

THE NORTH END NEIGHBOURHOOD SIGNAGE PUBLIC ART PROJECT



JURY REPORT

December 10, 2018.

BACKGROUND

This report is an overview of the discussion and decision of the volunteer citizen jury that met on the evening of Thursday, December 6th, 2018 to determine which of the three short-listed artists' proposals for a neighbourhood welcome sign (to be installed in six entrance points to the North End Neighbourhood) should be implemented. They reviewed the submissions in terms of technical expertise, artistic excellence, compliance with the Accessibility for Ontarians with Disabilities Act, public consultation results and the proposals' response to the following competition goal:

"The development of neighbourhood-specific signage to emphasize the theme of the community and incorporate public art into the transportation system."

The jury also reviewed submissions for how successfully they addressed the following theme identified by local residents: "Welcome to the North End – the neighbourhood by the Bay".

AWARD

After a discussing the various aspects of the short-listed proposals the jury gave the highest overall score to the proposal submitted by **Matt Fletcher**. The commission for the work will therefore be awarded to Matt Fletcher.

JURY COMMENTS

The jury members applauded the efforts of all of the six artists that made submissions to the competition. There were many excellent proposals. The jury extended their thanks to all of the artists that shared their ideas by submitting to this competition, especially the three shortlisted artists whose proposals were presented for public comment. The jury also shared their appreciation for all 77 people that took the time to review the short-listed submissions and provide their comments. There were eight pages of comments submitted which included many excellent ones related to the project goal and themes, which helped to inform the jury's decision. Moreover, the public consultation offered important insight into public reaction to all of the

proposals. The many perceptive comments in support of this proposal influenced the jury in making their decision to award this proposal the highest score.

Jury Comments are as follows:

Artist: Matt Fletcher

The jury commented that the design by Matt Fletcher was a great balance of artistic excellence, neighbourhood representation, and functionality in regards to being legible by road users. They appreciated the inclusion of the range of activities that can be done and will continue to be done in the North End regardless of changes to the neighbourhood itself. The jury discussed that although LIUNA Station is not technically within the North End, it acts as an important and recognizable gateway to the North End. The jury commented that the simple colour scheme allows people to focus more on the details of the images and that the font and line weight of the text make the sign legible for both pedestrians and drivers.

Artist: Culture of Small

The jury appreciated how the Culture of Small highlighted the North End's natural features through colour and prominent shapes while also acknowledging the community's industrial history. The simplicity of the design allowed for clear legibility and easy understanding. However, the jury felt that the simplicity prevented the design from distinguishing the North End apart from any other neighbourhood or community that is connected to the waterfront. They expressed concerns that this did not meet the project goal of creating neighbourhood-specific signage.

Artist: Kayla Whitney

The jury noted the skilled artistry in the bright and community focused design by Kayla Whitney. The design displayed an element of discovery through the use of colour and the inclusion of intricate details and iconic North End buildings. The jury commented that amount of detail would allow the sign to remain interesting and engaging for years to come. However, the jury felt the design encompassed the neighbourhood's previous theme - "a child and family friendly neighbourhood" - rather than the current theme.

THE JURY

Mike Jerome	Artist, Local Resident
Jon Davey	Local Resident
Sandy Skrzypczyk	Local Resident

Advisors to the Jury:

Megan Salvucci, City of Hamilton, Project Manager, Neighbourhood Traffic & EA's (Facilitator)
Ken Coit, City of Hamilton, Program Manager, Public Art & Projects (Facilitator)