

PARK(ING) DAY

Credit: Nathalie Quagliotto

Artists transform parking spaces into works of art on Lakeshore Road in Port Credit from September 20 to 30.

If you walk along Lakeshore Road East from Stavebank to Elmwood, you will see a garden of traffic cones, a small public beach, a car recycled as public seating, art made from playground equipment and art “road signs” promoting walking and cycling.

ABOUT PARK(ING) DAY

PARK(ing) Day is an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public places. The mission of PARK(ing) Day is to call attention to the need for more urban open space, to generate critical debate around how public space is created and allocated, and to improve the quality of urban human habitat. The original PARK(ing) Day concept was by Rebar. Visit rebargroup.org and parkingday.org for more information.

“The artwork, combined with the patios that have expanded onto the sidewalks, will add interest, colour and vitality to Port Credit’s streetscape. Both the patios and the art are part of the City of Mississauga’s Cultural Node Pilot Project for the area.” – Susan Burt, director Culture Division, City of Mississauga

“It is a great opportunity for Port Credit to take part in PARK(ing) Day, an annual event held in 160 cities around the world. We are proud to partner with the City of Mississauga on this initiative and also grateful to have received support from the Port Credit Community Foundation.” – Marion Morewood, jury member and chair of the Port Credit BIA

The art and patios that have expanded on to the sidewalks are a demonstration project exploring the future possibilities for Lakeshore Road and are part of the City of Mississauga’s Culture Node Pilot Project in Port Credit. Launched in 2011, the pilot supports and encourages initiatives that contribute to creating a more vibrant main street through outdoor retail displays, street furniture and public art.

Let us know what you think about the art and patios by visiting portcredit.com and get a chance to win \$500 in prizes from local businesses.



New on street patios on Lakeshore Road East in Port Credit.



Visit mississauga.ca/publicart and portcredit.com for more information.

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PORT CREDIT IS HOME TO A NUMBER OF FESTIVALS THAT BRING PEOPLE OUT IN LARGE NUMBERS THROUGHOUT THE SUMMER. ITS MAIN STREET, LAKESHORE ROAD, NEEDS MORE SPACE FOR BIKE PARKING, SITTING, PEOPLE WATCHING AND PEDESTRIAN MOVEMENT.

Lakeshore Road is the only east-west road that crosses the Credit River south of the QEW. Therefore, we need to find creative ways to further stimulate the vibrant main street area while still recognizing that the road is a significant transportation corridor. The seasonal sidewalk patios and temporary artwork, that are part of the City of Mississauga's Culture Node Pilot Project, point one way to achieve this aim.

As a demonstration of how the street's vibrancy can be improved and in response to requests for action on re-imagining Lakeshore Road from local residents and business owners, in April 2012 the City of Mississauga's Culture Division and the Port Credit Business Improvement Association (BIA) jointly launched a call for creative proposals. The creative proposals were to temporarily transform onstreet parking spaces into public spaces for 10 days.

More than 30 artists and designers responded to this opportunity to create work that engages directly with the public and helps to stimulate lasting change in the area. The jury, which included representatives from the City of Mississauga, the BIA and community members, architect Michael Spaziani and gallery-owner Joseph Rumi, had the difficult task of selecting the proposals from the numerous high-quality submissions. Many entrants responded with designs for more seating, some played with the

notion of parking and recreation, one proposal was for a human-sized hamster wheel, and others suggested and supported new activity such as impromptu street theatre.

The jury reviewed the PARK(ing) Day entries by considering how they would fit with (or pleasantly disrupt) the everyday in Port Credit, how they would add to the vibrancy of the street, and whether they would be safe and realistic to build within a small budget and short timeframe.

Winning artists Virginia Fernandez and Samantha Oswald's reworked car re-defines the street and asks us to make a gear_shift. Karl Van Es celebrates the community's relationship to water by bringing the "lake" back to Lakeshore Road. Susan Campbell and Nathalie Quagliotto's work actually makes a virtue of safety – albeit tongue-in-cheek. The two artists play with the standardized palette of safety regulations (orange pylons and safety yellow). TIMEANDDESIRE also turn norms on their head with their almost subliminal and subtle signage interventions.

Creative individuals like the five PARK(ing) Day artists can help make us think differently about our cities and remind us that "beneath the pavement, there is the beach". – **Helena Grdadolnik, Culture Division, City of Mississauga**



Artists: Virginia Fernandez and Samantha Oswald

Title: gear_shift

Artist Statement: A scrap car is cut open allowing passers-by to sit, chat and lounge in a newly created 'limo'. Re-made, re-vamped, re-purposed and re-used, this urban furniture re-defines the car, the street and the parking lot – it is time for a gear_shift.



Artist: Karl Van Es

Title: Lakeshore Lounger

Artist Statement: Inspiration for the design emerged out of the ubiquitous character of the "Muskoka Chair" and a vision to provide the community of Port Credit with its own unique interpretation that celebrates its relationship to water.

Crafted with over two hundred 2"x 2" cedar strips, the "Lakeshore Lounger" undulates back-and-forth to provide different ways to relax and enjoy the atmosphere of the street. Carved out of the bench, a deep void in the shape of Lake Ontario welcomes people to gather around and dip their feet in it.



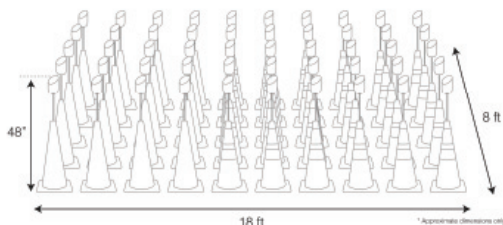
Artist: Susan Campbell

Title: Pop-up Garden Oasis (with Safety Cones)

Artist Statement: In order to really feel involved in PARK(ing) Day, we need to participate in the experience, to believe in the idea that for one day only the street really does become an extension of our civic space. We need to experience the diverse range of social applications that public space can offer and to combat the idea that the conventional parking spot serves the automobile only.

The public installation also makes a statement about urban planning, that ultimately, safety (motorist, pedestrian and cyclist) is an issue which concerns the entire community, not just the public authority charged with the task of implementing policies. My body of work explores physical mapping practices as a means to interpret and evaluate the design dynamics found within the urban landscape, in particular, development sites, parking lots, and public sidewalks.

susancampbellartist.wordpress.com





Artist: Nathalie Quagliotto
Title: Urban Playground Pod

Artist Statement: Nathalie Quagliotto's conceptual and relational art practice involves reconfiguring everyday pre-fabricated public objects associated with disuse, strict social regulations, safety and risk. She focuses on proximity, placement and color to the point where she disrupts and alters the social significance and usage of the object.

The Urban Playground Pod public art installation features a polypropylene surface normally found in playgrounds and a reconfigured tic-tac-toe game. The idea behind the Pod was to bring out this type of flooring to the general public to see its advantages and to offer a new twist on public playground equipment. The color "safety yellow" is used in the installation because of its public meaning of attention and awareness.

nathaliequagliotto.com



Artist: TIMEANDDESIRE
Title: Pedestrian / By-pedal Series

Artist Statement: TIMEANDDESIRE examines the concept of public and private spaces, as well as the role perception plays in constructing our realities.

The practice is a result of contemplating the human condition, stemming from philosophical notions, social psychology, public life observations, humour, cultural iconography and self-in-society examination.

Pedestrian / By-pedal Series adds new impressions into our shared space, urging passers-by to examine the socially constructed assumptions that often limit our understanding of existence. By drawing attention to these inherited norms, TIMEANDDESIRE challenges the viewer to re-think and re-define the concept of shared space, and our interactions therein.

timeanddesire.com