

AGENDA ITEM NO: 7.5

MEETING DATE: August 6, 2024

STAFF REPORT – COVER SHEET

SUBJECT: 2024 Chilliwack Mural Festival Submissions – Final Group DATE: July 30, 2024

DEPARTMENT: Recreation and Culture PREPARED BY: Carol Marleau

1. SUMMARY OF ISSUE:


The Chilliwack Arts Council (CAC) will be hosting its annual Chilliwack Mural Festival August 15 to 17, 2024. This three-day event will offer numerous activities including a mural tour.

Each year artists, local and from around the world, submit renderings to the CAC which are then adjudicated for selection and then forwarded to the Chilliwack Public Art Advisory Committee for recommendation.

Attached for Council's consideration are the final mural submissions.

2. RECOMMENDATION:


That Council approve the placement of the murals for the "2024 Chilliwack Mural Festival", as contained within the staff report dated July 30, 2024.



Darrell Lindhout
Director of Recreation and Culture

3. CHIEF ADMINISTRATIVE OFFICER'S RECOMMENDATION/COMMENTS:

Supports recommendation.


David Blain, CAO

**STAFF REPORT ON
2024 CHILLIWACK MURAL FESTIVAL SUBMISSIONS – FINAL GROUP**

PREPARED BY: Carol Marleau DATE: July 30, 2024
 Manager of Recreation
 Services and Corporate
 WELLNESS

POSITION: Wellness DEPARTMENT: Recreation and Culture

1. BACKGROUND:

The below information identifies the artists, locations and artists intent of the murals to be placed in various locations in Chilliwack’s downtown core, and as reviewed by the Chilliwack Public Art Advisory Committee.

Artists Name	Mural Location	Description/Intent
Juanjo Surace	45939 Wellington Avenue	The artist’s intent reflects the human use of AI in day to day activities.
Nean	9345 Main	The artist’s intent is to display the passage of time, and finding one’s place as an individual in a universe that transcends us.
Sophie Mess	46090 Yale Road 46299 Yale Road	The artist’s loves to use hummingbirds in her work and has included Chilliwack’s Anna’s hummingbird.
Terry and Jordan Horne	46080 Princess Avenue	The artist will use Salish Coast lines while mentioning his daughter in the process (rendering not available).
Ovila Mailhot	45975 Wellington Avenue	In the three murals the artist depicts the sun, the moon which are flanked by two thunderbirds. His inspiration was how the change in downtown Chilliwack is “night and day”.
Drift Mural Co.	45580 Spadina Avenue	The modern design elements harmonize with the natural motifs, creating a visually engaging composition.
Laura Klassen w/Kayla Penner	9309 Nowell Street	The artists, through their collaboration hope to create a new style of an intercultural mural representing the journey of motherhood
Leon Kerr	9300 Nowell Street	The artist’s intent is to paint a 3-dimensional mural that incorporates common objects.
Nina Kroeker	9345 Young Road	The artists intent is to capture the essence of Chilliwack through warm colours.

2. FACTORS:

- 2.1 Each year the Chilliwack Arts Council hosts a three-day mural festival which includes music, food trucks, live artist creations, and a mural tour highlighting previous mural creations, as well as those created in the current year of the festival. The event attracts thousands of visitors to the community.
- 2.2 The Chilliwack Public Art Advisory Committee has no concerns with the submitted renderings; and further, the downtown design guidelines support murals on secondary façades that do not detract from the front façade and contribute to the overall character and quality of Downtown Chilliwack.

3. RECOMMENDATION & SUBSTANTIATION:

Recommendation:

That Council approve the placement of the murals for the “2024 Chilliwack Mural Festival”, as contained within the staff report dated July 30, 2024.

Substantiation:

The Chilliwack Mural Festival offers a diverse and free event to the community and attendees help spur a positive economic impact to the surrounding business community.

CHILLIWACK MURAL FESTIVAL

2024 ARTISTS





2024 MURALISTS & WALLS

DOWNTOWN CHILLIWACK



Dear esteemed members of CPAAC and City Council,

Please find attached our application package of the final artwork for the 2024 Chilliwack Mural Festival season.

Our application package has been slightly delayed due to repositioning a mural on Main Street, in response to feedback received from Council and the general public. We've been working through delays with esteemed Indigenous Artist Terry Horne who will be mentoring his daughter Jordan in their first collaborative mural on Princess Avenue as well as 3-D artist Leon Keer.

We thank the Council and CPAAC for their hard work in maintaining the high standard for public art in Chilliwack.

With our appreciation,
The Chilliwack Mural Festival Team



JUANJO SURACE

BARCELONA, SPAIN

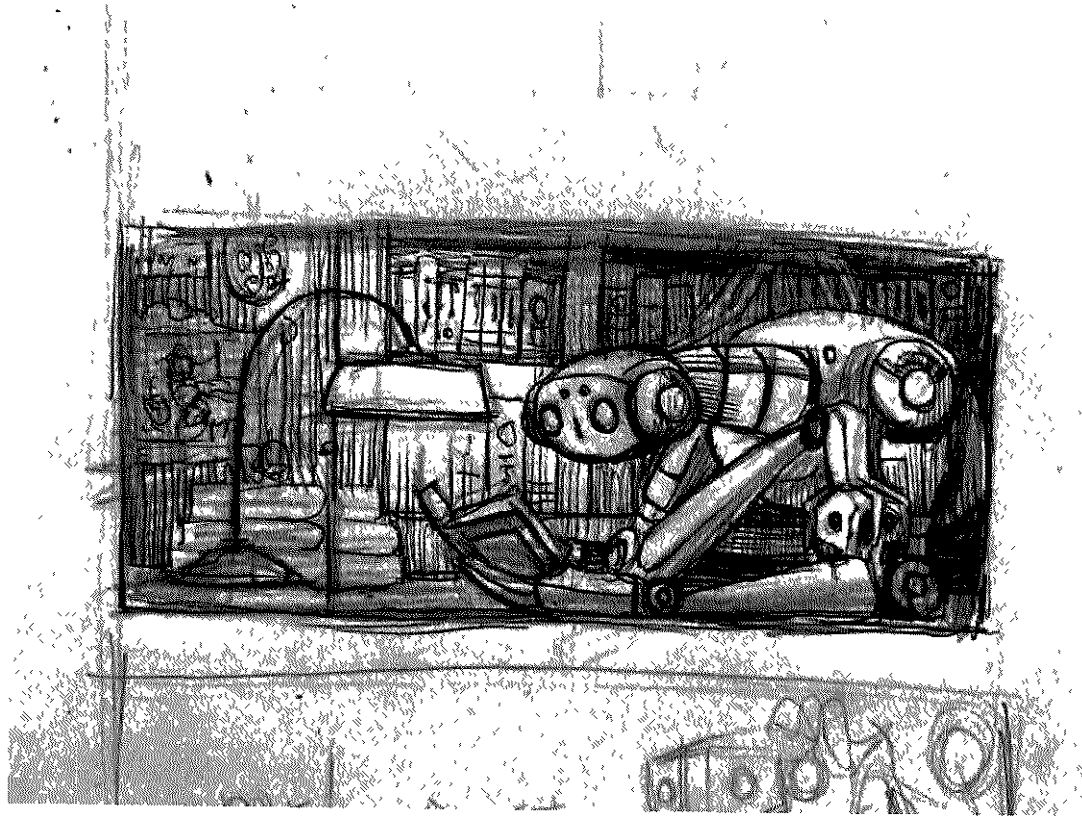
[instagram.com/juanjosurace](https://www.instagram.com/juanjosurace)

Back of 45939 Wellington Ave.

Juanjo Surace's work is often described as strange, eerie, and bizarre. It showcases high creativity and imagination. His art can be seen as a metaphor for human behavior and social norms, often depicted with humor in everyday situations.

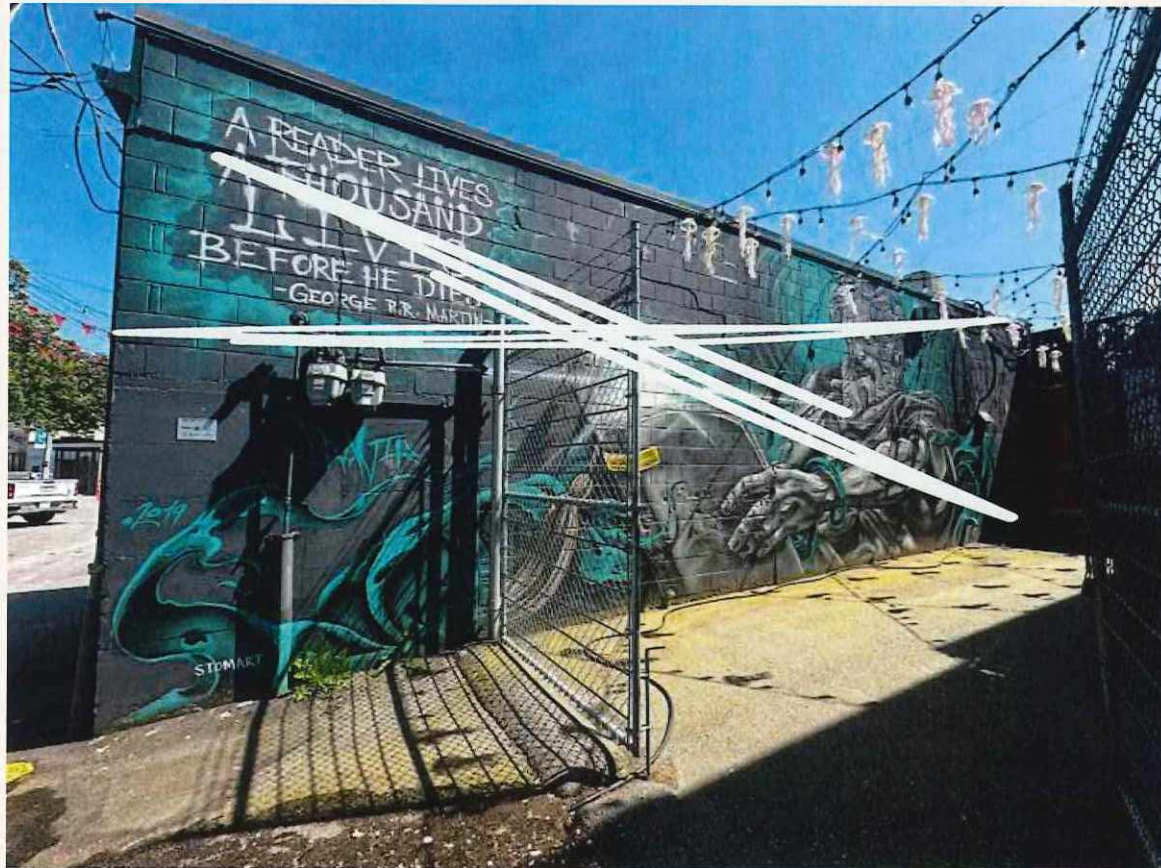
ARTIST INTENT: My image reflects the human use of AI in day-to-day activities, using mesmerizing and fantastic dimensions as metaphors for human behaviour.

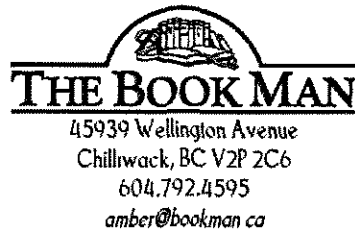
PROPOSED ARTWORK MURAL



Back of 45939 Wellington Ave.

WALL LOCATION: Back of 45939 Wellington Ave.
Approval: Included





July 16th, 2024

To Whom It May Concern:

The Chilliwack Mural Festival has my express permission to paint a mural by Juanjo Surace on the rear of my commercial property at 45939 Wellington Avenue for Chilliwack Mural Festival 2024.

Please contact me at 604.795.5992 should you have any questions.

With Respect,

Amber Brice

Owner
The Book Man

Back of 45939 Wellington Ave.

NEAN

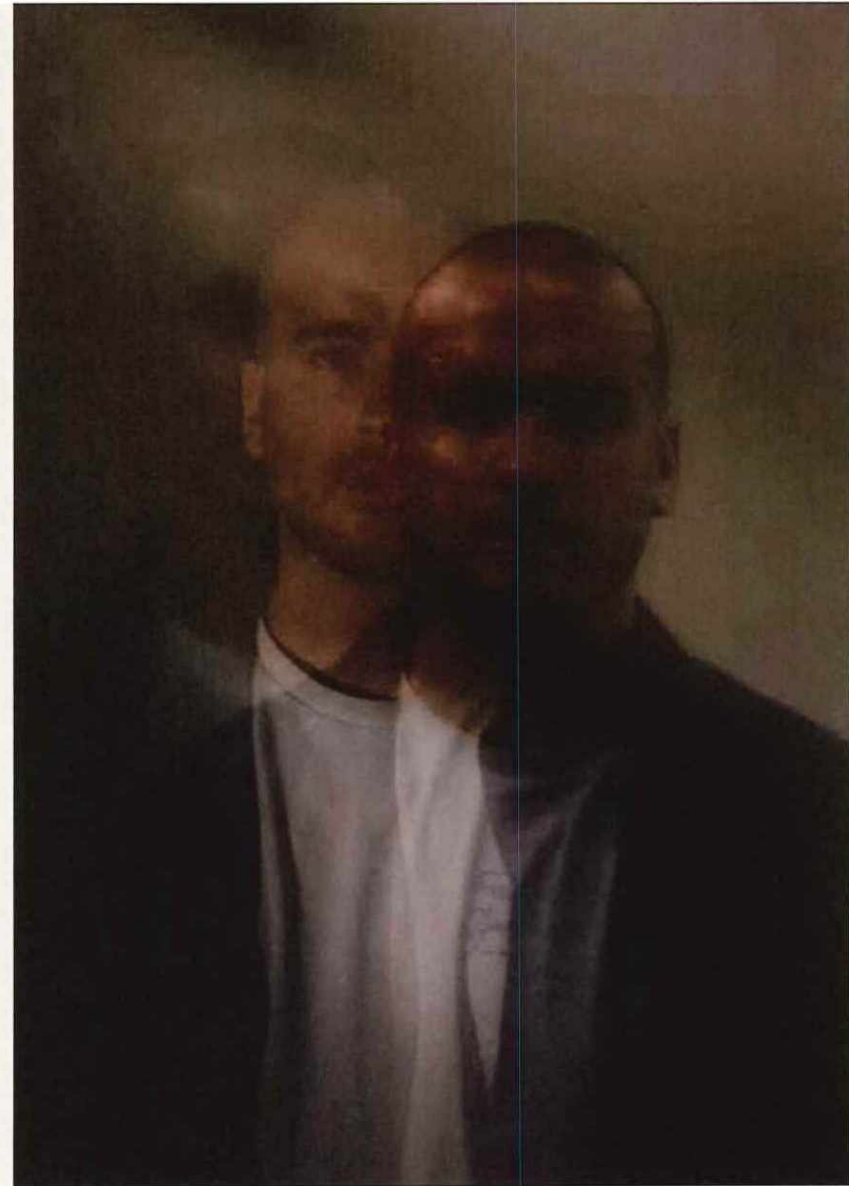
BELGIUM

[instagram.com/nean_kingdom](https://www.instagram.com/nean_kingdom)

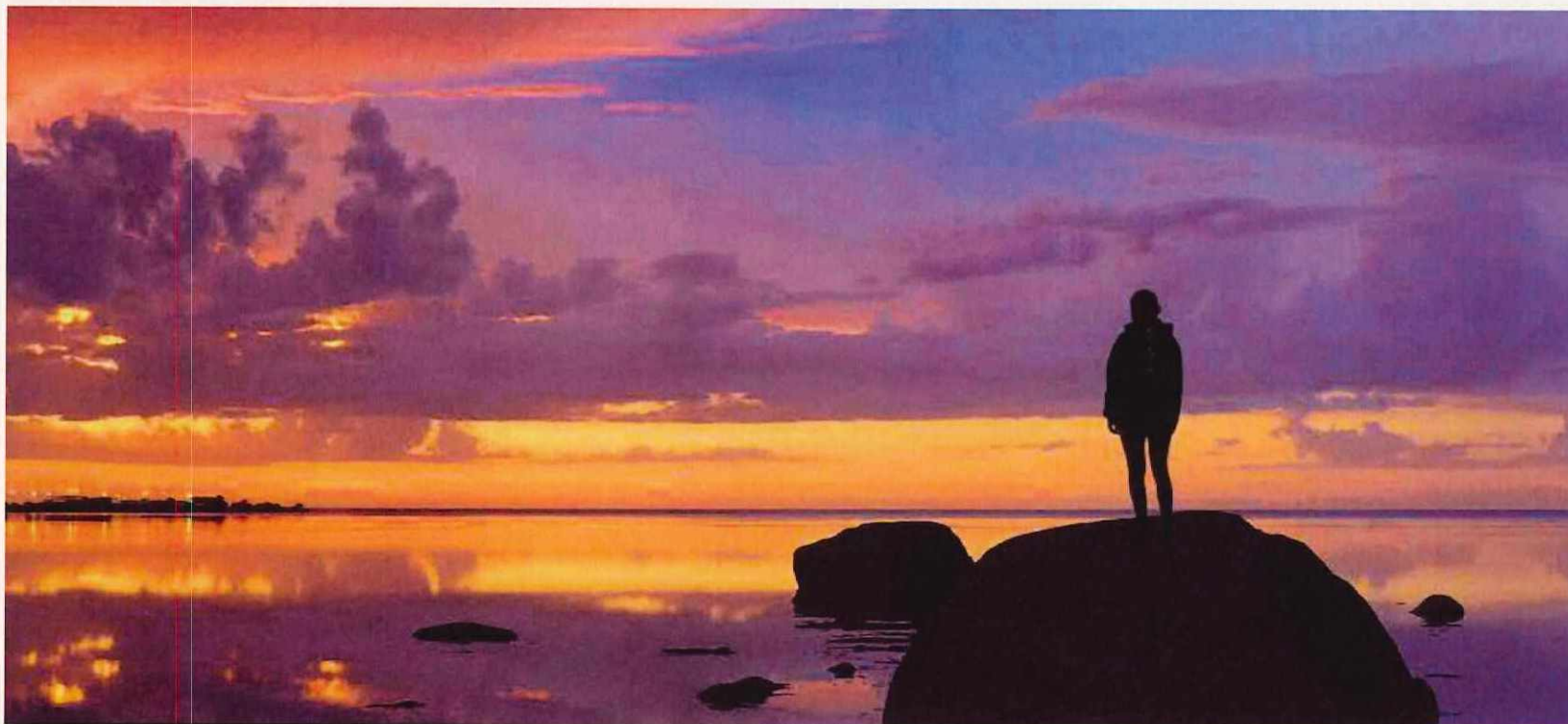
9345 MAIN ST.

A member of the famed Kingdom crew, Nean is the pseudonym of a Belgian street artist with a fascinating style who lives and works in Brussels. Completely self-taught like most of his urban colleagues, Nean started creating on paper before turning to aerosol spray paint - soon after that, the newly revealed world of graffiti installed a passion for portraits. This genre immediately became the focal point of the artist's portfolio. It should be noted that although the street artwork is a highlight of this young man's career, Nean also creates spray-on-canvas paintings regularly, constantly levitating between the streets and galleries of Belgium.

ARTIST INTENT: With this image I wanted to address universal themes such as the passage of time, the beauty of what surrounds us, and finding one's place as an individual in a universe that transcends us.



PROPOSED ARTWORK MURAL



9345 MAIN ST.

WALL LOCATION: Back of building of 9345 Main St. (the wall is in the parking lot off of Wellington Ave.)
Approval: Included



9345 MAIN ST.



Lise Oakley <hello@chilliwackmuralfestival.com>

to Rob

Fri, Jul 12, 8:58AM (5 days ago) ☆ ↶ ⋮

Hi Rob,

I wanted to follow up as we'll need to send the renderings to the city for review next week.

Please let me know if we can proceed with the following rendering for the building.

Lise



On Jul 9, 2024, at 4:18 PM, Lise Oakley <hello@chilliwackmuralfestival.com> wrote:

...



Rob Hallett

to me

Fri, Jul 12, 10:03AM (5 days ago) ☆ ↶ ⋮

Yes, it looks great!

9345 MAIN ST.

SOPHIE MESS

UK

[instagram.com/sophiemess](https://www.instagram.com/sophiemess)

46090 Yale Rd & 7-Eleven

After spending five years in London learning from some of the country's leading artists, honing her skills, and immersing herself in the dynamic mural industry as both an artist and a project manager, painting murals for clients such as Burberry and Microsoft, the desire to focus on her work became too strong to ignore. She has spent the past few years pursuing her creative journey.

ARTIST INTENT: I love to occasionally include hummingbirds in my work because of their spiritual meaning, so I have included Chilliwack's Anna's hummingbird.



PROPOSED ARTWORK MURAL 1



Back of 46090 Yale Rd (Homer's Restaurant)

WALL LOCATION: Back of 46090 Yale Rd (Homer's Restaurant)
Approval: Included



Back of 46090 Yale Rd (Homer's Restaurant)

July 31, 2024

Chilliwack Community Arts Council
% Chilliwack Mural Festival
8465 Harvard Pl #12
Chilliwack, BC
V2P 7Z5

To Whom It May Concern,

I am writing to grant permission for Chilliwack Community Arts Council c/o Chilliwack Mural Festival to curate and oversee Sophie Meier's mural installation on the wall of our business's building, located at the alley wall of 46090 Yale Rd., Chilliwack, BC.

I hereby grant permission for the Chilliwack Community Arts Council to install the mural for the 2024 year. We understand that the Chilliwack Community Arts Council will ensure that the installation is done professionally and legally and will coordinate with CCAC/CMF to maintain the artwork over time.

If you require further information or have any questions, please do not hesitate to contact us.

Sincerely,



Owner, Homer's Restaurant

Back of 46090 Yale Rd (Homer's Restaurant)

PROPOSED ARTWORK MURAL 2



7-Eleven | 46299 Yale Rd.

WALL LOCATION: 7-Eleven on 46299 Yale Rd.
Approval: Included



7-Eleven | 46299 Yale Rd.

June 19, 2024

Chilliwack Community Arts Council
% Chilliwack Mural Festival
8465 Harvard Pl #12
Chilliwack, BC
V2P 7Z5

To Whom It May Concern,

I am writing to grant permission for Chilliwack Community Arts Council c/o Chilliwack Mural Festival to curate and oversee Sophie Mess's mural installation on the wall of our business's building, located at the side wall of 46299 Yale Rd., Chilliwack, BC, facing Williams Street

I hereby grant permission for the Chilliwack Community Arts Council to install the mural for the 2024 year. We understand that the Chilliwack Community Arts Council will ensure that the installation is done professionally and legally and will coordinate with CCAC/CMF to maintain the artwork over time

If you require further information or have any questions, please do not hesitate to contact us

Sincerely,



Harpreet Gill

Owner of 46299 Yale Road (7-eleven Plaza)

7-Eleven | 46299 Yale Rd.

LOCAL

TERRY & JORDAN HORNE

CHILLIWACK

[instagram.com/siyemches](https://www.instagram.com/siyemches)

Hollis Wallis is from Hope. They're an emerging painter who is inspired by surrounding natural beauty/mountains.

ARTIST INTENT: Work with coast salish lines and mentoring his daughter in the process.

46080 Princess Avenue



PROPOSED ARTWORK MURAL

AWAITING ART DUE TO FAMILY EMERGENCY
working under the guidance of Carrielynn Victor within the style of
previous works seen below



46080 Princess Avenue

WALL LOCATION: 46080 Princess Avenue
Approval: Included



May 14, 2024

Chilliwack Community Arts Council
% Chilliwack Mural Festival
8465 Harvard Pl #12
Chilliwack, BC
V2P 7Z5

To Whom It May Concern,

I am writing to grant permission for Chilliwack Community Arts Council c/o Chilliwack Mural Festival to curate and oversee Terry Home's mural installation on the wall of our business's building, located at the side wall of 9275 Nowell Drive, on Princess Avenue, Chilliwack, BC.

I hereby grant permission for the Chilliwack Community Arts Council to install the mural for the 2023/24 year. We understand that the Chilliwack Community Arts Council will ensure that the installation is done professionally and legally and will coordinate with Rogers/Shaw to maintain the artwork over time.

If you require further information or have any questions, please do not hesitate to contact us.

Sincerely,

Dave Morris
Manager, Field Operations
9275 Nowell Street, Chilliwack BC
E: dave.morris@rci.rogers.com
M: 236-638-1218

 **ROGERS**

46080 Princess Avenue

LOCAL

OVILA MAILHOT

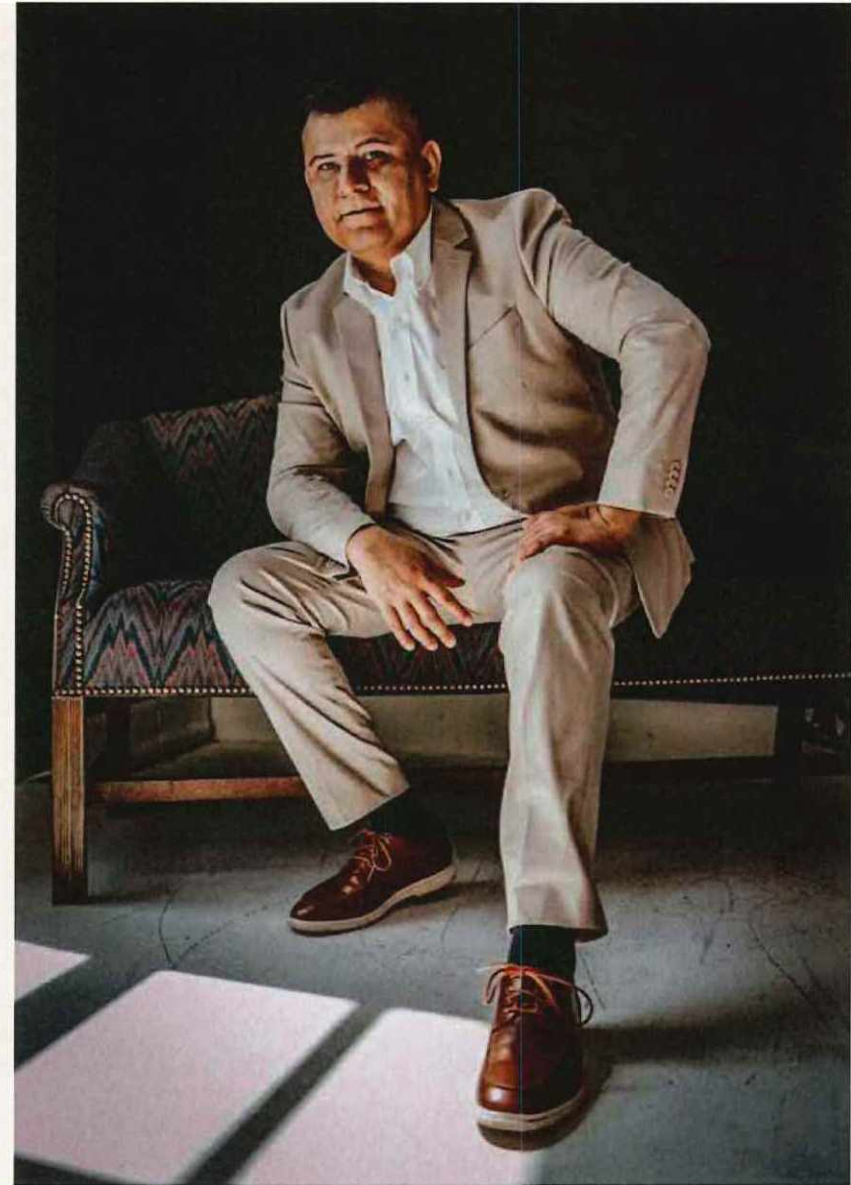
SEABIRD ISLAND/INDIANA
[instagram.com/ovila79](https://www.instagram.com/ovila79)

Ovila Mailhot is a Coast Salish graphic artist and designer. Originally from Seabird Island in British Columbia, he lived in Chilliwack, BC, for several years and now lives in Lafayette, Indiana. His roots are both in Stó:lō and the Nlaka'pamux Nation. Ovila notes that he feels compelled to create new work and revitalize the techniques and approaches to Indigenous art.

VINYL MURAL

ARTIST INTENT: One is a Sun and Moon, day and night theme, with a pair of thunderbirds on each side. Inspired by a conversation with a friend back home. I shared with him that I was missing home and asked how much downtown 'Wack has changed since I left. He told me "Oh damn, the difference is probably night and day since you've been here." I spent the most time on this design. Especially figuring out a good color palette, that didn't feel too harsh against each other. And I got the most feeling as I was doing this design, thinking of my family and friends back home in B.C.

Red Chillies | 45975 Wellington Ave



PROPOSED ARTWORK MURAL



Red Chillies | 45975 Wellington Ave

WALL LOCATION: 45975 Wellington Ave, Chilliwack, BC - Side windows
Approval: Included



Red Chillies | 45975 Wellington Ave

July 8, 2024

Chilliwack Community Arts Council
% Chilliwack Mural Festival
8465 Harvard Pl #12
Chilliwack, BC
V2P 7Z5

To Whom It May Concern,

I am writing to grant permission for Chilliwack Community Arts Council c/o Chilliwack Mural Festival to curate and oversee Ovi Mailhot's vinyl mural installation on the window's of our business building at 45975 Wellington Ave. facing Young Rd.

I hereby grant permission for the Chilliwack Community Arts Council to install the mural for the 2024 year. We understand that the Chilliwack Community Arts Council will ensure that the installation is done professionally and legally and will coordinate with Rogers/Shaw to maintain the artwork over time.

If you require further information or have any questions, please do not hesitate to contact us.

Sincerely,



M. Sharma.



COMMISSION PIECE

DRIFT MURAL CO

Ottawa, Canada

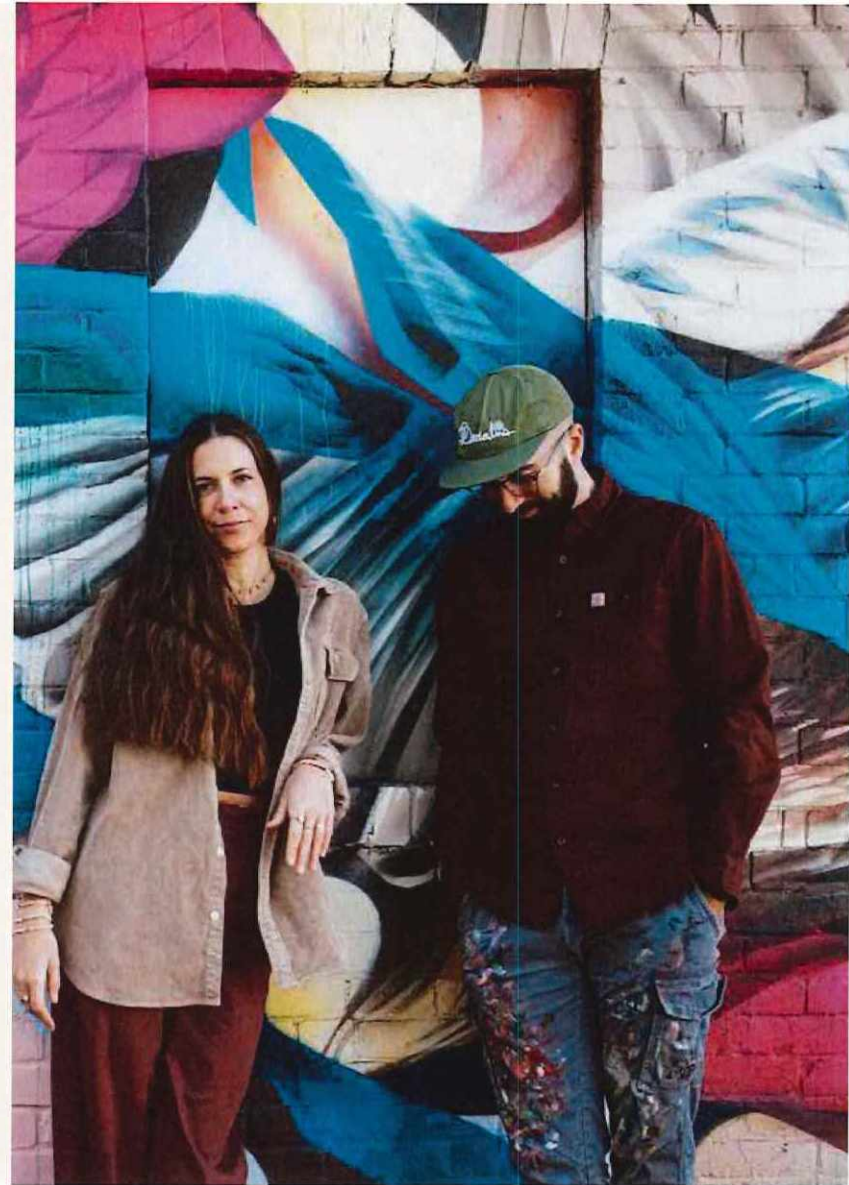
Drift represents the gradual shift of attitude, opinion, and position as we strive to implement a variety of mural projects in communities around the world, celebrating each one's unique identity through the power of public art.

ARTIST INTENT: Interwoven throughout the mural are the Monarch butterfly and Dogwood flower, emblem of pride to the Lion's Club members and the broader community. Additionally, the mural incorporates other flora such as the Blanket flowers, and geometric shapes, adding a contemporary twist to the nature-focused

piece. To further enhance the mural's connection to the local environment, blue and brown water-inspired graphics represent the Fraser River through the seasons, highlight the significance of the river to

the region. These modern design elements harmonize with the natural motifs, creating a visually engaging composition. These elements create a strong sense of place and community connection.

45580 Spadina Ave

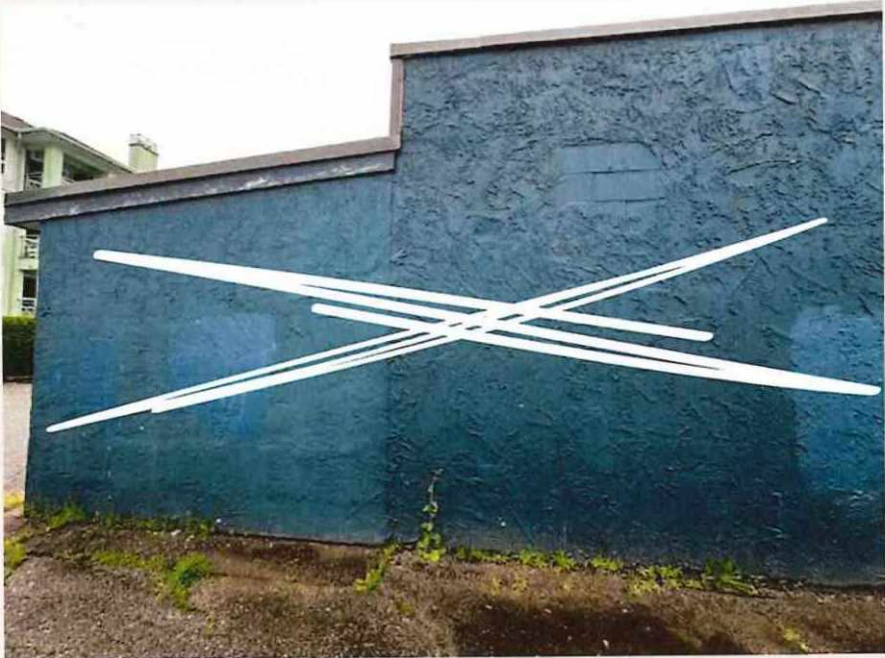


PROPOSED ARTWORK MURAL



45580 Spadina Ave

WALL LOCATION: 45580 Spadina Ave
Approval: Included



45580 Spadina Ave



June 5, 2024

Chilliwack Community Arts Council
% Chilliwack Mural Festival
8465 Harvard Pl #12
Chilliwack, BC
V2P 7Z5

Mt Cheam Lions Club
9233 Main Street
Chilliwack BC
V2P 4M8

To Whom It May Concern,

Mt Cheam Lions Club is writing to grant permission for Chilliwack Community Arts Council c/o Chilliwack Mural Festival to curate and oversee Dominic Laporte's mural installation on the side wall of our organization's building, located at 9233 Main Street, Chilliwack, BC.

We hereby grant permission for the Chilliwack Community Arts Council to install the mural for the 2024/25 year. We understand that the Chilliwack Community Arts Council will ensure that the installation is done professionally and legally and will coordinate with the Mount Cheam Lions to maintain the artwork over time.

We are currently cleaning, repointing and painting the wall. Could there be some indication on the size of the mural?

If you require further information or have any questions, please do not hesitate to contact us.

Sincerely,



Alan Hunt
Secretary

45580 Spadina Ave

LOCAL

LAURA KLASSEN W/ KAYLA PENNER

Chilliwack/Abbotsford, BC

Drift represents the gradual shift of attitude, opinion, and position as we strive to implement a variety of mural projects in communities around the world, celebrating each one's unique identity through the power of public art.

ARTIST INTENT: Laura Jane Klassen and Kayla Fawn Penner met as kids in the 90's kids and now multi-disciplinary friends and artists from the Fraser Valley. While collaborating on this design, they hoped to create a new style of intercultural mural representing the journey of motherhood. The beaded arch installation above the setting sun is a nod to Penner's indigenous beadwork and representation of her First Nations heritage. Archways symbolize renewal, representing a rite of passage where one leaves the old behind to embrace the new, perfect for representing a mother's journey.

As new mothers, their hope for the next generation and their children is that they would hold the vibrancy and wisdom of Lhilheqey (Cheam peak) and always look for the hidden gems along the way.

The beadwork installation will be created for the weekend of the mural fest. The 'beads' are spray-painted Styrofoam balls that will create the visual effect of larger-than-life beadwork, similar to the kind Kayla uses for her art practice.

9309 Nowell

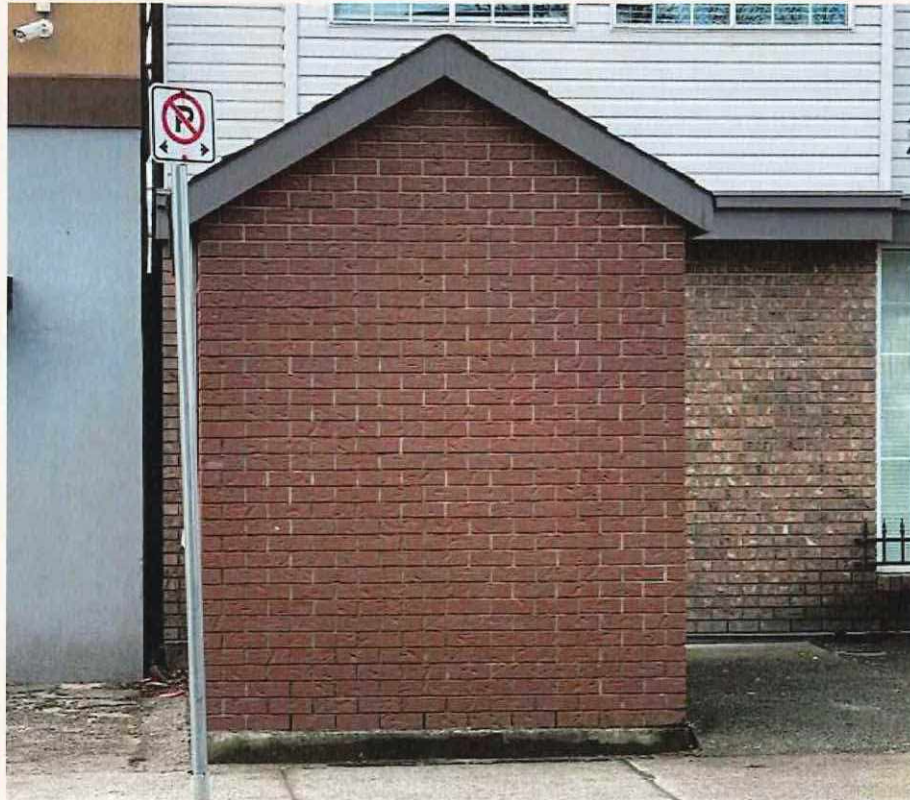


PROPOSED ARTWORK MURAL



9309 Nowell

WALL LOCATION: 9309 Nowell
Approval: Included





Ali Hadani

to me ▾

5:05 AM (10 hours ago) ☆ ↶ ⋮

Hi Lise,

I really like it. I would like to print out the artist's intention and pass it around to my neighbours giving them an idea of what the mural represents. This will encourage conversations and the message can be passed along to our community downtown. The Fraser Valley Aboriginal Children and Family Society occupies most of the second floor in the building across the street. I am very excited about this opportunity and feel lucky to have such a beautiful mural.

Kindly,
Ali

Monday April 24, 2023

Chilliwack Community Arts Council
c/o Chilliwack Mural Festival
8465 Harvard Pl #12
Chilliwack, BC
V2P 7Z5

Dear City of Chilliwack,

I am writing this letter to grant permission to the Chilliwack Community Arts Council c/o Chilliwack Mural Festival to curate and oversee the installation of a mural on the back wall of 9321 Nowell Street within the parking lot across from District 1881. Alternatively, I grant permission to paint a mural at 9300 Nowell Street on the south facing wall.

The permission granted in this letter is valid for the year 2023/24. I trust that the organization will take all necessary precautions to ensure the safety of the building and the surrounding area during the installation of the mural.

Thank you for your cooperation and understanding. Please do not hesitate to contact me if you have any questions.

Sincerely,

Ali Hadani
Owner of the Building

45580 Spadina Ave

LEON KEER

NETHERLANDS

[instagram.com/leonkeer](https://www.instagram.com/leonkeer)

From the Netherlands, Leon Keer is one of the world's leading artists in anamorphic street art. He has created work on canvas and (3D) artwork on the streets across the world (3D Street Art, 3D Streetpainting, Murals). His art has been showcased in Europe, the United States, Russia, Mexico, the United Arab Emirates, Australia, New Zealand, and several Asian countries. In addition to using optical illusion, he often presents his art by adding new technologies, such as augmented reality and video mapping.

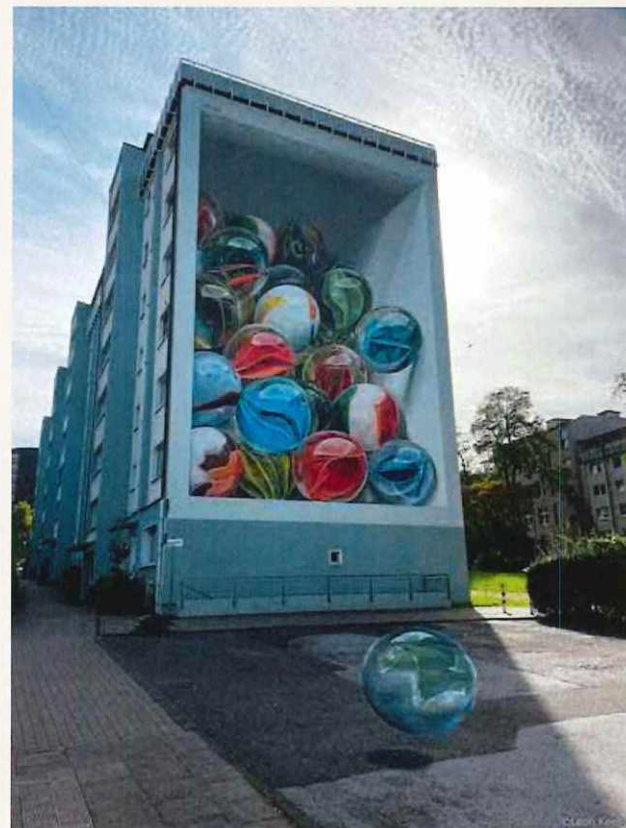
ARTIST INTENT: To paint a 3 Dimensional mural that incorporates common objects.



EXAMPLES OF WORK AND PORTFOLIO



Mill Street



WALL LOCATION: 9300 Nowell
Approval: Included



9300 Nowell

Monday April 24 2023

Chilliwack Community Arts Council
c/o Chilliwack Mural Festival
8465 Harvard Pl #12
Chilliwack BC
V2P 7Z5

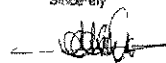
Dear City of Chilliwack

I am writing this letter to grant permission to the Chilliwack Community Arts Council c/o Chilliwack Mural Festival to curate and oversee the installation of a mural on the back wall of 9321 Nowell Street within the parking lot across from District 1881. Alternatively I grant permission to paint a mural at 9300 Nowell Street on the south facing wall.

The permission granted in this letter is valid for the year 2023/24. I trust that the organization will take all necessary precautions to ensure the safety of the building and the surrounding area during the installation of the mural.

Thank you for your cooperation and understanding. Please do not hesitate to contact me if you have any questions.

Sincerely,



Ali Hadani
Owner of the Building

9300 Nowell

LOCAL

NINA KROEKER

Chilliwack, BC, Canada

Nina Kroeker is an artist who finds inspiration in nature and their own life experiences. They grew up in Canada and have lived in different places. They create paintings that represent their struggles and growth. These paintings are like landmarks of their life, marking important events and emotions. The artist hopes that their paintings will inspire viewers to reflect on their own lives and find meaning in the world around them.

The artist believes that art and nature are connected, and that through painting and appreciating the natural world, people can discover more about themselves and the world they live in.

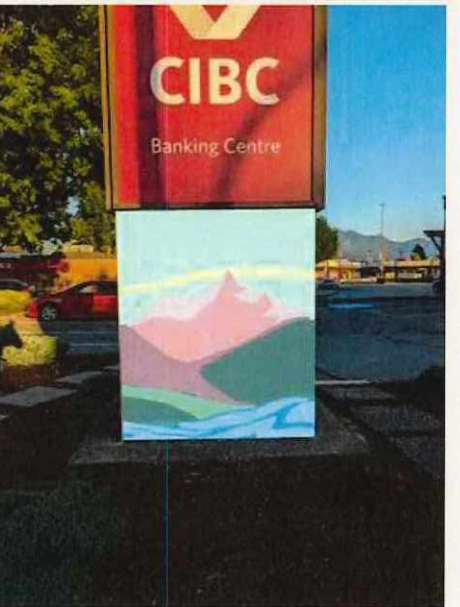
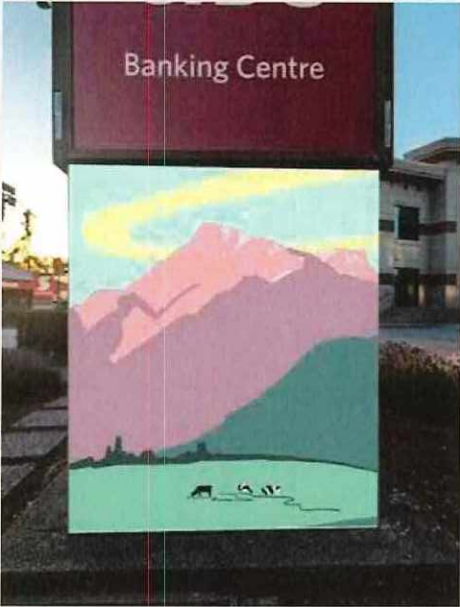
ARTIST INTENT: Capture the essence of Chilliwack through warm colours.



PROPOSED ARTWORK MURAL



PROPOSED ARTWORK MURAL



WALL LOCATION: The bottom four panels of the CIBC sign in the Salish Plaza - 9245 Young Rd
Approval: Included



AWAITING FINAL APPROVAL + PENDING LETTER FROM CIBC
VERBAL APPROVAL GIVEN

THANK YOU!



The CMF is available for meetings via Zoom or in-person to discuss any or all of the proposed murals.

hello@chilliwackmurfestival.com

604-505-7906

www.chilliwackmurfestival.com