



## Town of Amherstburg Delegation Request Form

I wish to appear before:



Council



Advisory Committee of Council Specify:

Date of Meeting: May 9, 2022

Name of Delegate(s): Richar Peddie and Jennifer Matotek

Address:

[Redacted]

Phone:

Email:

[Redacted]

[Redacted]

[Redacted]

Attending as an Individual

Representing a Group/Organization

(Name of Group/Organization/Business)

Art Gallery of Windsor

Have you contacted Administration regarding this matter?

Yes

No

If yes, who? Kevin Fox

Reason(s) for Delegation Request (subject matter to be discussed):

If the request is in response to an item on the agenda, please specify the item by agenda item #.

Request for approval public art in downtown Amherstburg

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(Use a separate page if more space is required or attach additional documentation.)

If your request is in response to an agenda item, are you in favour of the recommendation? If not, please provide your reasoning below:

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**\*\*Speaking notes and presentation materials must accompany this request.**

Additional documentation attached?      Yes      No

Will a PowerPoint presentation be made?      Yes      No

Yes

**Note:** An electronic copy of the PowerPoint presentation is required to be submitted to the Town Clerk no later than 12:00 noon on the Friday before the meeting.

The completed Delegation Request Form is to be submitted to the Town Clerk, Town of Amherstburg, 271 Sandwich Street South, Amherstburg, ON N9V 2A5  
Phone: 519.736.0012 Fax: 519.736.5403 or email [pparker@amherstburg.ca](mailto:pparker@amherstburg.ca).

**For office use only:**

Date request received:      Request Received by (initials):

Request relates to:

☐ Staff Report:      \_Staff Name:

1  
Personal information contained on this form is authorized under Section 5 of the Town of Amherstburg's Procedure By-law, for the purpose of contacting individuals and/or organizations requesting an opportunity to appear as a delegation before Council or an Advisory Committee of Council. The Delegation Request Form may be published in its entirety with the public agenda which is also posted on the Town's website. The Procedure By-law is a requirement of Section 238(2) of the Municipal Act, 2001.

Please note that all meetings are open to the public except where permitted to be closed to the public under legislated authority. Questions regarding collection of the information on this form or additional accessibility requirements may be directed to the Municipal Clerk, 271 Sandwich Street South, Amherstburg, ON N9V 2A5, 519.736.0012.





Dear Town of Amherstburg,

We write this letter to seek approval from Council to install a project spearheaded by AWE – Art Windsor-Essex (formerly known as the Art Gallery of Windsor). The goals of the project, ‘Look Again! Outside! Amherstburg Edition’ are to support the cultural vibrancy of downtown Amherstburg; enhance cultural tourism in your town; and to share images from AWE’s treasured art collection with a broad audience, expanding from Windsor out into Essex County. This effort is aligned with our Strategic Plan’s commitment to be a valued centre for art and culture not only for the City of Windsor, but for all of Essex County.

**This project builds on the momentum and success of our November 2021 launch of ‘Look Again! Outside!’ in Downtown Windsor.** In 2021, nine artwork reproductions were placed throughout Windsor’s downtown core, to the delight and excitement of residents and visitors to the area. Installed through the end of 2022, the project is already beloved by the community, garnering great interest and enthusiasm on social media, and from Windsor-area news outlets. Images of the artwork reproductions installed in Downtown Windsor, along with media coverage about the project, are included in this submission (see Addendum A).

**The Amherstburg edition of this project will feature reproductions of five artworks from the AWE collection in downtown Amherstburg, creating a mini-walking tour.** Proposed artworks to be reproduced include works by the Group of Seven, as well as beloved regional artists such as Mary Celestino (see Addendum B).

**AWE is happy to work with the Town of Amherstburg to find locations where works can be best located to avoid sightline and maintenance issues, and to maximize public enjoyment of the installations.** We propose installing one reproduction on private property, and four reproductions on public property. Proposed locations for the reproductions are included in this package (see Addendum C). We reached out to members of the Town of Amherstburg’s administrative team in advance of this request to ensure the locations we bring before Council are both appropriate for visitor enjoyment and safety. We want to ensure the installations are positioned in ways that would not impose an inconvenience or hardship for staff who undertake work connected to roads or parks. Members of Town Administration who were consulted with, and who approve of the proposed locations, include: Eric Chamberlain, Manager of Roads and Fleets; Annette Zahaluk, Manager of Parks and Naturalized Areas; and Anne Rota, Manager of Tourism and Culture. AWE will work with your administration to ensure the reproductions installed will adhere to town bylaws.



**The Town of Amherstburg does not need to cover any expenses associated with this project** beyond providing approvals for the project, guidance from administration, and providing permission from Council to erect. All installation costs, fabrication costs, and labour will be covered by AWE, in partnership with the kind support of donor Richard Peddie. A support letter from Richard Peddie confirming his support for this project is included in this package (see Addendum D).

**The duration of the project will be two years.** One set of five artwork reproductions will be installed in 2022 and a new set of five artworks will be installed in 2023. Installation of the first set of five artworks, with Council's approval, will commence in June 2022. Should the Town wish to continue to leave the reproductions installed beyond 2023, the AGW would be open to that, provided that the reproductions remain in good condition at the end of one year. Information about the materials used in the fabrication of the reproductions has been included (See Addendum E). The reproductions installed in Downtown Windsor, using the same materials, are currently in perfect condition, six months after being installed through the winter months.

**AWE kindly requests that the Town of Amherstburg approve the installation of this project in downtown Amherstburg and asks for permission from Council to erect.** Based on our experience installing the 'first round' of this project in Downtown Windsor, we are confident that the community and visitors to Amherstburg will enjoy these additions to the downtown, particularly as people continue to spend an increasing amount of time outside. AWE excited to expand this project into the county, and delighted to collaborate with Amherstburg as the first location in Essex County to enjoy this project.

Regards,

A handwritten signature in black ink, appearing to read 'Jennifer Matotek'.

Jennifer Matotek  
Executive Director

A handwritten signature in black ink, appearing to read 'Victoria Little'.

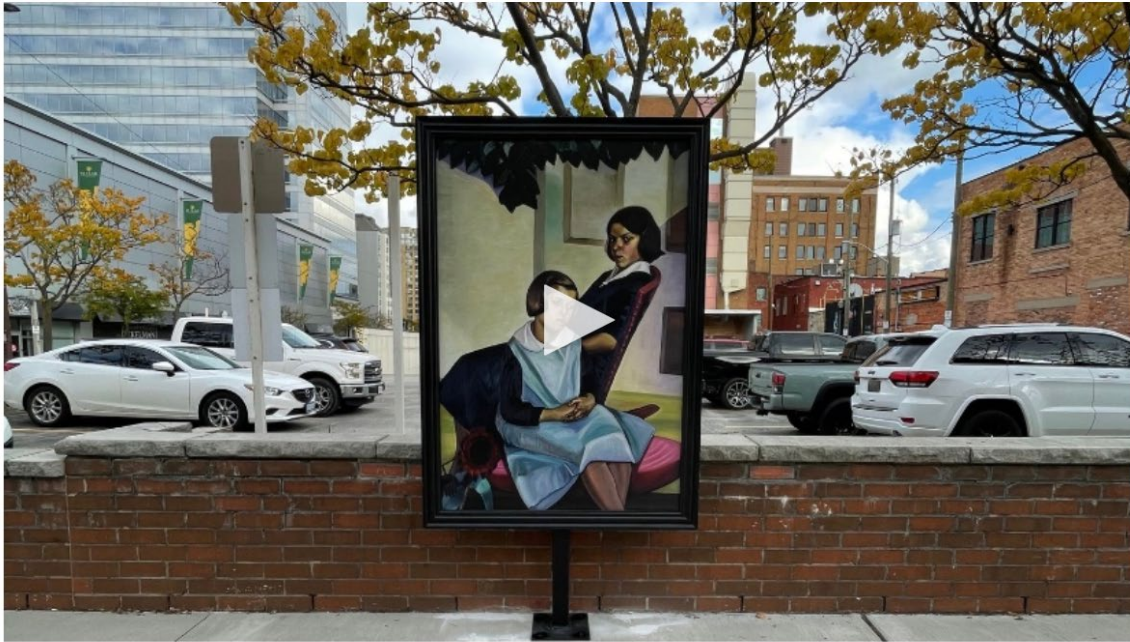
Victoria Little  
Board Chair

## ADDENDUM A: Media coverage for 'Look Again! Outside' in Downtown Windsor

<https://windsor.ctvnews.ca/look-again-art-gallery-of-windsor-brings-its-art-to-city-sidewalks-1.5660704>

WINDSOR | News

# 'Look again!' Art Gallery of Windsor brings its art to city sidewalks



**Rich Garton**  
CTV Windsor News Reporter  
[Follow](#) | [Contact](#)

**Updated** Nov. 10, 2021 4:51 p.m. EST  
**Published** Nov. 10, 2021 4:37 p.m. EST

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WINDSOR, ONT. - When the pandemic hit the Art Gallery of Windsor was forced to close its doors.

"In some ways, it really sparked some creativity in us," says AGW executive director, Jennifer Matotek, which brought the 'Look Again! Outside' project to life.

Nine works of art — which are on display inside the gallery, are now framed and bolted into sidewalks around the core.

### RELATED STORIES

- [Downtown Windsor's Arts Alley gets two new installations](#)
- [Chair sculpture revealed at Jackson Park](#)

"We're trying to create a really culturally vibrant, exciting downtown, a magnet for people, where they know that if they want to experience art and culture, downtown Windsor is the place to go," says Matotek.

The pieces are life-sized reproductions, which Matotek says are quite impervious to whatever

Mother Nature throws at them.

The city waived fees to install the art — and many donors, including the Stephanie and Barry Zekelman Foundation, stepped up to make the project possible.

They'll be on display for a year and already, people are taking notice.





Artwork from the Art Gallery of Windsor has been framed and placed on sidewalks in downtown Windsor, Ont. on Wednesday, Nov. 10, 2021. (Rich Garton/CTV Windsor)

"It's Canadiana, you don't have to go to the gallery to see these beautiful pieces of art, they're just right here on the street for your enjoyment," says John Ansell, who works at Dog's Breakfast, across the street from one of the outdoor paintings.

"Sometimes you just get busy and you're not able to go into an art gallery, so it's nice that you just walk down the street and see something beautiful," echoes Shantal Nantau, who saw one of the works while taking a stroll along Maiden Lane.

In early 2022, the AGW is teaming up with Montreal-based Moment Factory, turning these pieces of art into an augmented reality treasure hunt game.

Each sign will feature a distinct QR code where you'll be able to learn about the artist and location, creating a digital art experience.

"We're trying to think of different layers and different ways that people can access and think about art through the way we've displayed it and the experiences that we're framing around it for people," Matotek says.

The Art Gallery of Windsor is back open to the public and Matotek hopes the public exhibition will draw people back inside.

"We hold these artworks in the public trust for the people for Windsor," she says. "To be able to get them outside our walls, into the community into places where you wouldn't expect them, I think is a beautiful gift to our community."

## WINDSOR STAR

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Local News / Local Arts



# Look Again! AGW brings art to the streets of downtown Windsor

*Nine weatherproof, life-sized reproductions of paintings from the Art Gallery of Windsor's collection have been strategically posted throughout the downtown core.*

Dalson Chen

Nov 11, 2021 • November 11, 2021 • 2 minute read • [Join the conversation](#)



Jennifer Matotek, executive director of the Art Gallery of Windsor, stands by a weatherproof life-sized reproduction of a painting from the AGW collection, mounted in downtown Windsor. Photographed Nov. 11, 2021. PHOTO BY DAN JANISSE /Windsor Star

Did you notice a painting suddenly appear in downtown Windsor? You're encouraged to do a double take.

Nine weatherproof, life-sized reproductions of significant works from the Art Gallery of Windsor's collection have been posted at strategic locations throughout the city's core as part of the gallery's Look Again! Outside initiative.



"We kind of quietly put them up to see if anybody would notice," said Jennifer Matotek, the AGW's executive director.

The locations were chosen based on their proximity to downtown Windsor landmarks. For example, one painting stands near the Paul Martin Building. Another is within sight of the Windsor International Transit Terminal.

"We wanted to pick locations that are well-used by folks downtown, but are also iconic," Matotek explained.

The goal is to enhance the cultural vibrance of the downtown area, while also creating a new viewing context for traditional art.



A weatherproof reproduction of a painting in the AGW's collection, mounted in downtown Windsor. Photographed Nov. 11, 2021. PHOTO BY DAN JANISSE /Windsor Star

"What happens when you take a reproduction and put it somewhere else?" Matotek asked. "Increasing bodies of research are showing that the more you provide people with opportunities and access to reproductions, the more interest it sparks in people to see the original pieces."



The AGW obtained permission for the project from city council about a year ago. Ground-breaking and mountings were completed last week.

The City of Windsor waived municipal fees for the project, and funding came from private donors such as the Barry and Stephanie Zekelman Foundation.



A weatherproof reproduction of a painting in the AGW's collection, mounted in downtown Windsor. Photographed Nov. 11, 2021. PHOTO BY DAN JANISSE /Windsor Star

Each reproduction and its post have been designed to be impervious to the elements, and will remain in place for a full year.

The nine works currently on display are:

- "Yan Mortuary Poles" by Emily Carr
- "Trees and Snow (a.k.a. Winter Landscape)" by Lawren Stewart Harris
- "Sisters of Rural Quebec" by Prudence Heward
- "North American Colour" by Alex Janvier
- "Portrait of Alice and Louise Cummings" by James Kerr-Lawson
- "Untitled Self-Portrait of the Artist as Shaman" by Norval Morrisseau
- "No One in Particular #3, Series 1" by Evan Penny
- "Still Life with Flowers (a.k.a. Roses in a Green Ginger Jar)" by Mary Hiester Reid
- "The City of Windsor" by Seth Arca Whipple

The list was decided by AGW staff and is meant to be representative of the gallery's collection.

"We really wanted to make sure we had a good mix," Matotek said. "There's everything from local treasures, such as the piece by Seth Whipple, to works by indigenous artists, such as Norval Morrisseau and Alex Janvier."

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"We also wanted to make sure we had good representation by women artists... such as Emily Carr. You can't do something like this without a Group of Seven painting."



Jennifer Matotek, executive director of the Art Gallery of Windsor, stands by a weatherproof life-sized reproduction of a painting from the AGW collection, mounted in downtown Windsor. Photographed Nov. 11, 2021. PHOTO BY DAN JANISSE /Windsor Star

On Dec. 2, at 7 p.m., the AGW will host a virtual discussion about “creative place-making,” with references to public art and the Look Again! initiative.

In early 2022, the AGW plans on working with a Montreal-based interactive media studio to develop a digital experience in connection with the Look Again! pieces.

Matotek said the AGW hopes to eventually expand the initiative in future years to include other neighbourhoods of Windsor, and perhaps even areas of the county.






“I want people to appreciate these reproductions, I want people to enjoy them,” Matotek said. “But I’m also hoping it generates some curiosity about art in person.”

For more information, visit [www.agw.ca](http://www.agw.ca).







A weatherproof reproduction of a painting in the AGW’s collection, mounted in downtown Windsor. Photographed Nov. 11, 2021. PHOTO BY DAN JANISSE /Windsor Star

## ADDENDUM B: PROPOSED ARTWORK REPRODUCTIONS FOR 2022

	Mary Celestino	Cormorant Colony, Middle Island	2010	acrylic on canvas	Gift of the Celestino Family, 2015.	61 13/16 x 48 1/16
	Lawren Stewart Harris	A Side Street	1919/1920	oil on canvas	Gift of the Detroit Institute of Arts, 1956	35 13/16 x 44 1/8
	A.Y. Jackson	Lake Cognaschene	1920	oil on canvas	Gift of Edmond G. and Gloria Odette, 1976	25 3/16 x 31 7/8
	Arthur Lismer	Tide Pools, Vancouver Island	1960	oil on canvas board	Gift of the Willistead Art Gallery of Windsor Junior Women's Committee, 1962	16 1/8 x 20 1/16
	Lionel L FitzGerald	Pembina Valley	1923	oil on canvas	Given in memory of Richard A. Graybiel by his family, 1979	18 1/8 x 22 1/16



## ADDENDUM C: PROPOSED INSTALLATION SITES

Image of location	Address/location/cross streets
	<p>Post Office, 67 Richmond St</p>
	<p>Parking lot across from River Bookshop, Ramsay &amp; Richmond Streets</p>
	<p>Near Park House Museum, Dalhousie and Rankin Streets</p>
	<p>Park at Dalhousie and Richmond (planter next to bike rack, to the right of the clock and fountain)</p>
	<p>King's Navy Yard Park, Dalhousie and Murray</p>



ADDENDUM D: LETTER FROM COLLEEN AND RICHARD PEDDIE

April 21<sup>st</sup>, 2022

Dear Town of Amherstburg,

We are writing to express our support for the Art Gallery of Windsor's project 'Look! Again! Outside!'

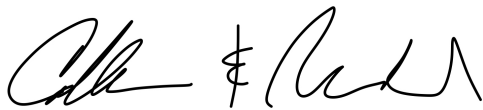
As long-time supporters of Canadian Art we recognize how it can make a residence, a business and even a town a better place to live, work and enjoy. We also know that many communities across North America have used the Arts to help revitalize themselves and make their communities more attractive to visitors and residents.

Research shows that "public art adds enormous value to the cultural, aesthetic and economic vitality of a community. It is a well-accepted principle of urban design that public art contributes to the community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors". Additional research also indicates that many corporations believe that the availability of cultural activities in an area is an important consideration when choosing a new location.

The Art Gallery of Windsor has transformed to become Art Windsor Essex (AWE) to indicate their intention to broaden their reach and relevance of their mission across Essex County. Their strong desire is to inspire community growth through the power of art - sparking conversations educating, engaging people through art and driving change in communities through creativity. We are delighted that they have chosen Amherstburg as their first step out into the County and we are very pleased to help make it happen.

Our commitment to contribute to making Amherstburg become even better and our high confidence in Art Windsor Essex, under executive director Jennifer Matotek, to execute this project in a quality way, causes us to commit to (at least) a two-year funding commitment.

Sincerely,

Handwritten signatures of Colleen and Richard Peddie, separated by an ampersand.

Colleen and Richard Peddie  
14-year residents of Amherstburg

## ADDENDUM E: FABRICATION AND INSTALLATION DETAILS

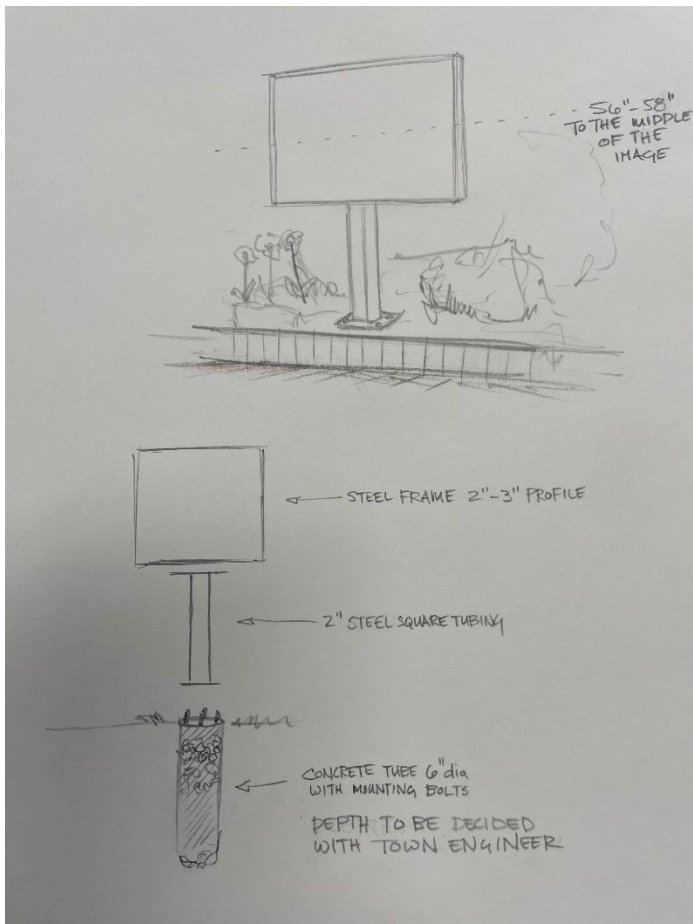
### Material specifications:

Artworks would be reproduced on ALUPANEL. ALUPANEL is a premium quality composite panel featuring two 0.30mm Aluminium sheets, sandwiching a Polyethylene core. It comes with a 5 year external guarantee.

### ALUPANEL characteristics:

- Smooth surface coating
- Easy to maintain and install
- Excellent impact resistance
- Incredible dimensional stability
- Outstanding weather resistance
- Excellent resistance to ultraviolet
- Internal and External applications
- Erosion resistant

### Installation drawing (for illustration purposes):





**Otto R. Jacobi**, *Waterfall, Quebec*, 1866, oil on canvas, 68.0 cm x 60.0 cm, Purchased in memory of Ruth Hirst

“Art is unquestionably one of the purest and highest elements in human happiness.

It trains the mind through the eye, and the eye through the mind.

As the sun colours flowers, so does art colour life.”

– John Lubbock



# Look Again! Outside

Amherstburg





## GOALS OF ‘LOOK AGAIN! OUTSIDE: AMHERSTBURG’

1. To support the vibrancy of downtown Amherstburg;
2. To enhance cultural tourism in your town;
3. To share images from AWE’s treasured art collection with a broad audience, expanding from Windsor out into Essex County.

# BUILDING MOMENTUM



This project builds on the success of our 2021 launch of ‘Look Again! Outside!’ in Downtown Windsor.



# WALK AROUND!



The Amherstburg edition of this project will feature reproductions of five artworks from the AWE collection in downtown Amherstburg, creating a mini-walking tour.





# COLLABORATION



AWE is happy to work with administration to identify optimal locations downtown, to avoid maintenance issues and maximize public enjoyment of the art.





# NO EXPENSE TO TOWN



The Town of Amherstburg does not need to cover any expenses associated with this project beyond providing approvals for the project, guidance from administration, and providing permission from Council to erect.

# TWO YEARS OF ART



The duration of the project will be two years, with five new works each year, thanks to the generous support of donors and public funders.



# REQUESTING PERMISSION



AWE kindly requests that the Town approve the installation of this project in downtown Amherstburg and asks for permission from Council to erect.

