



OCAD in collaboration with 52 Division Toronto Police Service
and First Urban present the

Michael Sweet Memorial Competition

Overview, Guidelines & Competition Rules

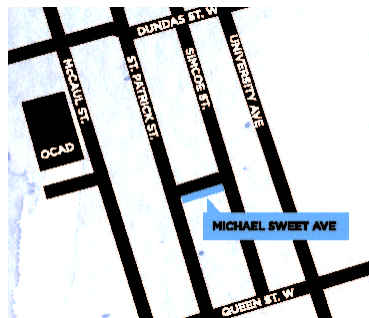
Overview

A memorial to a fallen officer is a reminder that the police and other community service workers put their lives on the line as a normal part of everyday work. Artists and designers are important contributors to these poignant installations, which not only offer a reminder of loss, but enrich the fabric of our cities, contribute to our communal experiences, and act as markers for reflection and change. It is in this context that the Michael Sweet Memorial Competition is presented.

Registration for this campus-wide student competition to create a temporary work/exhibit of art or design in honour of the late Police Constable Michael Sweet is open until Friday, March 12. The memorial itself will be installed along the north side of Michael Sweet Avenue near OCAD's campus. The memorial will be unveiled at a public ceremony in late Summer 2010 to mark the 30th year since the tragic loss of Constable Sweet in the line of duty. Family, colleagues, dignitaries, OCAD representatives and the greater community will be in attendance. The work will remain in place for approximately three years with the potential to be reinstalled at a future location yet to be determined.

Background

March 14, 2010 marks the 30th year since Constable Sweet, age 28, fell in line of duty while responding to a robbery on Queen Street West.



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Michael Sweet Avenue was dedicated in his honour. It lies north of the vibrant Queen West corridor and is very much a part of OCAD's community. The street runs between St. Patrick Street with its residential complexes including Village by the Grange, and Simcoe Street which serves commercial and institutional facilities including the US Consulate, Great West Life and 52 Division Toronto Police Services. To mark this significant occasion, the family of Constable Sweet, the Toronto Police Service (TPS) and local developer First Urban, requested this competition be created exclusively for OCAD students, and they are excited to see the innovative and inspirational concepts for the memorial.

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Michael Sweet Avenue is also positioned between two existing parking structures. On the north side a masonry wall provides a solid built edge (205 feet wide x 18 feet high/62.5 m wide x 5.5 m high). The wall has “wings” on either side (20 feet high x 15 feet high/6.1 m wide x 4.6 m high) each. To the south, lies the exterior of another parking facility currently owned by Great West Life. **The north wall is offered as the backdrop for the Michael Sweet Memorial. Students are asked to create a unique, temporary piece to be placed on or engaged with the wall.**

Rules:

Eligibility

This competition is open to all OCAD students in both undergraduate and graduate programs. Students must register to enter the competition and a valid student ID must be presented at the time of entry.

Registration

Students may register by email or in person with Alexandra Haldane at ahaldane@ocad.ca. Alex is located in the Faculty of Design Office, Level 5, 100 McCaul Street (8 a.m. to 4 p.m.). Students working in a team must identify their team members at time of entry. Each competitor — team or solo entrant — will sign the entry roster and provide contact information including phone number, year of study, program and OCAD email address in order to receive a registration number for access to additional materials and new information, and to be able to submit a proposal.

Registration Deadline: March 12, 2010

A MyCourses Virtual Studio page has been created called “Michael Sweet Memorial Competition”. Entrants will be listed as members and have access to the site contents including photos, web links and other information. Registrants should check the Virtual Studio page regularly for updates.

Format for all Submissions

Entrants will be given a competitor registration number at the time of registration. To ensure that the jury receives anonymous entries, identification of competitors — teams or solo entrants — should only be noted on the contact information, and on the back of submissions, ***not on the front*** of the proposals submitted.

Site Visits

Competitors are encouraged to visit Michael Sweet Avenue to take photos of the wall during various weather and daylight conditions.

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Deliverables

Each competitor will hand in as the following:

1. **Poster/Collage:** Collection of images and/or sketches (black and white and/or colour) representing the ideas for an art and/or design installation at the Michael Sweet Avenue north wall. The submission is in *poster or collage format* and will be 11" x 17" (tabloid size) heavy bond paper or card stock. Minimum of two (2) to a maximum of four (4) posters/collages may be submitted for each entry. Competitor's registration number must be located on the front of the poster(s)/collage(s), and no other identifying information is permitted on the front of the submission.
2. **Digital files:** Competitors must provide digital files of posters/collages submitted on a single CD as a PDF or JPG(S). Competitor's registration number must be written on the CD.
3. **A Written Statement:** Printed on 8.5" x 11" sheet (up to two pages). Description to be typed, on bond paper identifying the key ideas, background, rationale for the proposed concepts/ideas and strategies for the temporary installation. Competitor's registration number must be located on the written statement.
4. **Contact Information Sheet:** One page, 8.5" x 11" bond paper, separate from all other materials listing competitor's name(s), contact information, and registration number. Must be provided at time of submission.

Jury Members

Individual jury member's availability is subject to scheduling. Any person who canvasses jury members will be disqualified. Competitors soliciting input from outside consultants or professionals will also be disqualified as this is a student-only competition. Jury members will be announced at a later date and will represent a broad spectrum of the neighbourhood, media and the art and design community.

Decision of the Jury

The decisions of the jury are final. After the competition is juried, announcements of winners, prizes and exhibitions will be posted. **Winners will be announced Monday March 29, 2010.**

Prizes

First Place Winner:	\$ 5,000.00
Second Place Winner:	\$ 500.00
Third Place Winner:	\$ 500.00

Criteria for Judging

Objective of the competition is to create an inspired temporary outdoor art and/or design installation for the local community and family in honour of the late Police Constable Michael Sweet.

Judging will be based on:

- Effectiveness of the proposal in meeting objective;
- Creativity in content and delivery;
- Proposal viability for implementation, and later removal
- Environmental or other broader considerations

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Publication of Competitor's Work

All competitors will be given an opportunity to have their work displayed and published in a variety of media formats. Opportunities will exist for the individual winner or winning team to present and talk about their proposal in local forums. By participating in the competition, competitors agree to allow their images and materials to be used for marketing and media relations purposes related to publicizing the competition.

Exhibition and Return of Projects

All entries must remain at any exhibitions planned for the competition. Submissions will be the property of OCAD until fall 2010, at which time students may collect their work.

Changes to Scope and Deadlines

Any changes to the schedule or competition requirements will be made known via OCAD e-mail to all competitors and posted as an update to the Virtual Studio page on MyCourses. Competitors assume responsibility for reading updates and checking the Virtual Studio often for updates.

Disqualification

Any competitors who do not provide all deliverables are automatically disqualified.

Fabrication/Installation

The competition winner(s) (first place) is not guaranteed fabrication of the project. The winning proposal will require a **Mock-up or 3D model** to be prepared at a mutually acceptable date after the competition closes. Idea development and detailing will require final approval from First Urban, the developer sponsoring and implementing the memorial work. City of Toronto approvals will be required for installation of a public work of art or design. The installation of the winning proposal may also require certification by a qualified engineer for such things as bracketing, and connections to the existing masonry wall.

Enquiries

Questions about the competition should be directed to: **Alexandra Haldane, Faculty of Design Office, 416-977-6000 Ext. 271 or ahaldane@ocad.ca**. Answers to all questions will be posted on the MyCourses Virtual Studio page to the benefit of all competitors.

Acceptance of Conditions

By submitting to the competition, participating OCAD students accept all items set out within the rules of this competition.

Acknowledgements

OCAD wishes to thank the family of Constable Michael Sweet, 52 Division Toronto Police Services and First Urban for their initiation and assistance in the development of this exclusive-to-OCAD student competition.

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Guidelines

Competitors need to consider that the memorial work will be temporarily installed until redevelopment of the area is underway (approximately 3 years), at which time the installed work will be removed and potentially reinstalled post-development. This is a light weight, portable, temporary installation.

The following criteria must be considered:

1. An installation that projects horizontally no more than 24"/70 cm from face of masonry wall and projects down no less than 12"/30.5 cm from bottom of wall.
2. Ease of installation, removal and reassembly should be explored, including use of panels that can be mounted on the wall but relocated at a later date
3. Portability, ease to store, such as flexible or demountable sections/components
4. No heavy or extreme weight for sections/components/materials of the work
5. Minimum outdoor life span of approximately 3 years, and preference for ease of maintenance
6. Size of work not to exceed 1200 square feet / 111.5 m² (i.e. 12' x 100' / 3.65 m x 30.5 m) to maintain scale and costs of installation
7. Painting directly onto the existing wall is not a preferred solution, as the wall will be removed during construction of new development
8. Electrical supply and wiring of the proposed work is achievable. Digital installation is welcomed, and projectors or other media may be considered if location on property and security issues are taken into consideration
9. Mechanical devices such as pumps for water are not recommended because of maintenance, security and operational issues
10. Heavy materials such as steel, granite, marble etc. are not advisable due to fabrication and installation issues.

Budget & Installation Time

A budget of **\$28,000.00** including materials, fabrication, and installation (labour costs) as well as removal of work, consultants, trades (electrical, scaffolding, permits, insurance, municipal applications, truck rental, etc.) has been established by First Urban.

Installation of work will ideally take no more than 2 to 3 days.

Remaining portions of the existing masonry wall will be painted out in an appropriate shade as relates to the selected work. This cost is not in the budget established above, but will be born by First Urban.

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Schedule of Events:

**Competition Materials made available online:
Thursday, February 18, 2010, 12 noon**

**Information Session with Presentations:
Wednesday, March 3, 2010, 10 a.m. to 12 noon**

As part of preparation and planning for this competition, artists and designers who have created memorials in their creative practices will share their methodologies, experiences and knowledge about the memorial tradition. These presentations will help inform competitors' approaches to the competition brief.

**Submission Deadline:
Monday, March 15, 2010; 4 p.m. if delivered in person to Alex Haldane, Design Office; or
12 midnight if submitted online.**

**Announcement of Winning Proposal:
Monday, March 29, 2010**

**Public Exhibition of Proposals:
To Be Determined**

**Winning Proposal Development, Approvals and Installation:
April 2 to July 2, 2010**

**Opening Ceremony to unveil Memorial to Constable Michael Sweet:
Late summer 2010**