LIVEART FESTIVAL

UNDERPASS PARK CORKTOWN

June 20, 2015

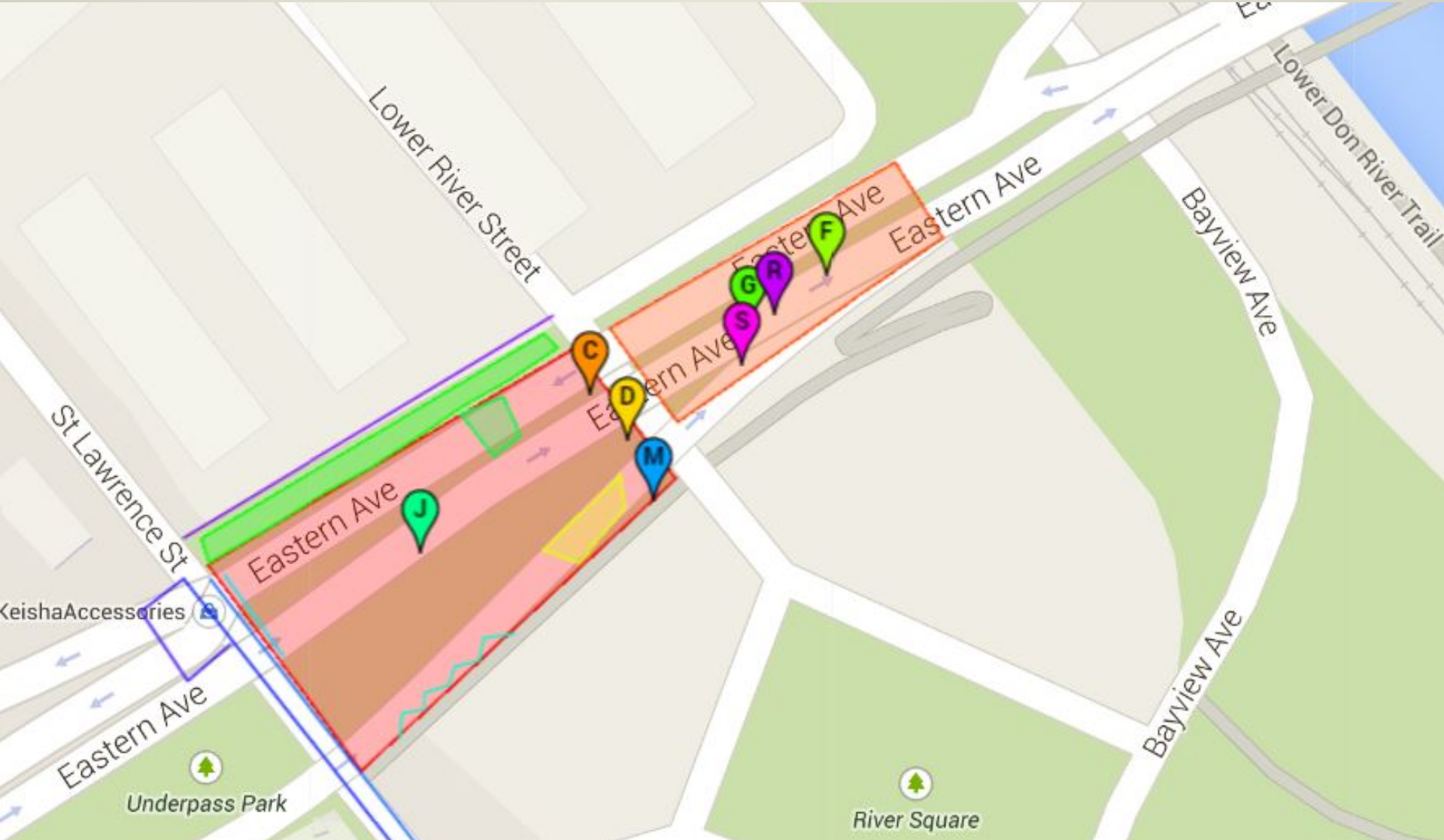
StART StreetARTToronto

Mural Routes

CORK TOWN TORONTO

PAN AM PATH

Site map


Lower River Street
Eastern Ave
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Eastern Ave
St Lawrence St
Bayview Ave
Bayview Ave
Lower Don River Trail
C
D
F
G
R
S
M
J
Underpass Park
River Square

LIVEART FESTIVAL
UNDERPASS PARK CORKTOWN

Program overview

- Pillars - StART Underpass Program
- Live art painting - 18 pillars
- Community art activations
- Community group and business participation
- Performances
- Sports activities
- Food vendors

5 Pillars- StART Underpass Program

Three artists to present designs for an iconic permanent mural on the 5 pillars facing Lower River Street.

UNDERPASS PROGRAM

- StART's Underpass Program (or **StART UP**) aims to beautify streetscapes and encourage active transportation by making the City's underpasses safer and appealing.
- 5 underpasses were transformed in 2014
- 5-8 planned for 2015

UNDERPASS PROGRAM

MURALS

The new face of street art

ANWAR ALI

Special to The Globe and Mail

Published Friday, Nov. 21 2014, 5:58 PM EST

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Process:

- Artists and Artist Collaborations across Canada
- REOI issued in early 2015.
- **Artist Roster** of 37qualified artists established.
- Steering Committee shortlists 3 artists who are paid a design fee to develop design proposals.
- Community consultation to obtain feedback on designs.
- Final artist selected.
- Artists are eligible for one StART UP award per year.

Community Input

- Artists were shorlisted based on how well their body of work represents the community and the guiding themes and principles of this call:
  - *Embrace the contemporary yet edgy nature of the Corktown community and showcase forward thinking designs that encompass, rather than overshadow the architectural features of the park;*
  - *Reflect the demographic users of both 'sides' of the park*.
- Design submissions (due May 11) will be posted online and shared with the local community for feedback;
- Design boards can be showcased at a local, accessible community location;
- Final jury takes into account community feedback when selecting the final design and artist.
- Installation to begin June and form part of the Live Art Festival on June 20th.

Shortlisted Artist: A'Shop (Guillaume Lapointe, Alex Iazich, Ryan Dineen)

Historic Griffintown Mural

Whan I grow Up I Want To Be a Kid
Acrylic and Aerosol
36' x 50'
(2012)

Shortlisted Artist: Labrona

I. Jarry Metro Station, SMT via MU, 2014-2013

Shortlisted Artist: Sean Martindale

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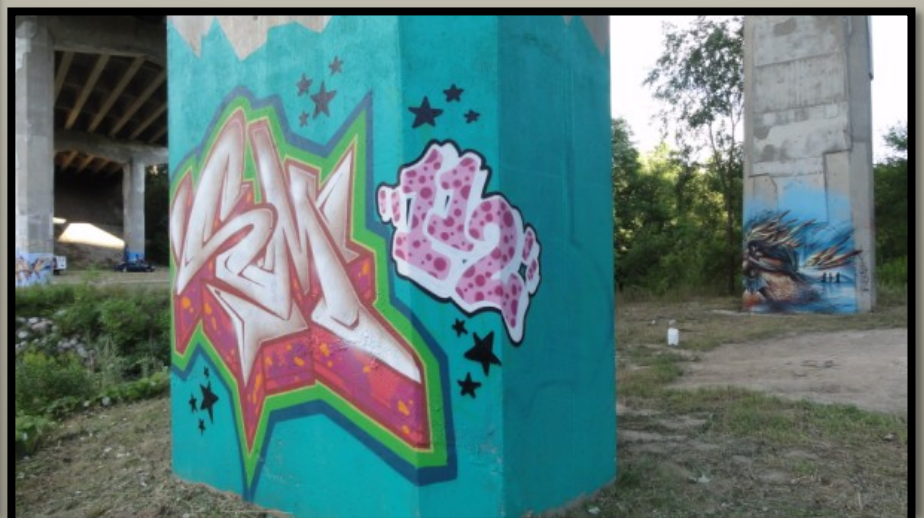
Live Art Painting
18 pillars

June 19 – 21, 2015



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Community Art Activations
June 20, 2015

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Community Art Activations
June 20, 2015

- Chalk art - community
- Face painting - community
- Stencil painting - community
- Painting on free standing panels

LIVEART FESTIVAL
UNDERPASS PARK CORKTOWN

Community Group & Local Business - booths

June 20, 2015

Registration application forms for:

- Local Business participation
- Community Group participation

At www.muralroutes.com

Free to approved registrants who

- Must enhance audience experience
- Are encouraged to provide art-based activity

LIVEART FESTIVAL
UNDERPASS PARK CORKTOWN

Performances
June 20, 2015

- Main stage 10 am – 9 pm
  - music, dance, stilt walkers, zumba

- DJ's will be located on east side of Lower River

Sport Activities
June 20, 2015

- Skateboard demos
- Try-a-Sport – activation by Toronto Foundation

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Community Opportunities
June 20, 2015

- Community groups - free
- Local area businesses - free
- Food vendors – $100 fee

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UNDERPASS PARK CORKTOWN

Volunteer Opportunities
June 20, 2015

Volunteer roles

- Information booth
- Greeters
- Artist assistants
- Traffic control
- Set up: 8 am – 10 am
- Tear down: 8 pm – 10 pm

Volunteer contact

julien@muralroutes.com
416-698-7995

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UNDERPASS PARK CORKTOWN

CONTACTS:

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Kristina Hausmanis - khausma@toronto.ca

SEE YOU THERE

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