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Town of Aurora

## Delegation Request

Legislative Services

This Delegation Request form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to Legislative Services.

**Council or Committee Meeting Date:**

December 1st 2020

**Subject:**

Library Square Project: Art Project

**Name of Spokesperson:**

Arts Help

**Name of Group or Person(s) being Represented (if applicable):**

Mercedes Custodio, Sophie Brussaax, Mo Ghoneim, Adiam Gafoo

**Brief Summary of Issue or Purpose of Delegation:**

We would love the opportunity to provide insight into a permanent interactive art installation that we believe will have an amazing impact in the Town of Aurora. Arts Help is an award-winning non-profit that ignites creative thinking, inspires problem-solving by celebrating local Canadian artists, as well as international artists.

Founded on the principle that art makes the world a better place, we have an engaged community of over 2.5 million members. In partnership with the United Nations, Arts Help aligns its initiatives with the 17 Sustainable Development Goals to produce high-impact projects, collaborations, and interactive programming that champions art with purpose.

Have you been in contact with a Town staff or  
Council member regarding your matter of interest?

Yes



No

**If yes, with whom?**

Mayor Tom Mrakas  
Councillors; Harold Kim, Wendy Gaertner, Sandra  
Humfries, Michael Thompson, Rachel Gilliland, John  
Gallo

**Date:**

October 14th, 2020

November 19th, 2020



I acknowledge that the Procedure By-law permits five (5) minutes for Delegations.

# TOWN OF AURORA

LIBRARY SQUARE PROJECT  
PROPOSAL BRIEF

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Presented by Arts Help Canada



# Library Square Project

TOWN OF AURORA

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A place where young and old can come together in all seasons to enjoy art, theatre, music, shopping, community events and activities.



# KEY OBJECTIVES

## COMMUNITY & ENGAGEMENT

Involving the community allows residents to contribute to the creative process of an artwork and assume ownership of a project.

## IMPACT

Apply the Global Goals for Sustainable Development as the key framework for art programming through the Arts Help's United Nations partnership.

## AWARENESS

Implement a robust and longterm PR & Communications strategy through our network to create awareness and position the Town of Aurora as a progressive and innovative town.



# NATIONAL ALIGNMENT

POSITIONING AURORA AS A RESOURCEFUL AND INNOVATIVE TOWN THROUGH ART!

**"The Sustainable Development Goals are as meaningful in Canada as they are everywhere else in the world" - Prime Minister Trudeau**

Canada has long been applauded globally: it enjoys a reputation as the most admired country in the world based on environmental, political, and economic factors; and it is the second-best country overall, according to the World Economic Forum





# INTERACTIVE DIGITAL NETWORK

Arts Help will develop an interactive Art platform for the Town of Aurora by creating a truly digital network consisting of:

## 1) Indoor interactive digital screens

The indoor digital screens will allow seamless content curation for various exhibits all year round.

Click to watch example: <https://youtu.be/cMqecy1hixY>

## 2) A local and grassroots online community (social media)

Arts Help will create a hyper-local art community on social media for Aurora residents and offer them engagement opportunities in the curation process such as voting for exhibitions, polls, and artist submissions through a digital media portal.



# Thank you!

WE LOOK FORWARD TO MAKING  
IMPACT TOGETHER!



Presented by Arts Help Canada

