



PRESENTATION TO CULTURE COMMITTEE  
SEPT 25, 2019

# Introduction

- ‘Niagara Community Design Awards’ was closed in 2016
- 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 of Architecture, Landscape architecture and Urban design
- Will encompass a broader segment of Region’s design community

**New  
and  
Improved  
Design  
Awards  
Program**

# Niagara Community Design Awards

- 'Niagara Community Design Awards' organized by Region on behalf of the 12 local area municipalities
- Design categories related to: architecture, landscape architecture, urban design and urban planning
- 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



# Some Past Winners: 2005 – 2006



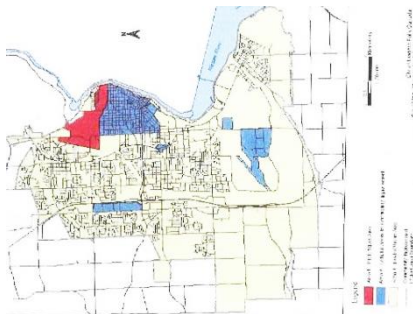
Harbour House Hotel  
Niagara-on-the-Lake



The Keg – Merritton Cotton Mills  
St. Catharines



Thundering Waters Golf  
Niagara Falls



Brownfield CIP  
Niagara Fall



Stratus Vineyards  
Niagara-on-the-Lake



Carnegie Lofts  
Grimsby



## Some Past Winners: 2007 – 2008



Genesis Court  
St. Catharines



The Old Winery  
Niagara-on-the-Lake



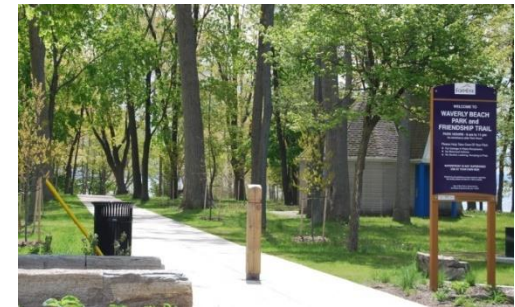
Legacy: Len Pennachetti  
Jordan Village



Southbrook Vineyards  
Niagara-on-the-Lake



156 St. Paul St  
St. Catharines



Erie Beach Trail,  
Fort Erie

# Some Past Winners: 2009 – 2010



Riverwalk, Niagara Boulevard  
Fort Erie



Gillian's Place  
St. Catharines



Urban Design Guidelines for  
the Garden City, St. Catharines



High on Rye  
Niagara-on-the-Lake



Stirling Spa  
Niagara Falls



Niagara College Landscape MP  
Welland



# 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

# 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



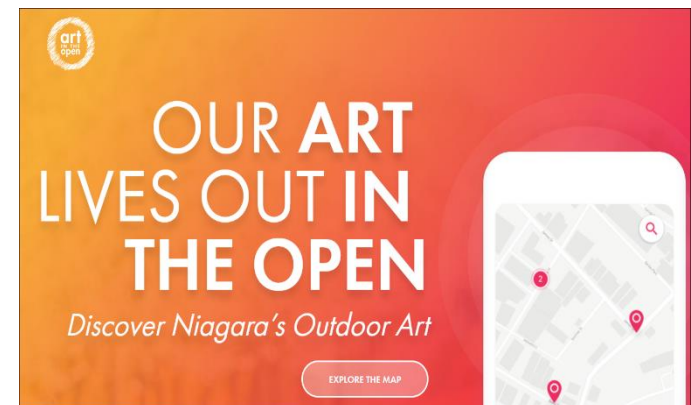
Old Firehall,  
Thorold



John Brant Public School,  
Fort Erie

# Recognizing the former Design Awards

- Dedicated web page on Niagara Region's website
- List of all award winning projects and project teams over the 12 year period available through Open Data
- Collage style posters of award winning projects (images / names) from each year to be posted on web page and shown at awards events
- Potential integration with "Art in the Open" website / mobile app
- Potential collaboration with proposed "Ohnia Kara" Geo Park



# 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
- Will create synergies by collaborating with Economic Development, Tourism and the design and development communities
- As experienced by other International Biennials:
  - **Contribute to increased regional pride, investment, economic uplift and cultural capital**



**Improve Niagara's  
Global brand**



# Why a Biennial format?

- To focus on contemporary (new) works
- To provide networking and learning opportunities:
  - Exhibitions
  - Installations
  - Seminars
  - Film screenings
  - Workshops
  - Tours
  - Community events
- To engage a wider and more diverse audience to the awards program
- To highlight the range of unique physical and geographic environments within the region where design takes place
- Program is held every 2 years, to better align with design and construction industry awards programs



# Highlights of the Biennial Program

- Encompass a broader segment of the design community by including additional fields of design including:
  - Interior design
  - Public Art
  - Student design projects (post-secondary)
- Create a “Made in Niagara” theme by highlighting projects that enhance the built environment and design context of Niagara
- Recognize work of local designers with a “Niagara-based Designer” award category
- Provide learning and networking events, promoting engagement with design, development, culture and tourism communities

**Showcasing**  
**“Made in**  
**Niagara”**  
**Design**  
**Excellence**

# Key differences with new awards format

## INAUGURAL BIENNIAL (2020)

- Award program will be held biennially
- Introducing new design categories, new jurors and new judging criteria
- Using digital submission format – no presentation boards
- Recognizing works of local designers with a special award category

## FUTURE BIENNIALS (2022, 2024, etc.)

- Introducing international submission and content in the future
- Including a variety of programming elements in the future



# 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

# Tapping into Tourism

- 2017: Tourism expenditures in Niagara Region, totaled 2.4 billion dollars
- Almost 13 million visitors, hailing from; Ontario, other provinces, US, and overseas
- 2018,: stats show Region has over 2,800 tourism businesses
- Provide almost 40,000 jobs
- Recognizing creativity and design excellence in the tourist industry will contribute to the industry's growth and success



# Stakeholders and Community Groups

- Regional Council and leadership team
- Local area municipalities (12)
- Indigenous Communities
- Design community:
  - Niagara Society of Architects (NSoA)
  - Ontario Assoc. of Architects (OAA)
  - Ontario Assoc. of Landscape Architects (OALA)
  - Ontario Professional Planning Institute (OPPI)
  - Professional Engineers of Ontario (PEO)
  - Association of Registered Interior Designers of Ontario (ARIDO)
- Development and Real Estate community:
  - Niagara Construction Assoc.
  - Niagara Homebuilders Assoc.
  - Hamilton-Halton Home Builders Association
  - Niagara Assoc. of Realtors
- Arts and Culture community:
  - Region's Culture Committee
  - Local Art Galleries, and Museums
  - Artists Centres and Cultural Centres
  - Museum Assoc. of Niagara
- Parks and Conservation Authorities
  - Parks Canada
  - Niagara Peninsula Conservation Authority
  - Niagara Parks Commission
- Colleges, Universities and Schools:
  - Brock University
  - Niagara College
  - Willowbank
- Economic Development community:
  - Local Chambers of Commerce
  - Local Business Improvement Associations
- Tourism Organizations
  - Tourism Partnership of Niagara
  - Niagara Falls Tourism
  - Niagara-on-the-Lake Tourism & Chamber
  - St Catharines Tourism
  - Twenty Valley Tourism
  - Niagara's South Coast Tourism
  - Wine Making Association of Ontario



# Timeline and Phases



# How can the Culture Committee help?

- Spread the word about the new program to your network
- Send us your suggestions for potential submissions – we will follow up with the artists / owners
- Collaborate on events for future Biennials
- Attend the awards ceremony gala in 2020



# Discussion with the Culture Committee



- Were you involved in the former Niagara Community Design Awards? If so, what could have been improved?
- Feedback on the new awards program, including new design categories (i.e. Interior design, Outdoor Art, Student design projects)
- Ideas for collaborative events for future Biennials