



**ECONOMIC AND CREATIVE  
DEVELOPMENT  
MEMORANDUM**

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**TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL**

**FROM: CAROL-ANN RYAN, PUBLIC ART COORDINATOR**

**NOTED: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT**  
**B. ARANIYASUNDARAN, P.ENG, PMP, GENERAL MANAGER,**  
**INFRASTRUCTURE AND GROWTH MANAGEMENT**

**RE: SEEDS TO SOW PUBLIC EXHIBITION – SEPTEMBER 27<sup>TH</sup> – OCTOBER 13<sup>TH</sup>,  
2024**

**DATE: SEPTEMBER 25, 2024**

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The purpose of this Memorandum is to provide members of Council with a status update on the *Seeds to Sow* public art exhibition, which runs from September 27 to November 8, 2024.

Background

In May 2023, Council Motion ECD004-23 supported a proposal to develop a temporary exhibition of contemporary public art. Rationale included:

- Continue to build the public art program to showcase Barrie as an arts and cultural destination and to strengthen the economic and community impacts of the program through placemaking, talent attraction, tourism, and downtown development.
- Include up to six site-specific art installations at predominately outdoor publicly accessible sites, some indoor sites have been selected for suitability. These artworks have been commissioned for the exhibition and will be unique to Barrie – created for Barrie in Barrie. It is an opportunity for artists to shine a spotlight on our city and respond to its history, architecture, and parklands while nodding to the great potential for the future of the City. Community programming and education opportunities have been developed to celebrate the exhibition and participating artists.
- Benefit from the marketing, audiences, and excitement generated by the *The Toronto Biennial* that is exhibited from September 21 to December 1, 2024. The Barrie exhibition fits within this timeline, scaled to suit the budget and resources of the public art program, targeted for a six-week presentation featuring two regional artists and four national artists.
- *The Toronto Biennial of Art* is Canada's leading visual arts event focused exclusively on contemporary art from around the world. For 10 weeks every two years, local, national, and international Biennial artists transform Toronto and its partner regions with free exhibitions, performances, and learning opportunities. Grounded in diverse local contexts, the Biennial's city-wide programming aims to inspire individuals, engage communities, and contribute to global conversations.
- Developing a project aligned with the Toronto Biennial provides an opportunity to leverage this audience and draw them to Barrie. In addition to elevating the profile of Barrie as a destination for art, culture & tourism, this event would serve as a professional development opportunity for our local and emerging artists.

Project funding from the public art reserve of up to \$75,000 was allocated with a matching commitment to be fundraised through the Barrie Public Art Committee. The Barrie Public Art Committee exceeded the fundraising goal and raised \$77,000 from a combination of sources, including local individuals and businesses as well as a grant from the Ontario Cultural Attractions Fund (OCAF supports Ontario cultural



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organizations with investment to increase cultural tourism, revenue, economic growth and job creation). Funds raised support the artworks themselves, marketing, programming and activations with the exhibition with the purpose of engaging community, students, and draw tourists.

The exhibition title, *Seeds to Sow*, is inspired by the act of planting a seed - a powerful symbol of hope and potential. It connects us to ongoing cycles of seasonality, an inheritance from our past and an intention for the future. Like our public art program, and the City of Barrie itself, this exhibition will demonstrate how we are poised for the future. A city that is welcoming, progressive, and culturally stimulating for residents and visitors.

Six artists/artist teams (four national/two regional) have been selected to commission work for this project. Collectively, the artists on this roster are strong and diverse, both in artistic practice and inclusivity. The nationally recognized artists saw the potential and opportunity in Barrie, putting their faith in exhibition curator Katie Lawson and the Public Art Coordinator, Carol-Ann Ryan. The regional artists are professionals living locally who now have the opportunity to make new work that will be exhibited within their home region alongside artists with national and international reputations.

The artworks proposed for this exhibition range in media and execution and have been reviewed and approved through the Barrie Public Art Committee following the Public Art Policy for temporary installations.

As a support partner, the MacLaren Art Centre will host a satellite exhibition in the Carnegie Room entitled, *Their horizon was mountain, their distance reveals*, by Derek Liddington. This addition will expand *Seeds to Sow*, increase audiences for our local public art gallery, and position the MacLaren Art Centre as a pillar of our arts community and a hub for the activities planned.

Tourism Barrie has been engaged to attract audiences from GTA area position the City as an investment destination for Creatives, and generate tourist spending in our hotels and downtown.

Our community partners for marketing support and programming include Downtown Barrie, The MacLaren Art Centre and Spare Room.

Invest Barrie is working with Marketing & Communications to implement a multi-channel marketing campaign to build awareness for the *Seeds to Sow* exhibition among local and regional audiences and position Barrie as an arts and cultural destination. Highlights of the campaign include ads on the Barrie GO Train and at Union Station, print ads in arts & culture publications, radio ads, digital and social media ads, media outreach and a dedicated webpage ([barrie.ca/SeedstoSow](http://barrie.ca/SeedstoSow)).

### Programming & Participation

This exhibition offers opportunities for our community to engage in this free exhibition passively at their leisure with a printed brochure and map. There are also several programs available for active participation on the weekends between September 28 and November 3.

Programs offered free to the public throughout the exhibition:

- September 20: performance by *Seeds to Sow* artist Amy Bagshaw, 9:30am-5pm at Barrie Public Library Rooftop Garden
- September 21: performance by *Seeds to Sow* artist Amy Bagshaw, 9:30am-5pm at Barrie Public Library Rooftop Garden
- September 21: Community Weaving Project (with Monica Loney supported by Culture Days) 11 am at Meridian Place

- September 23: performance by *Seeds to Sow* artist Amy Bagshaw, 9:30am-4pm at Barrie Public Library Rooftop Garden
- September 28: *Seeds to Sow* opening celebration, 1-3 pm at the Sandbox Centre
- September 28: performance by *Seeds to Sow* artist Lou Sheppard, 7 pm at Centennial Beach
- October 2: Fall Native Plant Sale + Native Seed & Plant Collage Workshop (organized by MacLaren Art Centre), 3 pm
- October 4: Spare Room First Friday Speaker Series featuring Public Art Coordinator and *Seeds to Sow* Artistic Director, Carol-Ann Ryan, 6 pm
- October 5: *Seeds to Sow* Interactive Walking Tour guided by *Seeds to Sow* curator Katie Lawson 11:00 am-12:30 pm (organized by MacLaren Art Centre)
- October 12: Discover, Draw, Dance (with Simcoe Contemporary Dancers supported by Culture Days), 11 am at the Lion's Pavillion Centennial Beach
- November 1: Spare Room First Friday Speaker Series featuring a panel discussion facilitated by *Seeds to Sow* visiting artist Adrian Blackwell, 6 pm

For up-to-date programming over the course of the exhibition, visit [barrie.ca/seedstosow](http://barrie.ca/seedstosow). Follow @creativebarrie on Instagram, Facebook, and X for highlights.

To further community engagement, the school boards have been contacted to promote the exhibition to students and their families. Teachers have been invited to schedule guided tours for an out of the classroom educational opportunity.

Local business and sponsors will also be invited to schedule tours, building opportunities to engage in the exhibition, foster support of arts & culture in general and the development of public art in Barrie.

### **Participating Artists**

#### **AMY BAGSHAW (Alliston, ON)**

Bagshaw is a visual artist and educator with focus on fibre installation and intermedia. She is currently faculty in Georgian's SDVA and Program Coordinator for M&GS and director of Campus Gallery.

*In Your Place*, 2024

Steel (fabrication by Millar Mechanical), nylon boating rope  
Rooftop Garden, Barrie Public Library – Downtown Branch

#### **ADRIAN BLACKWELL (Waterloo, ON)**

Blackwell is a settler artist, urban designer, theorist and educator. He is also a member of the collective, Artists Against Housing Alienation, who curated the Canada Pavilion at the 2023 Venice Biennale of Architecture.

*A New UFO?*, 2024

Mobile cart, stairs (aluminum, wood, plexiglass), library, and newsprint publications  
City Hall Rotunda

#### **TED FULLTERTON (Tottenham, ON)**



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Fullerton works in painting, drawing, printmaking, and sculpture. He was recently invited by European Cultural Centre in Venice, Italy to exhibit during the 2022 Venice Biennale. He was also the head of SDVA 1978-2013.

*Germinate - Green Man, 2024*  
Cold cast steel  
Allandale Station Park

**LISA HIRMER (Kitchener, ON)**

Hirmer is an interdisciplinary artist working in visual media, especially photography. She is also engaged in social practice/community collaboration and performance.

*We Are Atmosphere, 2024*  
Steel signs on custom supports  
Barrie North Shore Trail Head, North End of Centennial Beach and Will Dwyer Park

**NATIVE ART DEPARTMENT INTERNATIONAL (NADI) – Maria Hupfield & Jason Lujan  
(Toronto, ON)**

NADI is a long-term project focused on mutual support, collaboration and a shared commitment to showcasing Native American and First Nations Peoples, alongside international artists. Their practice includes a diverse range of undertakings from curated exhibitions to video screenings to collective art making.

Hailing from Pary Sound, Hupfield is Anishinaabe, and belongs to the Wasauksing First Nation. As such she is familiar with Barrie and intrigued by the opportunity to make a site-specific public project for a community close to her home.

*East and South Composition, 2024*  
Wood panels, paint  
Will Dwyer Park

**LOU SHEPPARD (Lunenburg, NS)**

Sheppard works in interdisciplinary audio, performance and installation-based practices. His work focuses on climate crisis, loss, queer bodies and ecologies, responding to the material and discursive histories of sites, bodies and environments.

*Uncharted Waters (Kempenfelt Bay), 2024*  
Sound installation with graphic scores  
Lion's Pavilion, Centennial Beach