



ARDROSSAN SKATEPARK **ARTWORK CONCEPT REPORT**

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Overview

This report has been constructed by artists, Peter Gegolick and Shelby Willis, to capture the results from the May 2020 Ardrossan Skatepark Artwork Youth Engagement and to present the resulting proposed artwork concept.

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Youth Feedback Summary

Youth, grades 7 to 12, were engaged to learn about public art, skateboard culture, and translating their ideas around what they love about their community into artwork themes for the Ardrossan Skatepark artwork.

Through review of the various sketches and written responses provided, the following common style and subject matter themes were identified for the proposed artwork concept.

Style

- Graffiti & street art
- Skateboard culture & imagery
- Patterns/zen-tangle artwork
- Bold & bright color schemes

Subject Matter

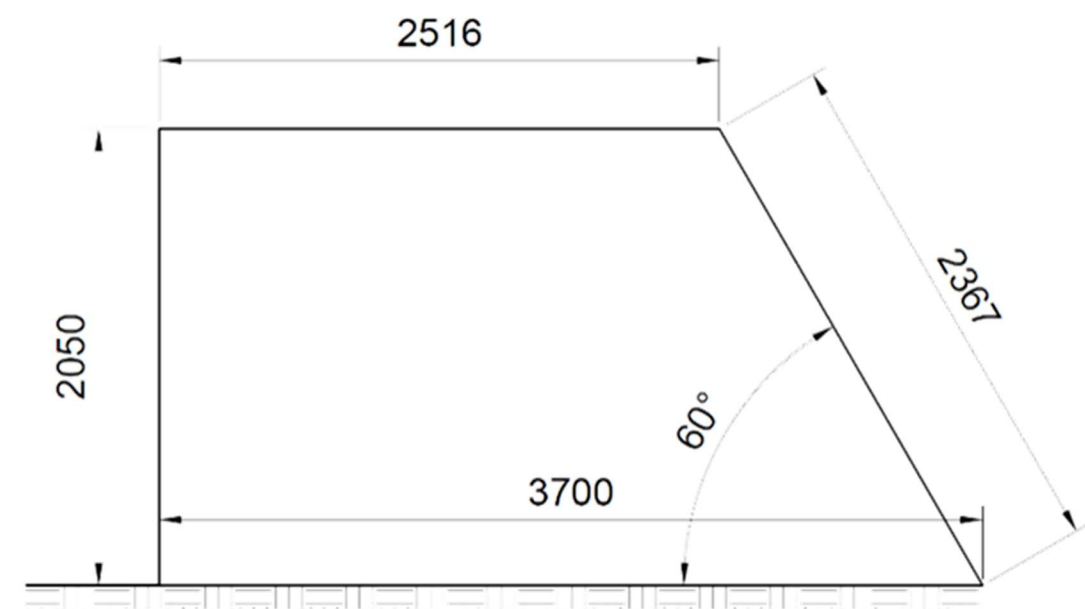
- Belonging to a community/connection with others
- Nature/Trees
- Wildlife (specifically bison and magpies)
- Graffiti Writing & Street Art Themes
- Skateboarding

Focusing in on these key themes will result in cohesive imagery throughout the skatepark.

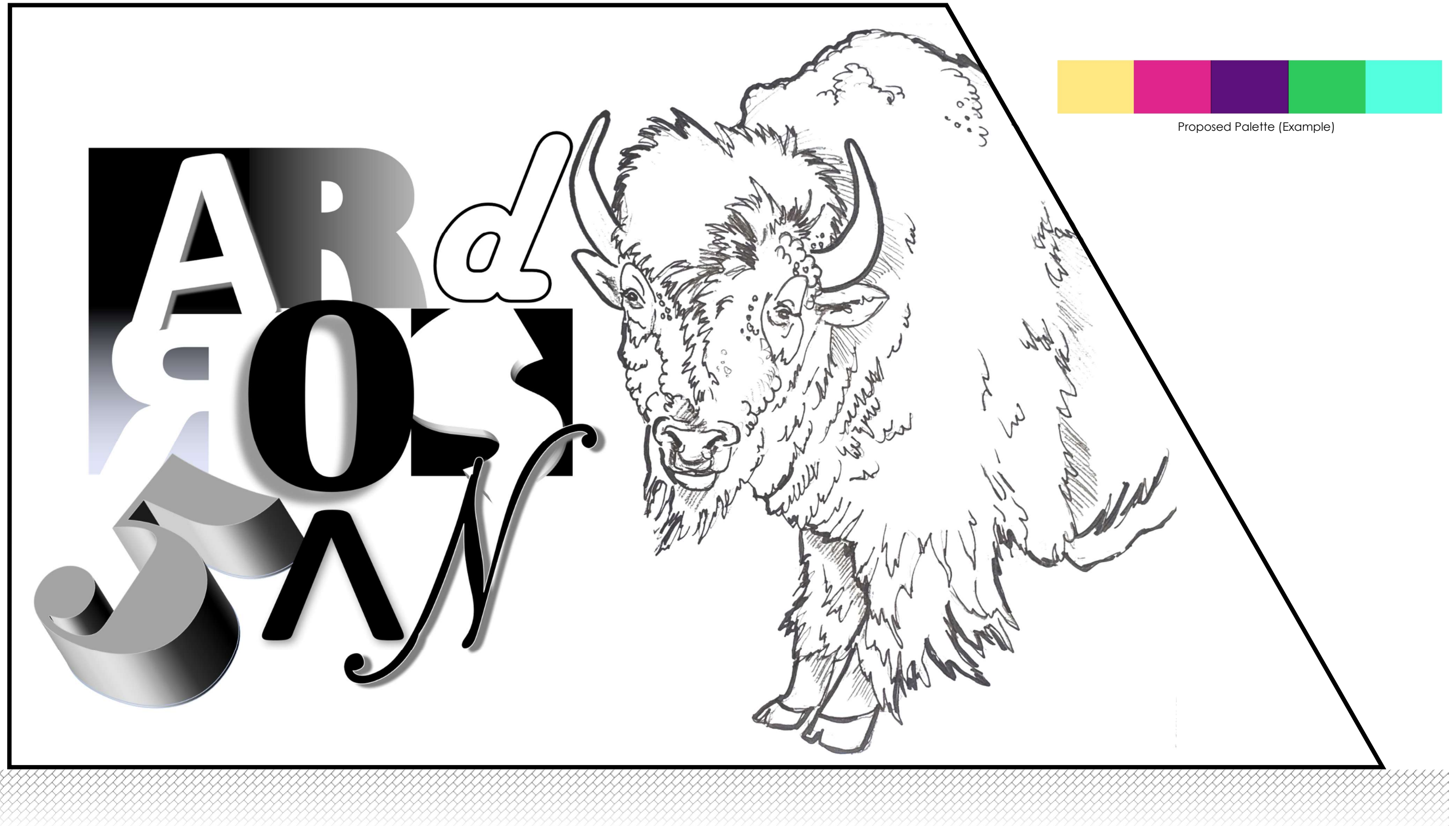
Artwork Placement

In consultation with Strathcona County and New Line Skateparks, placement for artwork within the skatepark was identified. The backside of the turnaround ramp at the entry of the skatepark was selected as the location for the main artwork mural. It will be the first feature that visitors will see when entering the space and will set the stage for the artwork themes that will be found in the rest of the park.

The placement of the mural wall can be found in the following rendering provided by New Line Skateparks. It is trapezoidal in shape and its dimensions (in millimeters) are noted below.



Concept for Entry Mural

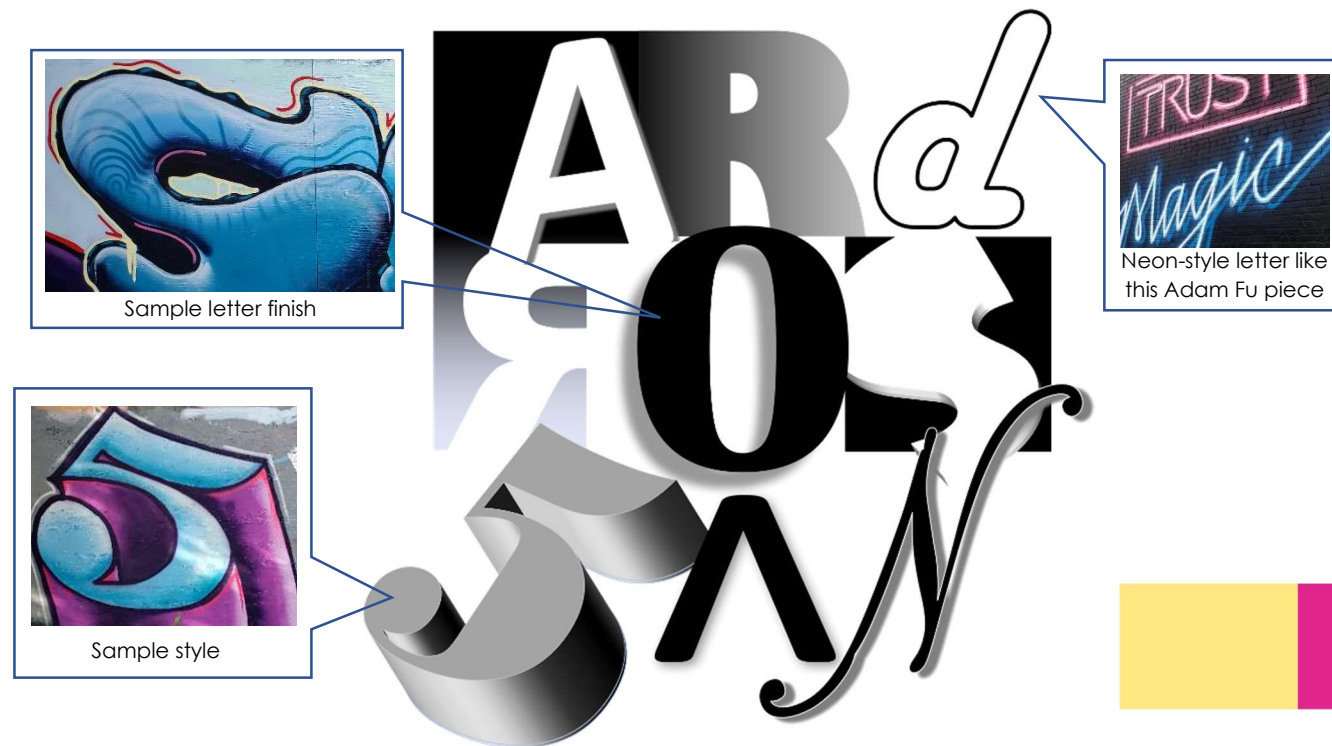


The Graffiti Lettering

A common theme found in the youth feedback was graffiti or street art aspects. As graffiti writers often create elaborate works that either represent their name or the crew they are associated with, we decided to incorporate graffiti inspired lettering that spells 'Ardrossan'.

Following suit with the "what do you love about your community?" theme, using the hamlet's namesake was a clear choice for wording, and was proposed in one of the drawings submitted by youth. It will create ownership of the skatepark in the community, and can be easily interpreted by both visitors and users from outside the community.

We are calling the overall style for the lettering 'Copy/Paste '. It will include several different graffiti fonts, colours, and styles, while still remaining legible to the general public. Some of these ideas are referenced below. The variation within the piece can be interpreted in many ways, from the various skateboard riding styles and sub-cultures, to the diverse people that make up a community.



Sample of fur and overall finish



Proposed Palette (Example)



The Bison

Ardrossan and area is surrounded by gorgeous natural features, so seeing a desire for nature and wildlife in the written and drawn youth feedback was no surprise.

Bison are iconic to the Ardrossan community and sought after in the local National Park, Elk Island. With one of the youth drawings focusing specifically on bison, and others including natural/wildlife elements we felt it was appropriate to include in the main mural.

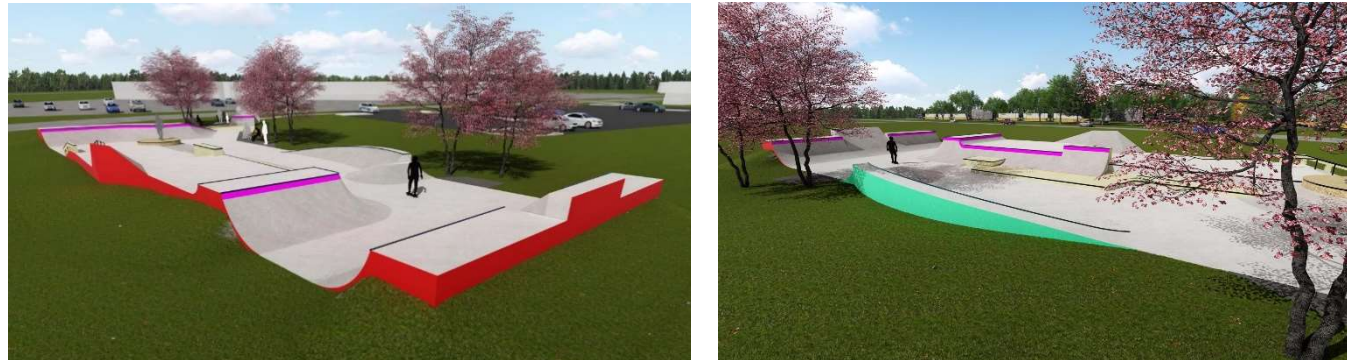
The bison will be adorned with bold and bright colors, a style suggested by the youth feedback.

Mural Background

A muted and neutral background, incorporating paint textures and mark making will compliment these bold and vibrant features of the mural.

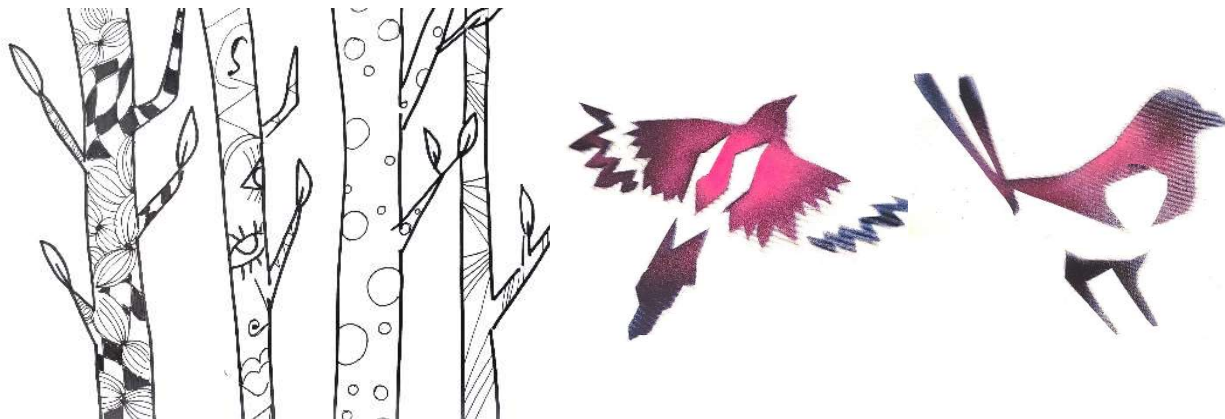
Other Artwork Considerations

Several other vertical and non-skateable skatepark features have been identified for artwork. These locations are highlighted below.



The following styles will be used on the noted surfaces:

- **Vertical Surfaces (Red & Teal Surfaces)** – These surfaces, mainly found around the perimeter of the skatepark, will incorporate “zen-tangle trees.” The trees are inspired by the zen-tangle, Picasso, and patterned artwork provided by the youth and the overall nature/tree themes. Magpie stencils are also proposed to add fun and interesting elements throughout.



- **Below Coping (Pink Surfaces)** – There is an opportunity to incorporate artwork 6” below the coping (the metal feature at the top of quarter- and half-pipes). Mark making, patterning, and zen-tangle artwork was a common theme in the youth feedback and is proposed for this area. Mark making is a trademark in both Peter and Shelby’s artwork and is something they can teach youth. A sample of this artwork style can be found below.



Youth Participation

Artwork Creation

Youth will also have the opportunity to participate in the creation of the artwork at the skatepark! The following activities have been identified to provide a range of difficulty and to provide opportunities for youth to participate throughout the different stages of the artwork creation.

Easy – These activities require little to no artwork experience. We will provide guidance on where and how to apply the paint.

- **Mural Background** – We will be applying some basic textures and mark making features to the mural wall before placing the lettering and the bison. Youths would help apply paint using paint markers, spray paint, and brushes.
- **Coping Paint Base** – We will need to apply a stripe of colour below the coping. Youths would help apply the spray paint stripe and/or help with patterning/mark making.

Medium/Advanced – These activities require some understanding or experience with painting, either spray paint or brush work.

- **Blocking in Letters & Bison** – We will need help creating the outline and filling in the base colours for the letters and bison on the mural. We will help youth learn more about spray paint techniques and better spray-can and brush control.
- **Vertical Surfaces** – We will need help blocking in and applying the zen-tangle patterns to the trees, and spray painting the magpie stencils. We will help the youths learn about spray-can and brush control with this activity.

Youths (Grade 7-12) that are interested in participating in the artwork creation can contact Barbara Chapman, the Strathcona County Public Art Coordinator, and provide the following information:

- **First Name Only**
- **Age & Grade**
- **Email Contact**
- **What activity or activities you're interested in**

Email – Barbara.Chapman@strathcona.ca

Artwork installation will be contingent on construction completion at the Ardrossan Skatepark. Strathcona County will provide updates to interested individuals as the timing becomes clear.

ARDROSSAN SKATEPARK

ARTWORK CONCEPT ELEMENTS

