NIAGARA BIENNIAL DESIGN AWARDS PROGRAM

PRESENTATION TO
PLANNING AND ECONOMIC
DEVELOPMENT COMMITTEE

MAY 08, 2019

Introduction

- 'Niagara Community Design Awards' was former design awards program

- New program being rebranded as "Niagara Biennial"

- Taking best components of previous awards program and delivering it as an updated Biennial event

- New format will align with best practices of other design awards programs throughout GTHA and beyond

- Will expand beyond typical design fields:
  - Architecture
  - landscape architecture
  - urban design

  encompassing broader segment of Region's design community

New
and
Improved
Design
Awards
Program

History of Niagara Community Design Awards

- 'Niagara Community Design Awards' organized by Region for the 12 local area municipalities

- Design categories were: architecture, landscape architecture and urban design

- Ran annually from 2005 to 2016 for 12 installments

- Celebrated excellence in community design in Niagara

- Used Smarter Niagara growth principles as evaluation criteria

- Awards were organized into 12 categories, typically awarding one project per category:

  - Small or large scale projects, Public realm improvements, Architecture: small or large budget, Façade improvement, Adaptive re-use, Brownfield, Sustainability, Policy & Plans, Leadership & Legacy

smarter niagara
community
DESIGN AWARDS

Some Past Winners: 2011 – 2012

Inniskillin Wines,
Niagara-on-the-Lake

Scotiabank Convention Centre,
Niagara Falls

Gateway Secondary Plan,
Fort Erie

Niagara College – Welland Campus,
Welland

Niagara Falls History Museum,
Niagara Falls

Beamsville Community
Improvement Plan, Lincoln

Niagara Region

Some Past Winners: 2013 – 2014

Pelham Street Mixed-Use, Pelham

Vale Health & Wellness Centre, Port Colborne

Façade Improvement, Thorold

Lundy's Lane Battlefield Gateway, Niagara Falls

Meridian Centre, St. Catharine

Canal Terrace Park, Welland

Some Past Winners: 2015 – 2016

East Fonthill Secondary Plan, Pelham

Brock U - School of Fine and Performing Arts, St. Catharines

Civic Gateway, Grimsby

First Ontario Performing Arts Centre, St. Catharines

Old Firehall, Thorold

John Brant Public School, Fort Erie

What is a Biennial?

- Large contemporary international exhibition

- Emphasis on contemporary (new) works

- Held every 2 years - bi-annually

- Subject matter: the arts, design, architecture, landscape architecture, and urban design

- Events occur over time frame of weeks to months

- Includes many events: exhibitions, installations, presentations, workshops and tours

- **Biennials are a source of local pride, tourism and cultural capital, bringing revenue to host city**

Contemporary: occurring in the present

Famous Biennials

- Over 00 Biennials in major cities throughout the world

- Some of the most famous Biennials:

  - La Biennale di Venezia (Venice, Italy)
    - Established in 1895
    - The "Olympics" of Art
    - Alternating years, hosts an architecture biennial

  - London Design Biennale (London, UK)
    - Alternating years, hosts an art biennial
    - Submissions from over 40 countries

  - Chicago Architectural Biennial (USA)
    - Attracts over 500,000 visitors

Design Awards in Canada

- Canada does not host any international Biennials

- Canada has many design awards programs held bi-annually

- Focus on: architecture, landscape architecture and urban design

- Programs held at national, provincial and municipal levels

- Function as design competition with a half day or evening event

- Culminates in awards ceremony

Why hold a Biennial in Niagara?

- Niagara Region equipped to host design awards program on behalf of the 12 local area municipalities

- Will build on Niagara's globally recognized name, evolving into an international event

- Collaborating with Economic Development and Tourism initiatives will create synergies

- As experienced by other International Biennials:

  - **Contribute to increased regional pride, investment, economic uplift and cultural capital**

Improve Niagara's Global brand

Highlights of the Biennial Program

- Expand beyond standard categories to encompass broader segment of design community

- Potential new categories:
  - Industrial design, Interior design, and Graphic design
  - Plus Student design projects

- Creating a "Made in Niagara" theme to program

- Recognize work of local designers with "Niagara-based Designer" award

- Highlight projects that enhance built environment and design context of Niagara

- Promote engagement with design and development communities, providing learning and networking events

Showcasing "Made in Niagara" Design Excellence

Niagara Region's Creative Cluster

- Design fields are part of "Creative Cluster"

- Creative Cluster includes:
  - design services, media, publishing, marketing, entertainment, music, visual arts, performing arts and culture

- 2018: cluster had 1,314 businesses with 7,538 jobs

- 2011 to 2018: Job growth increased 29%

- First Biennial will focus on design services

- Will grow and evolve into other areas of creative cluster in future installments

DESIGN SERVICES Architectural, Landscape Architectural, Interior, Industrial, Graphic and Specialized design, Computer design

MUSIC Music publishers, Sound recording studios, Record production and distribution

VISUAL ARTS Independent visual artists and artisans

PERFORMING ARTS Independent actors, comedians, performers, and writers and authors, Performing arts promoters (presenters) **CULTURE** Festivals, Non-commercial art museums and galleries, History, Science and other museums, Historic and heritage sites

MEDIA AND PUBLISHING Newspaper, Periodical, Book and software publishers, Radio, Television and Internet broadcasting, Pay and Specialty TV, Web search portals, Computer systems Design

MARKETING Advertising Agencies, Public Relations, Photographic Services

ENTERTAINMENT Video Game Design, Development, Publishers and Post-production, Motion Picture and Video Production, Distribution, Exhibition and Post-production

What is special about Niagara?

Wineries, Breweries, Distilleries and the Wine Route

Tourist Attractions, Hospitality and Culture

Parks, Recreation and Natural Features

Alternatives Reviewed

- Staff considered continuing former awards program
- However; many aspects are no longer relevant:

  - Holding event annually produced limited submissions
  - Decline in number off submissions
  - Same jury members participated most years
  - Same design categories used for each program
  - Submitted projects could be up to 10 years old (not current)

- Staff considered postponing new program until 2020:

  - Discovered a lot of interest from design and development communities
  - Desire to create more vital and relevant awards program now

Fresh

approach

To

Design

Awards

Relationship to Strategic Priorities

Fostering Investment, Innovation and Entrepreneurship

- Design and development communities compete for awards, creating design legacy in Niagara
- Program will showcase variety and breadth of design happening within Region to wide audience
- Events will provide opportunity for design and development communities to network

Positioning Niagara Globally

- Program will be promoted via many avenues:
  - publications, website, social media, emails, posters, advertisements and presentations
- Promote Niagara's brand name by showcasing design excellence to global audience
- Collaborating with Economic Development and Tourism allows program to reach broader audience

Fostering Investment, Innovation and Entrepreneurship

Positioning Niagara Globally

Financial Considerations

- Annual Budget of previous awards program: $15,000

- Investment in new program (2019 – 2020): $45,000

- New awards program more extensive with more events

- Can be accommodated within Council approved 2019 Operating Budget

- Some projected expenses could be offset with:
    - Entry fees for submissions
    - Sponsorships and In-kind donations

- **Program is regarded as investment into Niagara's economy**

Investment in Tourism and Economic Development

Timeline and Phases

Phase 1: Pre-Launch

2019
Q2 - Q3

Jan - Sept

PROJECT

PLANNING

WE ARE HERE !

Phase 2: Awards Launch

2019
Q4

October

AWARDS

LAUNCH EVENT:

Design

Symposium

and

Call for

Submissions

Phase 3: Jury Day

2020
Q1

March

JURY DAY

EVENT:

Evaluating

submissions

Phase 4: Awards Ceremony

2020
Q2

April

AWARDS

CEREMONY

EVENT:

Gala awards

presentation

Phase 5: Project Close

2020
Q2

May

PROJECT

WRAP-UP

De-briefing

Questions?