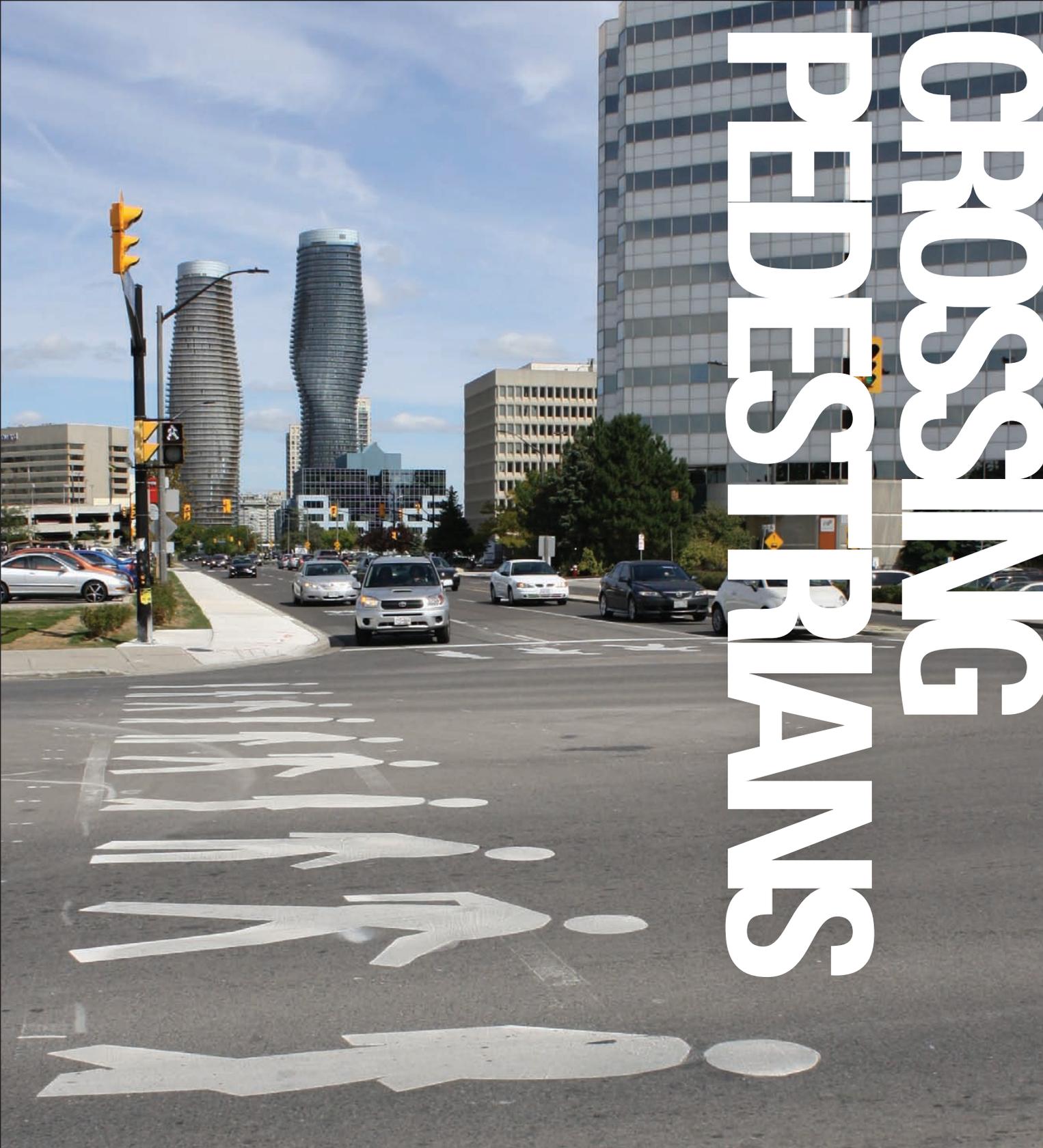


CROSSING PEDESTRIANS



PUBLIC ART SENDS A MESSAGE
DOWNTOWN MISSISSAUGA IS PEDESTRIAN-FRIENDLY

A RECENT ADDITION TO THE CITY OF MISSISSAUGA'S PUBLIC ART COLLECTION SENDS A MESSAGE THAT ITS DOWNTOWN IS BEING DEVELOPED AS A PEDESTRIAN-FRIENDLY ENVIRONMENT. THE CITY OF MISSISSAUGA COMMISSIONED WELL-KNOWN, MONTREAL-BASED STREET ARTIST ROADSWORTH TO WORK WITH TRANSPORTATION AND WORKS STAFF TO DEVELOP AN ENGAGING DESIGN FOR A **DOWNTOWN CROSSWALK**.

The City mandated that the artwork must respect road safety and marking guidelines. After many iterations, the artist designed Crossing Pedestrians, which is based on the figures from the familiar 'pedestrian crossing' road sign. The thick white lines of the typical zebra-crossing come to life at the intersection of Duke of York Boulevard and City Centre Drive, with the 'pedestrians' walking towards the newly-renovated Mississauga Celebration Square adjacent to the Civic Centre.

Roadsworth, a pedestrian and cycling advocate, suggests that his work is better experienced by people walking than by drivers. According to the artist, the interactivity of the piece is revealed as people using the crosswalk set the animation in motion by their own movement across the intersection. The installation is not only meant to underline pedestrian safety and accessibility at this important Mississauga intersection but also to create an experience that is uniquely pedestrian.

One year after Mississauga's Council approved the "Framework for a Public Art Program", there are many public art projects and plans in the works, particularly downtown. According to Susan Burt, City of Mississauga director, Culture Division, Mississauga's downtown is undergoing an exciting transformation from its car-centric past to a place that is becoming more bike and pedestrian-friendly.

According to Burt, Duke of York will soon be an art boulevard with not only the crosswalk design, but also the existing public art pieces around the Living Art Centre including the popular bison [The Wise Ones by Tom Benner], video art on the new Mississauga Celebration Square media screens and a soon-to-be-unveiled iconic sculpture to be constructed in the centre of the roundabout next to Sheridan College's Mississauga campus.

ABOUT THE ARTIST

Roadsworth began painting the streets of Montreal in the fall of 2001, motivated by a desire for more bike paths in the city and a questioning of "car culture". Although arrested in the past for illegal road painting, he has since been working with municipalities and has commissions with the City of Montreal. He also developed temporary artwork painted for the Tour de France in 2007.

For more information, visit www.roadsworth.com.