

About the Brownie Awards

The Brownie Award

The Brownie Award is an amalgamation of recycled steel, limestone and a highly polished steel shovel. Each element tells part of the brownfields story.

The rock base, flagstone from Owen Sound, Ontario, is called Dolostone and it is approximately 410 million years old. It represents the earth – the finite resource that makes brownfields development so important. The colour and oxidization of the recycled steel symbolizes the contamination and deterioration commonly associated with brownfields sites. The recycled steel, which comes from Hamilton’s heavily industrialized north end, is also symbolic of reuse and recycling, both key principles in the brownfields development movement. Finally, the highly polished shovel placed in front of the recycled steel is an intricately crafted icon representing the rehabilitation and redevelopment of brownfields sites. This is clearly expressed both in the function of the shovel as an instrument of change, as well as in its contrastingly clean finish, signifying exemplary brownfields achievement through innovation and leadership. Each award is individually hand-crafted, resulting in an award that is truly unique.

The Artist

Mr. Floyd Elzinger graduated from Nova Scotia College of Art and Design in 1996 with a Bachelor of Fine Arts degree and subsequently continued crafting objects of interest through the business he established called “Artifice”. In his Beamsville, Ontario studio, he handcrafts each wrought iron and/or stone piece. Whether functional or purely aesthetic, these naturally inspired sculptures have been gracing homes, offices and gardens in Southern Ontario.

Eligibility

Recognizing that successful brownfields development requires extraordinary levels of cross-sector cooperation and partnership, all award categories are open to both the public and private sectors, as well as coalitions and multidisciplinary teams. At this stage, no distinction is made with regard to size of municipality or community.

The Brownie Selection Committee

More than 10 stakeholder organizations have been invited to work with the Canadian Urban Institute on the Brownie Award program. These have included: Urban Development Institute, Ontario Professional Planners Institute, Ontario Association of Architects, Ontario Association of Landscape Architects, Federation of Canadian Municipalities, Canadian Environmental Law Association, Ontario Centre for Environmental Technology Advancement, Montreal Centre of Excellence in Brownfield Rehabilitation and the National Roundtable on the Environment and the Economy, with support from the Ontario Ministry of Municipal Affairs and Housing.

Contact

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