

Memorandum

Date: July 12, 2021
Submitted by: Community Services Department – Cultural Services Division
Subject: IOCO Townsite Public Art Update

Staff met with members of the Heritage Society to discuss their vision for a public art piece commemorating the IOCO Townsite 100th anniversary, as approved by Council on April 27, 2021. After several discussions and some exciting ideas put forth by the Heritage Society, it has been proposed that the artwork be an Augmented Reality (AR) project.

AR uses technology to enhance the physical world with digital elements. A common example of this is using an app to superimpose digital elements over the real world when viewing it through the screen of your phone or tablet. In the context of this project, this may include old photos and related information overlaid on the screen when viewing various properties throughout the Townsite.

This AR project will be a first for Port Moody and offers several advantages over a physical artwork for this project, making it an ideal project for this location:

- as a digital project it will not be susceptible to vandalism, whereas a physical artwork would be susceptible at the isolated location;
- this will be an interactive piece – as people walk through the townsite, they'll be able to interact with the environment;
- there is no risk of the artwork having to be relocated should development take place in the future; and
- the AR content can be expanded at a future date, should there be a desire.

A \$60,000 project budget was approved, funded from the Artwork Reserve, and staff will now seek an artist or company who can assist with creating this project. The Heritage Society will continue to be involved throughout this project.

As the purpose of this memo is to advise Council of the proposed artwork for this project, the following motion is recommended:

THAT the memo dated July 12, 2021 from the Community Services Department – Cultural Services Division regarding the IOCO Townsite Public Art Update be received for information.

Report Approval Details

Document Title:	IOCO Townsite Public Art Update.docx
Attachments:	
Final Approval Date:	Jul 19, 2021

This report and all of its attachments were approved and signed as outlined below:

Devin Jain for Theresa Cochran, General Manager of Community Services - Jul 15, 2021 - 5:10 PM

Dorothy Shermer, Corporate Officer - Jul 15, 2021 - 6:02 PM

Natasha Vander Wal for Rosemary Lodge, Manager of Communications and Engagement - Jul 16, 2021 - 9:50 AM

Paul Rockwood, General Manager of Finance and Technology - Jul 18, 2021 - 7:58 PM

Tim Savoie, City Manager - Jul 19, 2021 - 11:04 AM