy of public display (Attachment #2).

Staff have gathered all information required to complete the assessment, including a structural engineering review.

A location and best fit review have been complete as noted in Attachment #3.

Summary

MADD has offered to donate a public work of art to the City of Burnaby with the intent on raising public awareness and leaving a lasting legacy for those who have been affected by drunk drivers. The proposed art piece has been reviewed by staff and meets all of the criteria required by the City. It is recommended that the City accept the generous donation and put it on display in Central park along the Trail of Hope.

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Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

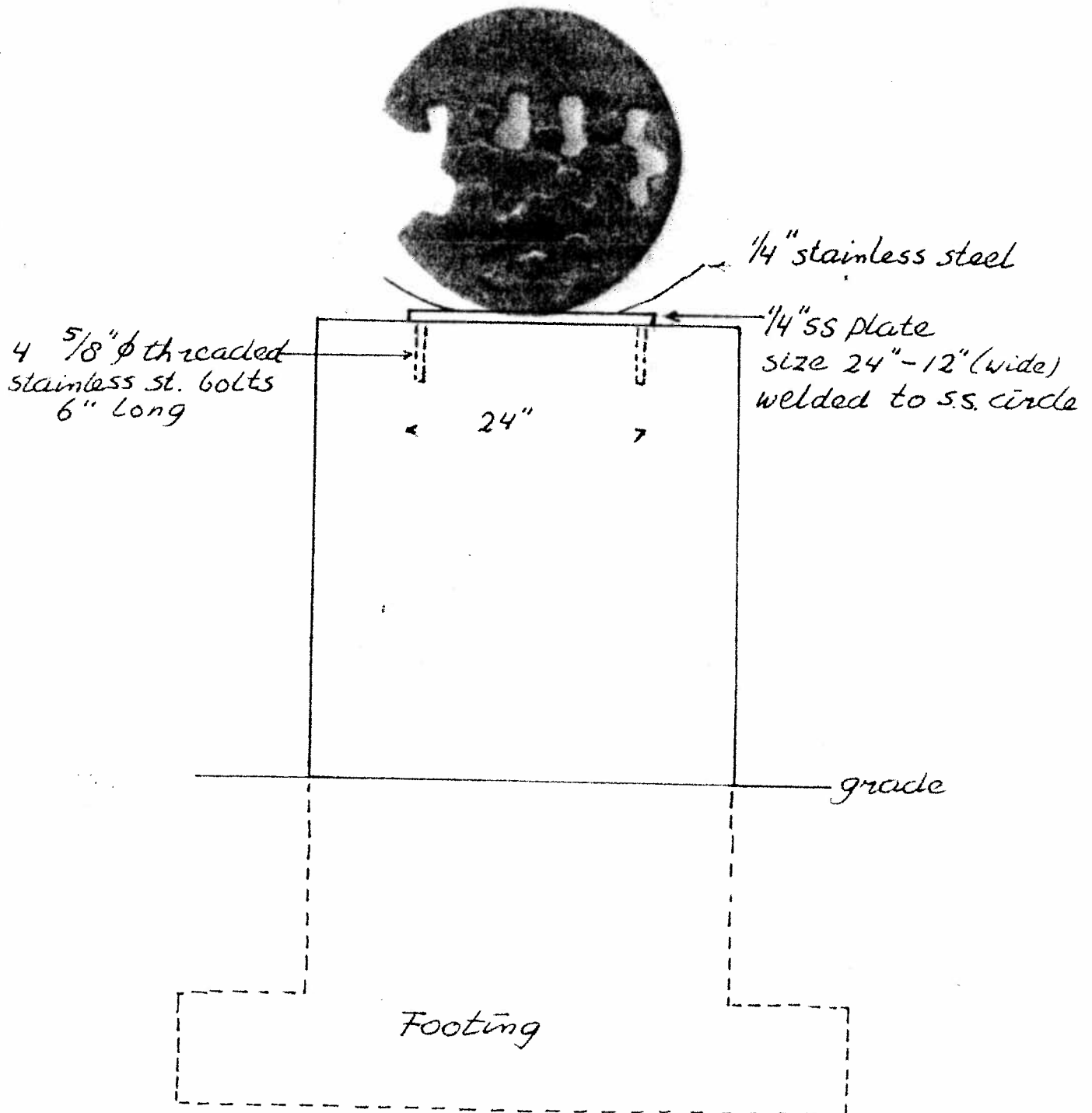
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Attachments

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FRONT VIEW

Attachment #1
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MADD Legacy Project

by artist Geert Maas

Summary:

The artist proposes to design and create a large, visually appealing, and long-lasting monument dedicated to leaving a legacy to victims of impaired driving and to educating the public about the dangers of impaired driving. The monument itself is a large brushed stainless steel circle with a cast bronze relief on it. The images on the artwork are meant to evoke images that coincide with MADD Canada's message; to provide support to victims of drinking and driving and to heighten awareness about this issue. The entire artwork will sit upon a tall base made of concrete. The monument pays tribute to those loved ones killed or injured in an alcohol related crash, and victims of impaired driving will feel that their loved ones are not forgotten.

The MADD Legacy Project is meant to inspire hope and offer strength and courage to move forward.

Location:

The artist proposes to create a monument which will impact many people. Therefore, it should be placed in a highly visible area such as alongside a busy road that has sidewalks so passersby can stop to read the text and understand the monument's importance. It will be important to approach the city where MADD would like the monument to be placed and develop a relationship with the planning committee, determine the city's guidelines for placement, and follow their directions. The ultimate goal of this project is to leave a longlasting legacy; to recognize and honour the many victims of impaired driving and to raise awareness within the public of the dangers of driving impaired.

Materials:

The materials used in the composition of the artwork will be stainless steel, bronze, and concrete. These materials are all extremely durable and virtually maintenance free. The safety, durability, and ongoing maintenance of the artwork in a public outdoor environment make these the ideal choices for materials and design. Bronze is a material known for its durability. It will last for thousands of years in all climates. Bronze sculptures are displayed around the world in public places and are considered highly suitable and safe for public display. Both stainless steel and bronze are beautiful in appearance and will require little maintenance.

The metallic nature of the materials is not only beautiful but also contemporary and will complement the surrounding environment where the monument will be placed. The striking contrast in colours beautifies the area and makes it stand out to create high visibility for the MADD cause. This monument will be noticed by all who pass it.

Subject Matter:

The artist has given careful consideration to the subject matter of the monument since the art work in its entirety should be an inspiration and motivation for the community in which it will be placed. Victims viewing the monument will feel like their loved one is not forgotten and the issue of impaired driving is visible for all to see.

The stainless steel circle which is the artwork in its entirety represents a giant wheel which is at the heart of MADD Canada's mission to stop drinking and driving. There are four shapes of people's faces (negatives) cut out of this circle. These represent the four people on average killed in Canada every day by impaired driving. These people are the innocent victims of this violent crime. They are missing from the artwork and leave a void in the lives of family and friends. When the monument is viewed from the back, the missing people are there amongst the living. This is meant as a metaphor that although the bodies of the people are gone, they continue to live on in the hearts and memories of friends and families. The four "positives" are the people left behind after the crash. These are the lives that are changed forever, never to return to the way things were before the crash.

The bronze relief at the bottom of the front of the artwork creates artistic interest at the heart of the piece. The circular nature of the relief again represents a wheel, a steering wheel or the wheels of a vehicle. The circle motif also represents the support and friendship victims can find through organizations like MADD. The circle is like being enveloped in a giant hug after victims and their families have suffered such devastation and loss. There are several images of people in the bronze relief. This represents the many people who are impacted by a single crash. There are friends, family members, support groups, and professionals who deal with the victims and their families after a crash. In between all these people are hollow spots or cut out figures. These are the people who are missing, but never forgotten.

The MADD Legacy Project is about remembering those affected by impaired driving and about creating public awareness around this issue.

Schedule of Fabrication:

Bronze sculptures or reliefs are very time consuming, and, due to their complexity, hard to create. However, the material and patination are beautiful and known to be around for thousands of years. Due to the labour intensive process of making the bronze reliefs, the entire process is expected to take between three to five months to complete. The fabrication of the stainless steel circle will coincide with the creation of the bronze relief and the project and the work in its entirety will be completed in a timely fashion. The artist has vast previous experience completing projects of this scale and always works in a professional manner.

Artist's Statement:

The intended goal of MADD Legacy Project is to leave a long-lasting legacy dedicated to all victims of impaired driving. The monument serves to honour the victims. I have designed it as a visible marker where victims, their friends, and families can come together not only to grieve their losses but also to celebrate and commemorate the lives of their loved one.

The monument also serves to continue to raise public awareness about the dangers of drinking and driving and to educate the public in order to help save lives and prevent further injuries on our roads as a result of impaired driving. This monument showcases the commitment MADD has to stopping impaired driving and to supporting victims of this violent crime. I envision the MADD Legacy Project making a visual and emotional impact on all who see it.

For me personally, this work is a way for me to give back to my community after having our family's lives affected and changed at the hands of a drunk driver. Our daughter, Marita Maas, was hit and severely injured by an impaired driver in 2007. As a direct result of this experience, my wife and I felt the need to do something to bring attention to this issue and the devastation it creates for so many people across our country. As a professional artist, I have used my talent to create something that will give a voice to all those affected by this terrible crime. The monument will inspire hope in all those who are grieving, bereaved, or coping with injuries. All of these people will see the monument and find solace that they are not going through the grief journey alone. Victims can draw strength from each other and find the courage to move forward in their healing journeys. I am drawn to this project on both a professional and a personal level so please do not hesitate to contact me should you have any further questions. Thank you for your consideration and I look forward to hearing from you.

Sincerely,

Geert Maas



City of
Burnaby

Parks, Recreation & Cultural Services
Burnaby Art Gallery

Attachment #2

INTER-OFFICE MEMORANDUM

TO: DENIS NOKONY
ASSISTANT DIRECTOR CULTURAL
SERVICES

DATE: 2009 December 3

FROM: DARRIN MARTENS
DIRECTOR/CURATOR

SUBJECT: **DONATION OF ARTWORK FROM MOTHERS AGAINST DRUNK
DRIVING (MADD)**

The donation of a Geert Maas art object to the City of Burnaby, via the Mothers Against Drunk Driving (MADD) organisation, has been reviewed by my office.

The donation of the artwork fulfills the aesthetic requirements as set out by the City of Burnaby Public Art Policy and is consistent and within the spirit of the City of Burnaby Public Art Plan.

I have recommended that this object be accepted by the City for inclusion in its public art inventory providing that an appropriate location be found on public lands. The Burnaby Art Gallery Advisory Committee, which provides advice and recommendations in relation to public art matters, concurs with my assessment and recommendations.

Sincerely,

Darrin Martens
Director/Curator



INTER-OFFICE MEMORANDUM

TO: ASSISTANT DIRECTOR - PARKS DATE: 2009 November 26

FROM: MANAGER PARKS PLANNING, DESIGN & DEVELOPMENT

SUBJECT: **DONATION OF ARTWORK FROM MOTHERS AGAINST DRUNK DRIVING (MADD)**

The donation of a Geert Maas art piece to the City of Burnaby has been reviewed by the Parks Planning and Design office with the objective of finding an appropriate location for display.

In meeting with the artist and representatives from MADD four key factors were identified to help define the type of space the art was meant to be located in. Those were:

- The MADD organization holds a 5 k. walk each year to raise awareness for their cause. It would be desirable to have the artwork placed in the same park where the walk takes place.
- The sculpture is meant to be viewed from both sides.
- The sculpture would best serve its purpose in a highly active park where it would be seen by many people
- Access to the park should be available by means other than cars (this will be used in their messaging/advertising).

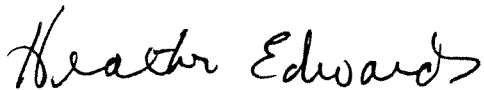
With due consideration of these factors staff narrowed the search to Central Park noting the existing program links:

- The main trail system through Central Park has been identified as an important route to be rebuilt to service the many walks and runs that occur on an annual basis. It has also been renamed by the Parks Recreation and Culture Commission the 'Trail of Hope' The significance of this trail and its history of use for raising awareness for various causes matches the needs identified by MADD.

- Central Park itself is a large and active park with hundreds of people accessing the trail routes. There is opportunity to locate the artwork at a staging area for the trail system where it can be seen from both sides.
- Central Park has Skytrain and bus services to broaden access options.

Summary

I would recommend the art donation be located in Central Park along the Trail of Hope. As the detail design for the staging areas of the trail are developed, the specific location for the art piece will be determined. These components of the park development are currently under review.



Heather Edwards

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