



*Photo: Trudie Lee, courtesy of Three Left Feet*

## HOW DO ARTS HELP BUILD A CITY?

Large-scale and small, traditional and cutting-edge, amateur and professional, once-in-a-lifetime and part of daily life—all of these aspects combine into a vital arts ecosystem that helps a city thrive. At Calgary Arts Development, we believe that arts build our city by:

### MAKING CONNECTIONS

Arts build community and enhance well-being, through our personal enjoyment of participation and creative expression, along with the connections we make with artists and each other through artistic experiences.

[LEARN MORE](#)

### BOOSTING ECONOMY

Arts contribute to our economy, both as a sector and in making Calgary a great place to make a living and to make a life.

[LEARN MORE](#)

### SHAPING IDENTITY

Arts shape our city's character, reflecting our diversity of experiences and voices, and attracting businesses, workers and visitors.

[LEARN MORE](#)

### INSPIRING YOUTH

Arts develop essential skills in our youth, such as creative thinking, confidence, team-building, discipline and social interaction.

[LEARN MORE](#)

This report provides a snapshot of all of these benefits in action. For each area, you'll find data that captures how Calgarians are currently engaging with arts, as well as a few representative stories (which were difficult to select—there are hundreds to choose from!). We'll share updated data and new stories annually.

Whether you're looking for information or inspiration, we hope you'll find it here. More importantly, in the 364 days between updates, we hope you'll recognize the many ways that arts build our city and celebrate the presence that arts have in your own life.

Patti Pon, President & CEO  
Dean Prodan, Chair  
Calgary Arts Development





Photo: Michael Tan, courtesy of Sled Island

## MAKING CONNECTIONS

Although today's technology connects us more than at any other time in history, some studies show that many people still feel alienated and disconnected—and arts are a catalyst for belonging, well-being and community strength. Artistic expression connects us socially and emotionally to fellow Calgarians and to our city.



Syrian refugees participate in Social Circus Camp | Photo: Benjamin Laird Arts & Photo, courtesy of Green Fools Theatre

### Arts Community Welcomes Syrian Refugees

Starting your life over again in a new country is the ultimate human reboot. On the one hand, it's an opportunity—maybe even a liberation—if you're escaping persecution, poverty or political tyranny. On the other hand, starting over again—frequently in a whole new language, climate and culture—can be one of the loneliest, most isolating experience a person, or even worse, a family, can endure.

[READ MORE](#)

### IN 2016:

**2,965,393**

attendees to arts activities in Calgary

**24,504**

volunteers for arts-related activities

**733,494**

volunteer-hours for non-profit arts organizations

*\*These statistics capture events produced by Calgary Arts Development grant investees, and not every arts event that takes place in our city. Based on data from organizations funded in part through Calgary Arts Development.*

### Making Connections Through Conversation

In a world that seems to revolve around 140 characters, connecting with others through good conversation may be more important now than ever. Especially as we strive to understand each other in an increasingly diverse and complex world. Downstage has always explored how live theatre can be a tool to provoke meaningful conversation, but now they are taking their expertise even further.

[READ MORE](#)



Devin MacKinnon, Lennette Randall, and Jamie Konchak in Downstage's most recent production *Crime Does Not Pay* | Photo: Citrus Photography, courtesy of Downstage

### CALGARIANS' ENGAGEMENT WITH THE ARTS

**86%**

of Calgarians believe that arts help bring people together and enable people to connect to each other

**79%**

of Calgarians believe that a strong arts and culture scene is key to creating a vibrant, safe and prosperous city

**92%**

of Calgarians engage with the arts in some way:

**69%**

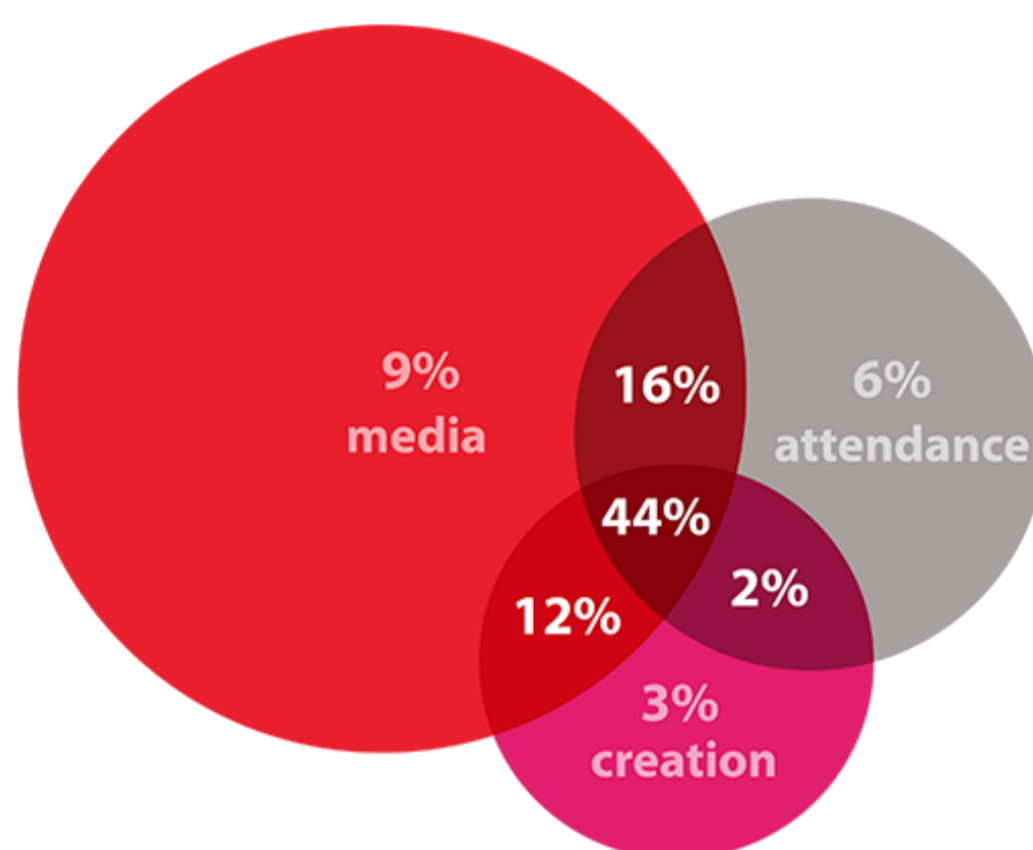
attend arts events (visiting galleries, attending performances, etc.)

**63%**

have a creative or personal practice (photography, sketching, playing music, etc.)

**83%**

engage through media (watching TV, downloading music, reading magazines, etc.)\*



**15%**

donate to a not-for-profit arts or cultural organization

**15%**

volunteer for an arts organization or arts event

*\*In September 2016, Calgary Arts Development commissioned Stone-Olafson to complete market research with Calgarians about their engagement in arts. The research design was completed by Stone-Olafson in collaboration with Calgary Arts Development. A representative sample of 1,047 Calgarians participated in an online survey, and was balanced to be representative of the general population. Calgary Arts Development published this survey in 2017. It can be found [here](#).*

### ARTS AND CIVIC ENGAGEMENT

A study by the National Endowment for the Arts examining the correlation between arts and civic engagement found that American adults who attended art museums, galleries or live performances were far more likely than non-attendees to vote, volunteer or take part in community events.

Performing arts attendees were:

**2.6x**

more likely to volunteer

**3x**

more likely to attend community meetings

**1.4x**

more likely to vote

Art gallery and museum attendees were:

**2.4x**

more likely to volunteer

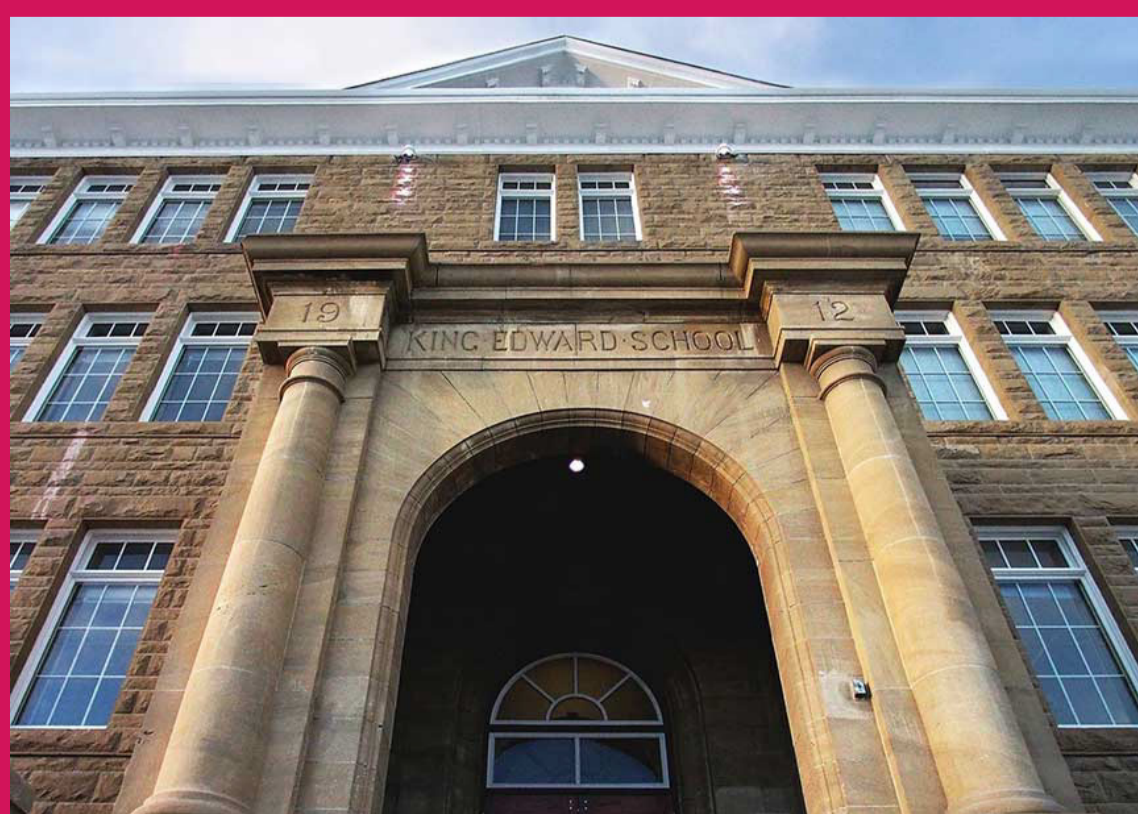
**2.9x**

more likely to attend community meetings

**1.4x**

more likely to vote

*Arts-Goers in Their Communities: Patterns of Civic and Social Engagement, National Endowment for the Arts, October 2009.*



Entrance to cSPACE King Edward | Photo: Courtesy of cSPACE

#### ARTS SNAPSHOT

### cSPACE KING EDWARD

cSPACE King Edward is a playground for creativity, collaboration and community." That is the opening quote on the new website for the recently-opened flagship project of cSPACE—the renovation of a 100-year-old sandstone school in Marda Loop. The school has been transformed into a mixed-use innovation hub for the cultural and creative sector. This shared space model offers affordable, flexible and inspiring spaces that are responsive to the evolving needs of new artistic practices, missions and enterprises. cSPACE King Edward is 100% leased with tenants including mixed-discipline artists and designer-makers, cultural non-profits and a café. There are many reasons to drop by cSPACE King Edward, whether to walk through the halls and experience the new energy within, or to take in an art exhibition or installation. It is a unique gathering place for all Calgarians. Check out their website at [cspacekingedward.com](http://cspacekingedward.com).

#### ARTS SNAPSHOT

### TERESA COULTER

Teresa Coulter was the recipient of the 2016 ATB Financial Healing Through the Arts Cultural Leaders Legacy Arts Award given out at the Mayor's Lunch for Arts Champions. She was recognized specifically for her work with first responders and her efforts to increase awareness of mental health through her art. As a paramedic, Teresa has experienced first-hand the psychological trauma that can affect our first responders. After her own experience with psychological injury she found healing through art when she painted the portraits of 12 other paramedics who also had experiences of trauma. Through this process, Teresa along with the 12 participants, were able to recognize their shared path and realize they were not alone. What began as an exercise for 12 participants carries on as Teresa continues to create work that elevates our understanding of mental health on a national scale. Check out her website at [teresacoulter.com](http://teresacoulter.com).



Teresa Coulter | Photo: Courtesy of Teresa Coulter



# Arts Community Welcomes Syrian Refugees

By Stephen Hunt

Starting your life over again in a new country is the ultimate human reboot. On the one hand, it's an opportunity—maybe even a liberation—if you're escaping persecution, poverty or political tyranny. On the other hand, starting over again—frequently in a whole new language, climate and culture—can be one of the loneliest, most isolating experience a person, or even worse, a family, can endure.

Dean Bareham, the co-artistic director of Green Fools Theatre (specializing in physical theatre, puppetry and mask) found his theatre group, in partnership with the Calgary Catholic Immigration Society and the Red Cross, at the front lines of the Syrian refugee crisis early in 2016, when he agreed to teach circus skills to Syrian kids who had just escaped that country's devastating civil war.



Photo: Michael Tan, courtesy of Sled Island

Syrian refugees participate in Social Circus Camp | Photo: Benjamin Laird Arts & Photo, courtesy of Green Fools Theatre

The Green Fools are one of a group of Calgary arts companies, including others like the Calgary Philharmonic Orchestra, Alberta Theatre Projects and DJD that—at a moment of crisis—became Calgary's cultural ambassadors for hundreds of new arrivals in 2016. These groups provided refugees with tickets to concerts, theatre, and dance, not to mention the opportunity to learn a little trapeze and maybe do some stilt walking.

"We did circus workshops for all the Syrian kids when they started arriving en masse," Bareham says. "[We worked with] almost 600 kids the first three weeks," he adds. "It was pretty wild."

Usually, the age range for circus classes is between eight and 18. However, with the Syrians, the situation was a little more dire for parents, who needed time to reboot their lives in Canada—doing paperwork, studying English, looking for work—that the Fools took on kids even younger than that, teaching them all in a small conference room in a hotel off Macleod Trail where the Syrians were staying.

It was as much a crash course in how to be Canadian as it was in how to be in circus, Bareham says.

"You have no concept what they're dealing with," he says. "Some of them come in, and you hear stories of what they've dealt with... [and] it's unbelievable."

"The beautiful thing about circus," he adds, "is that it's not language-based—it's physical, which they are. They want to play. They want to be kids."

Meanwhile, at the CPO, the Syrians fit comfortably into the orchestra's *Our Heart Strings* program, says President and CEO Paul Dornian. "We fundraise for donations every year, and essentially, it just asks corporations or individuals to purchase tickets to donate, for people who would love to be able to come to a concert but otherwise would not be able to. What we do is work with all sorts of different groups around Calgary—mostly social service agencies, to be able to try and get those tickets [distributed] out to the different communities [in this city] and get them into the Jack Singer, to listen to the orchestra perform."

**In the spring of 2016, the CPO provided about 100 tickets for Syrian newcomers—as well as government officials—to attend its performance of Mahler's *Eighth Symphony*.**

"We did a little reception for it before the show to chat with everybody," Dornian says, "to get to know them and to get everybody comfortable with the experience and they went to the show and we got great feedback."

"I'm a big proponent of the program," Dornian continues. "I want the orchestra to be available to the whole community. Anybody who wants to be here can be here, and we know, with the reality of ticket prices and those types of things, that's not always a possibility. So we try to find ways to raise money to connect with those members of the community."

Even more importantly, he adds, when an opportunity presents itself to make a connection with a group of people new to town.

"It's particularly important," he adds, "to connect with new Calgarians, whether they're refugees, new immigrants or somebody who just moved here from Saskatchewan. [Simply] living in a place, or just having shelter in a place, does not make it a community."

"Cultural events—in our case, orchestra concerts," he says, "are one of the ways that the community does come together... having a group experience. It's an important part of what we do, and I want to keep doing it forever."

Did the Syrians make a Calgary connection listening to the CPO perform Mahler's *Eighth*?

Dornian reads from a letter: "I'm so happy to have this music in my life again," the Syrian author writes. "I used to go to the orchestra with my dad when I was young, and this reminds me so much of him."

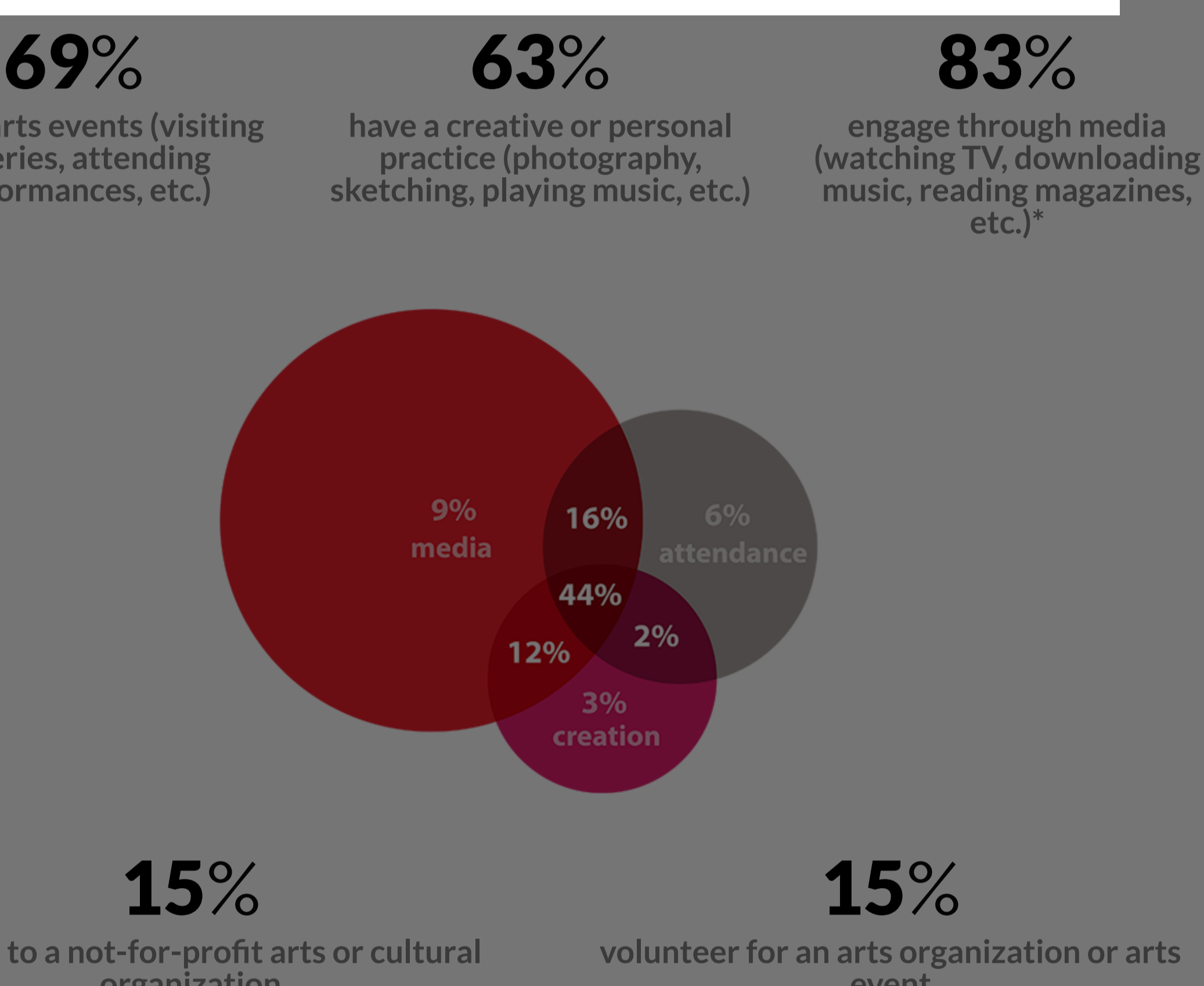
Alberta Theatre Projects provided 224 free tickets to two different performances of its holiday panto, *Slipper: A Distinctly Calgarian Cinderella Story*, in December, 2016, of which 198 went to Syrian newcomers to the city.

As for the Green Fools, that original class of Syrian kids has been expanded in 2017—thanks to their partnership with CCIS—to teaching children from 10 to 15 different countries in Circus of Unity, which the Green Fools will present as a 150th Canadian birthday gift to the city August 29 at the Jubilee Auditorium, in a free performance.

"It's going to be something," Bareham says, about a project that is truly about inclusion and making connections.

"It's important that we do that," Bareham says. "That's why I'm carrying this work on... because we believe we need to be inclusive with these guys. We need them to know that Canada welcomes you—and that it's a great place to be."

For more information, please visit [greenfools.com](http://greenfools.com), [calgaryphil.com](http://calgaryphil.com), and [atplive.com](http://atplive.com).



\*In September 2016, Calgary Arts Development commissioned Stone-Olafson to complete market research with Calgarians about their engagement in arts. The research design was completed by Stone-Olafson in collaboration with Calgary Arts Development. A representative sample of 1,047 Calgarians participated in an online survey, and was balanced to be representative of the general population. Calgary Arts Development published this survey in 2017. It can be found here.

## ARTS AND CIVIC ENGAGEMENT

A study by the National Endowment for the Arts examining the correlation between arts and civic engagement found that American adults who attended art museums, galleries or live performances were far more likely than non-attendees to vote, volunteer or take part in community events.

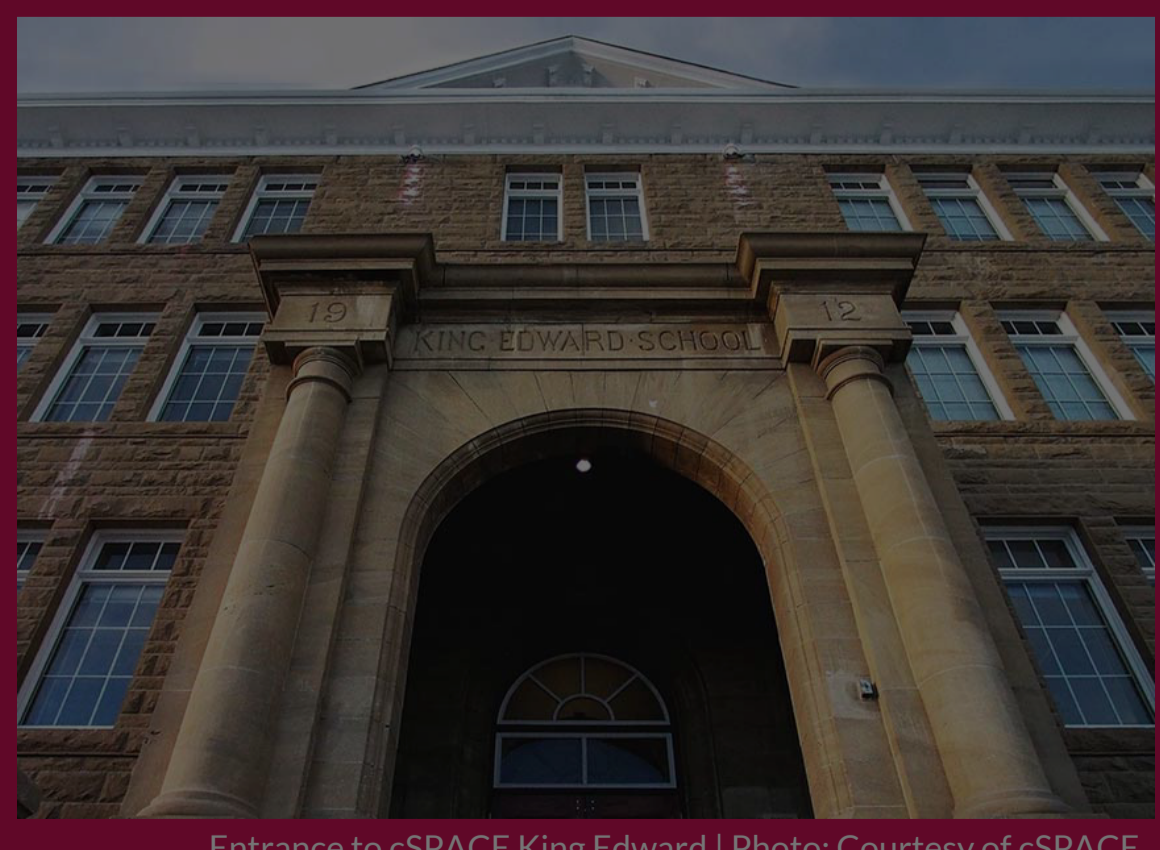
Performing arts attendees were:

- 2.6x more likely to volunteer
- 3x more likely to attend community meetings
- 1.4x more likely to vote

Art gallery and museum attendees were:

- 2.4x more likely to volunteer
- 2.9x more likely to attend community meetings
- 1.4x more likely to vote

Arts: *Goers in Their Communities: Patterns of Civic and Social Engagement*, National Endowment for the Arts, October 2009.



Entrance to cSPACE King Edward | Photo: Courtesy of cSPACE

**ARTS SNAPSHOT**  
**cSPACE KING EDWARD**  
 cSPACE King Edward is a playground for creativity, collaboration and community. That is the opening quote on the new website for the recently-opened flagship project of cSPACE—the renovation of a 100-year-old sandstone school in Marda Loop. The school has been transformed into a mixed-use innovation hub for the cultural and creative sector. This shared space model offers affordable, flexible and inspiring spaces that are responsive to the evolving needs of new artistic practices, missions and enterprises. cSPACE King Edward is 100% leased with tenants including mixed-discipline artists and designer-makers, cultural non-profits and a café. There are many reasons to drop by cSPACE King Edward, whether to walk through the halls and experience the new energy within, or to take in an art exhibition or installation. It is a unique gathering place for all Calgarians. Check out their website at [cspacekingedward.com](http://cspacekingedward.com).

**ARTS SNAPSHOT**  
**TERESA COULTER**  
 Teresa Coulter was the recipient of the 2016 ATB Financial Healing Through the Arts Cultural Leaders Legacy Arts Award given out at the Mayor's Lunch for Arts Champions. She was recognized specifically for her work with first responders and her efforts to increase awareness of mental health through her art. As a paramedic, Teresa has experienced first-hand the psychological trauma that can affect our first responders. After her own experience with psychological injury she found healing through art when she painted the portraits of 12 other paramedics who also had experiences of trauma. Through this process, Teresa along with the 12 participants, were able to recognize their shared path and realize they were not alone. What began as an exercise for 12 participants carries on as Teresa continues to create work that elevates our understanding of mental health on a national scale. Check out her website at [teresacoulter.com](http://teresacoulter.com).



Teresa Coulter | Photo: Courtesy of Teresa Coulter



# Making Connections Through Conversations

By Calgary Arts Development

In a world that seems to revolve around 140 characters, connecting with others through good conversation may be more important now than ever. Especially as we strive to understand each other in an increasingly diverse and complex world. Downstage has always explored how live theatre can be a tool to provoke meaningful conversation, but now they are taking their expertise even further.



Photo: Michael Tan, courtesy of Sled Island

Devin MacKinnon, Lennette Randall, and Jamie Konchak in Downstage's most recent production *Crime Does Not Pay* | Photo: Citrus Photography, courtesy of Downstage

Downstage is a company dedicated to producing Canadian theatre that creates meaningful conversation around social issues. They describe their work as provoking "vibrant dialogue between Calgarians both informally and through our nightly post-show discussions. With a focus on new work created by local artists, we offer artistic experiences that are entertaining, inventive, thought-provoking and highly relevant to your everyday life."

Downstage was founded in 2004 by Simon Mallett, who recently stepped down as Artistic Director to take on the role of Executive Director of the Rozsa Foundation. Long-time Downstage producer, actor and playwright, Ellen Close, has taken over the role as AD.

Since its inception, Downstage has tackled many social issues through their work on stage, including queer identity and bullying, homelessness, and anxiety among youth. They have also explored questions of ocean health (*In the Wake*), personal debt (*Bust!*) and the relationship between oil & gas and agriculture in Alberta (*Good Fences*). The company has gained a reputation for the quality of its work, having received critical acclaim and many awards. They are also a Resident Company of Arts Commons, curating the *Motel Theatre* as an affordable venue for a range of smaller companies and emerging artists.

Downstage also strives to make their shows accessible. They toured *Good Fences* to community halls around the city and province, they offered a free run of a play that was livestreamed online (*rihannabo!* by Jordan Tannahill) and they offer tickets at no cost through their Pay-It-Forward program. At Downstage, artistic excellence and community focus always walk hand-in-hand.

**Downstage has been participating in the New Pathways for the Arts program offered by Calgary Arts Development for the past two years and is one of three companies that has moved on to the Incubating Innovation phase for the next year. This phase is designed for companies who are ready to tackle a complex challenge through small experiments with radical intent.**

The complex challenge Downstage is focusing on is: "to create highly accessible models of delivering theatre so we can impact the lives of a greater plurality of Calgarians. Plurality is intended to convey diversity in all senses (age, gender, cultural background, sexuality, income, politics, etc.) and an appreciation for the intersectional life experiences every audience member brings to the conversations that we host. Our mandate of producing theatre that creates meaningful conversation around social issues and our focus on social bridging [creating connections between people who are 'unlike' each other] create the context for this work."

Building on their expertise at creating high quality work for the stage and their experience of hosting conversations and eliciting audience feedback, they will now bring those two skill sets together as they design a community-engaged artistic process that "engages community members and creates social bridging and dialogue at every stage." What they learn from this work will be consequential, not only for them but for other companies wishing to unleash the power of live theatre to create deep connections.

For more information about Downstage visit [downstage.ca](http://downstage.ca).

READ MORE



Devin MacKinnon, Lennette Randall, and Jamie Konchak in Downstage's most recent production *Crime Does Not Pay* | Photo: Citrus Photography, courtesy of Downstage

## CALGARIANS' ENGAGEMENT WITH THE ARTS

86%

of Calgarians believe that arts help bring people together and enable people to connect to each other

79%

of Calgarians believe that a strong arts and culture scene is key to creating a vibrant, safe and prosperous city

92%

of Calgarians engage with the arts in some way:

69%

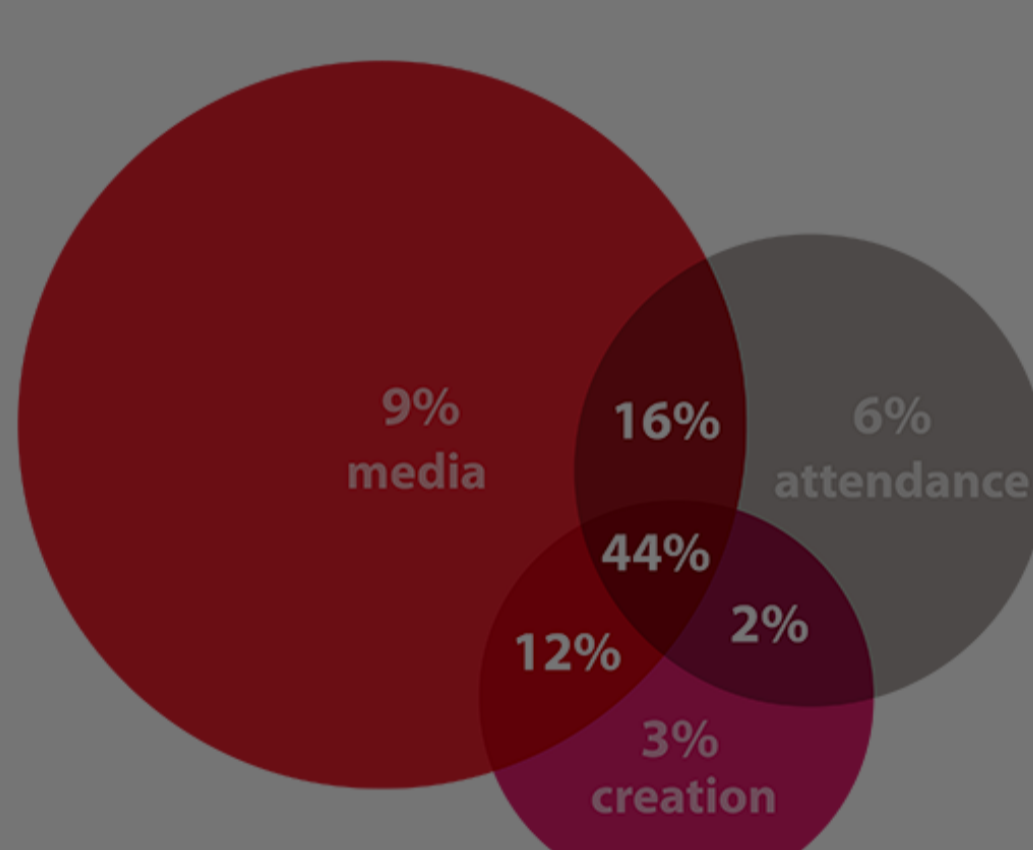
attend arts events (visiting galleries, attending performances, etc.)

63%

have a creative or personal practice (photography, sketching, playing music, etc.)

83%

engage through media (watching TV, downloading music, reading magazines, etc.)\*



15%

donate to a not-for-profit arts or cultural organization

15%

volunteer for an arts organization or arts event

\*In September 2016, Calgary Arts Development commissioned Stone-Olafson to complete market research with Calgarians about their engagement in arts. The research design was completed by Stone-Olafson in collaboration with Calgary Arts Development. A representative sample of 1,047 Calgarians participated in an online survey, and was balanced to be representative of the general population. Calgary Arts Development published this survey in 2017. It can be found here.

## ARTS AND CIVIC ENGAGEMENT

A study by the National Endowment for the Arts examining the correlation between arts and civic engagement found that American adults who attended art museums, galleries or live performances were far more likely than non-attendees to vote, volunteer or take part in community events.

Performing arts attendees were:

2.6x

more likely to volunteer

3x

more likely to attend community meetings

1.4x

more likely to vote

Art gallery and museum attendees were:

2.4x

more likely to volunteer

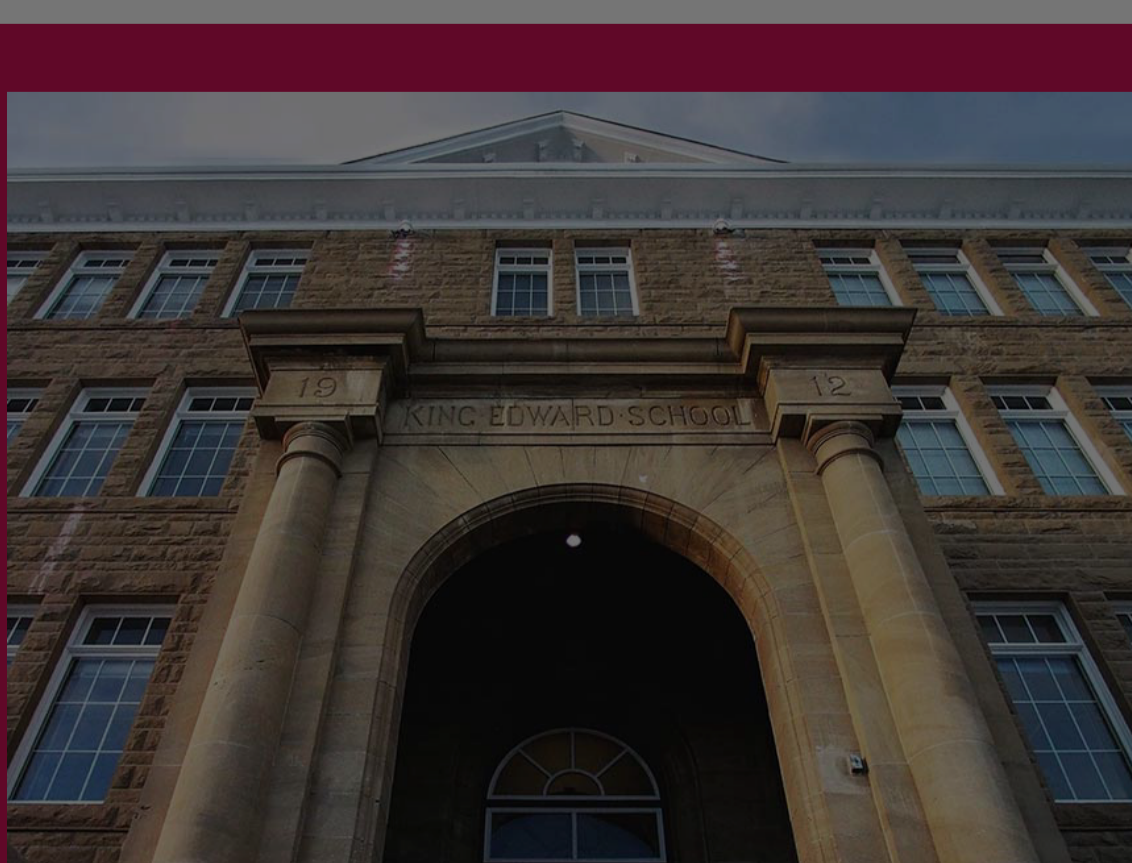
2.9x

more likely to attend community meetings

1.4x

more likely to vote

Arts: Goes in Their Communities: Patterns of Civic and Social Engagement, National Endowment for the Arts, October 2009.



Entrance to cSPACE King Edward | Photo: Courtesy of cSPACE

### ARTS SNAPSHOT cSPACE KING EDWARD

cSPACE King Edward is a playground for creativity, collaboration and community. That is the opening quote on the new website for the recently-opened flagship project of cSPACE—the renovation of a 100-year-old sandstone school in Marda Loop. The school has been transformed into a mixed-use innovation hub for the cultural and creative sector. This shared space model offers affordable, flexible and inspiring spaces that are responsive to the evolving needs of new artistic practices, missions and enterprises. cSPACE King Edward is 100% leased with tenants including mixed-discipline artists and designer-makers, cultural non-profits and a café. There are many reasons to drop by cSPACE King Edward, whether to walk through the halls and experience the new energy within, or to take in an art exhibition or installation. It is a unique gathering place for all Calgarians. Check out their website at [cspacekingedward.com](http://cspacekingedward.com).

### ARTS SNAPSHOT TERESA COULTER

Teresa Coulter was the recipient of the 2016 ATB Financial Healing Through the Arts Cultural Leaders Legacy Arts Award given out at the Mayor's Lunch for Arts Champions. She was recognized specifically for her work with first responders and her efforts to increase awareness of mental health through her art. As a paramedic, Teresa has experienced first-hand the psychological trauma that can affect our first responders. After her own experience with psychological injury she found healing through art when she painted the portraits of 12 other paramedics who also had experiences of trauma. Through this process, Teresa along with the 12 participants, were able to recognize their shared path and realize they were not alone. What began as an exercise for 12 participants carries on as Teresa continues to create work that elevates our understanding of mental health on a national scale. Check out her website at [teresacoulter.com](http://teresacoulter.com).



Teresa Coulter | Photo: Courtesy of Teresa Coulter





Photo courtesy of Calgary Economic Development

## BOOSTING ECONOMY

As an economic engine for our country, Calgary's success increasingly hinges on creative thinking and innovation, skills honed by arts participation. Also, a healthy arts sector typically punches above its weight economically and helps attract top talent to our city.



Listening to Our City was part of JUNO Week | Photo: Courtesy of Listening to Our City

### JUNO Awards inject \$9 million in economic activity

By hosting the 45th annual JUNO Awards and JUNO Week from March 30 to April 3, 2016, Calgarians and visitors had the opportunity to experience our city's flourishing music and culture scene. From the 15 venues that hosted JUNOfest concerts, to previews of Studio Bell, Home of the National Music Centre, to the JUNO Award ceremony at Scotiabank Saddledome, Calgary was on full display, and it shone.

[READ MORE](#)

## IN ALBERTA, \$1,000,000 OF INVESTMENT CREATES

# 22

full-time jobs in the arts, recreation and entertainment sector

This is greater than many other industries, including retail trade; accommodation and food services; professional, scientific and technical; administrative and support services; wholesale trade; crop and animal production; and oil and gas extraction.

Research Note: *The Economic Impact of Arts Organizations Supported by Calgary Arts Development*, Calgary Arts Development, June 2014.

### The Convergence of Art and Technology

What happens when you introduce high-end fashion designers and artists to the exciting world of tech wearables? You end up with an array of unbelievably stunning wearable technology—in other words, garments that are beautifully designed and also operational. The next time you are looking for video games embedded into your dress you'll know where to look.

[READ MORE](#)



*The Matriarch Speaks* by Angel Aubichon (lead designer), Shaylene Lickers, Alexandra Manitopyes, Rebecca Merasty (model), and Tara Smith (make-up) | Photo: Kelly Hofer, courtesy of MakeFashion 2017

### IN 2015:

# 4,545

Calgarians work in an artist occupation, comprising 0.7% of our city's overall labour force\*

# \$117

million in direct economic output, including artistic expenses, facility costs, administration and more, via Calgary's investment in its arts sector

# 676

full-time equivalent staff hired by Calgary arts organizations

# 7,984

artists hired by Calgary arts organizations

Based on data from organizations funded in part through *Calgary Arts Development*. \**Artists and Cultural Workers in Canadian Municipalities*, Hill Strategies, December 2014 (based on 2011 National Household Survey).



Participants in the 2016-17 artsVest Alberta program | Photo: Courtesy of Allison Moore, artsVest Alberta

### ARTS SNAPSHOT ARTS VEST

ArtsVest is Business for the Arts' national flagship program that works directly with small to mid-sized arts organizations, equipping them with in-depth training, tools and mentorship relationships. artsVest ran a very successful program in Calgary for two years (from 2011-2013), led by Calgary Arts Development Director of Community Investment and Engagement, Emiko Muraki. Business for the Arts re-launched the program in Calgary in October 2016, this time led by Allison Moore. Local juries approved 47 arts organizations including 33 from Calgary to participate in this round of the program. The Calgary organizations cover a range of disciplines including music, theatre, visual art, heritage, education, dance and multi-disciplinary. So far, participants have completed six webinars and two peer-to-peer training workshops. For more information visit [artsvest.com](http://artsvest.com).

### ARTS SNAPSHOT FIVE ART & MERCHANDISE

Five Art & Merchandise is a gallery, shop and studio in Calgary's vibrant East Village neighbourhood that is committed to finding unconventional methods of bringing contemporary art and creativity into people's lives. With each exhibition they host in their gallery they release limited edition merchandise designed by the exhibiting artist. The merchandise is available both online and in their physical shop beside the gallery space. They also collect and offer some of their favourite creative brands, publications, and art made in and out of the studio. Five Art & Merchandise invites you to stop by, tune in and join them in living an endlessly creative life. For more information visit [fiveartandmerchandise.com](http://fiveartandmerchandise.com).



Visitors check out Craig Question Scotty's drawings in his exhibition *The Deadly Spawn* | Photo: Courtesy of Five Art & Merchandise





## JUNO Awards inject \$9 million in economic activity

By Cassandra McAuley

By hosting the 45th annual JUNO Awards and JUNO Week from March 30 to April 3, 2016, Calgarians and visitors had the opportunity to experience our city's flourishing music and culture scene. From the 15 venues that hosted JUNOfest concerts, to previews of Studio Bell, Home of the National Music Centre, to the JUNO Award ceremony at Scotiabank Saddledome, Calgary was on full display, and it shone.

Calgary Arts Development President and CEO, Patti Pon, participated on the JUNOs Host Committee. One of the key objectives of the committee was to ensure community engagement beyond the awards themselves. There were more than 60 events and programs during JUNO Week, leading up to the awards. Of particular impact was the JUNOs micro grant program through which \$25,000 was invested in 18 local projects, in grants of \$500-\$2,500. These local projects afforded thousands of Calgarians to feel like they were a part of the JUNOs even though they may not have gone to the actual awards. One of those projects was *Listening to Our City*, which included a video montage created by Calgarians of all ages, from all walks of life who sent in clips of themselves 'playing their city' by making music from found objects, pieces of nature, and city environments. The video was part of a live concert that took place in two different venues, which were connected by video link. The project was directed by Bruce Barton and composed by Laurie Radford and Juno-award winner Allan Bell.



Listening to Our City was part of JUNO Week | Photo: Courtesy of Listening to Our City

Supporting, promoting and enhancing Calgary's arts and culture community is a core component of Tourism Calgary's new Destination Strategy | Ultimate Hosts. Ultimate Host City, and JUNO Week offered an important opportunity to strengthen connections between Calgary artists and tourism industry partners. Hosting JUNO Week bolstered Calgary's reputation as a music city both here at home and across Canada, by highlighting unforgettable experiences in our venues and with local talent through every quadrant of the city.

**An economic impact study by the Canadian Sport Tourism Alliance verifies that the combined spending of out of town guests, artists, industry members and other attendees to 2016 JUNO Week events, in combination with the expenditures made by the organizers of the event totaled \$6.3 million, supporting \$10 million in economic activity in Alberta, including \$9 million in economic activity in Calgary.**

These expenditures supported \$3.5 million in wages and salaries in the province through the funding of 48 jobs, of which 39 jobs and \$2.8 million in wages and salaries were supported in Calgary.

Other important highlights from the 2016 JUNO Awards included:

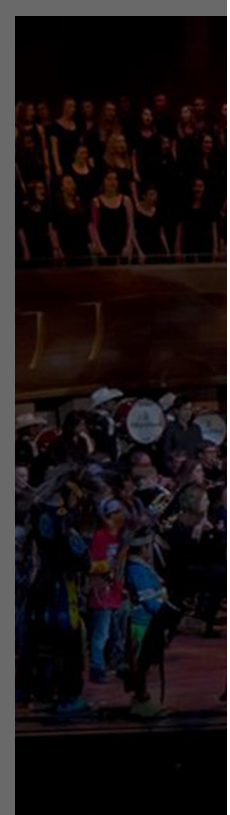
- 32,000 JUNO Week event attendees
- 225 participating artists, including 88 first-time nominees
- 1.8 billion estimated Twitter impressions
- 1.1 million mentions of JUNO-related topics
- 5.4 million unique broadcast viewers
- 1,450 local volunteers who gave over 86,000 hours of their time
- \$25,000 in host committee micro-grants to local groups performing all genres of music around the city

The success of Calgary's JUNO Week would not have been possible without the dedicated volunteers and community partners who exemplified Calgary's renowned warmth and hospitality.

To learn more about Tourism Calgary and upcoming events in our city, see [visitcalgary.com](http://visitcalgary.com).

## BOO

As an e...  
creative...  
arts sec...  
talent t...



Listening to Our City

This is great

## The Co Techno

What happens...  
to the exciting...  
unbelievably stunning wearable technology—in other words, garments that are beautifully designed and also operational. The next time you are looking for video games embedded into your dress you'll know where to look.

READ MORE



*The Matriarch Speaks* by Angel Aubichon (lead designer), Shaylene Lickers, Alexandra Manitopyes, Rebecca Merasty (model), and Tara Smith (make-up) | Photo: Kelly Hofer, courtesy of MakeFashion 2017

## IN 2015:

# 4,545

Calgarians work in an artist occupation, comprising 0.7% of our city's overall labour force\*

# \$117

million in direct economic output, including artistic expenses, facility costs, administration and more, via Calgary's investment in its arts sector

# 676

full-time equivalent staff hired by Calgary arts organizations

# 7,984

artists hired by Calgary arts organizations

Based on data from organizations funded in part through [Calgary Arts Development](#).  
\*Artists and Cultural Workers in Canadian Municipalities, Hill Strategies, December 2014 (based on 2011 National Household Survey).



Participants in the 2016-17 artsVest Alberta program | Photo: Courtesy of Allison Moore, artsVest Alberta

## ARTS SNAPSHOT ARTS VEST

ArtsVest is Business for the Arts' national flagship program that works directly with small to mid-sized arts organizations, equipping them with in-depth training, tools and mentorship relationships. artsVest ran a very successful program in Calgary for two years (from 2011-2013), led by Calgary Arts Development Director of Community Investment and Engagement, Emiko Muraki. Business for the Arts re-launched the program in Calgary in October 2016, this time led by Allison Moore. Local juries approved 47 arts organizations including 33 from Calgary to participate in this round of the program. The Calgary organizations cover a range of disciplines including music, theatre, visual art, heritage, education, dance and multi-disciplinary. So far, participants have completed six webinars and two peer-to-peer training workshops. For more information visit [artsvest.com](http://artsvest.com).

## ARTS SNAPSHOT FIVE ART & MERCHANDISE

Five Art & Merchandise is a gallery, shop and studio in Calgary's vibrant East Village neighbourhood that is committed to finding unconventional methods of bringing contemporary art and creativity into people's lives. With each exhibition they host in their gallery they release limited edition merchandise designed by the exhibiting artist. The merchandise is available both online and in their physical shop beside the gallery space. They also collect and offer some of their favourite creative brands, publications, and art made in and out of the studio. Five Art & Merchandise invites you to stop by, tune in and join them in living an endlessly creative life. For more information visit [fiveartandmerchandise.com](http://fiveartandmerchandise.com).



Visitors check out Craig Question Scott's drawings in his exhibition *The Deadly Spawn* | Photo: Courtesy of Five Art & Merchandise





# The Convergence of Art and Technology

By Calgary Arts Development

What happens when you introduce high-end fashion designers and artists to the exciting world of tech wearables? You end up with an array of unbelievably stunning wearable technology—in other words, garments that are beautifully designed and also operational. The next time you are looking for video games embedded into your dress you'll know where to look.

MakeFashion was launched in 2012 by a trio of ingenious Calgarians—Shannon Hoover, Maria Elena Hoover and Chelsea Klukas. Their annual gala debuts new collections of innovative fashion technology combined with theatre and performance. Since its inception it has produced over 100 wearable tech garments, some of which have been showcased at over 60 international events around the world in places like New York, Rome and Shenzhen.

One of the pieces from the most recent gala is called *The Matriarch Speaks*. It was created by Indicity Team: Angel Aubichon (lead designer), Shaylene Lickers, Alexandra Manitopyes, Rebecca Merasty (model) and Tara Smith (make-up). This was the first Indigenous Cree designer to create a fashion technology garment, inspired by the dignity and grace of Indigenous women.



*The Matriarch Speaks* by Angel Aubichon (lead designer), Shaylene Lickers, Alexandra Manitopyes, Rebecca Merasty (model), and Tara Smith (make-up) | Photo: Kelly Hofer, courtesy of MakeFashion 2017

MakeFashion has put our city on the map and given innovators with a passion for art, fashion and technology a place to experiment and showcase their work. And it's not exclusively for established artists and technology experts—MakeFashion is also sparking the imaginations of curious, creative young people, too.

Earlier this year, we caught up with a couple of young techno wizards who were working on their own projects for MakeFashion. One sister—13-year-old Ashley Voisin was finding ways to put *sustainable* into style by growing a purse out of kombucha.

"You put kombucha in a glass container," she says, "And then you wait for a little while. Eventually, it will start to form a layer on top—a kind of leathery type fabric. And after a while, it will get harder, and form a leathery texture.

"It grows," she adds, "and because you put it into the container, it grows into the size of the container. Then you can form it however you like it after that."

That's the follow up to Ashley's first MakeFashion effort, which was a dress inspired by *The Wizard of Oz*. "The fabric was brown-silvery rusty steel kind of look," Ashley says. "It's also pretty stiff, so it kind of looked like metal, like the Tin Man—and then I had a sash that was [designed to look like] a tornado and it had LEDs that lit up."

"I've already planned out my next year's MakeFashion dress," 12-year-old Lauren says. "It's going to use heart rate monitors and voice control. It will turn lights different colours."

"My MakeFashion dress is going to be a sort of Little Red Riding Hood," Ashley says. "It's going to be a coat with sensors on the shoulders that will make the hood go up when it rains."

**So you see, MakeFashion is not only an outlet for creative adults who want to marry art, technology and high fashion—it's also an event that helps build the skills of tomorrow's tech leaders.**

Perhaps, a few years from now, one of the Voisin girls will have wearable technology that lights up runways around the world. They've got some of the best in the world to learn from right here in Calgary. Like the Phi: Illuminated Design Team that created *True North* seen below. Inspired by our northern Canadian landscape, and the common fascination with the night sky *True North* explores the human relationship to the earth, magnetic fields, and our Canadian climate in a delicately visual way.



*True North* created by Stacey Morgan (Designer, Lead Fabricator), Kenzie Housego (Designer, Accessories Lead), Soophie Amin (Electrical Technologist), Elena Denning (Model) and Megan My (Make-up). | Photo: Kelly Hofer, courtesy of MakeFashion 2017

For more information on MakeFashion visit [makefashion.ca](http://makefashion.ca).

Based on data from organizations funded in part through [Calgary.Arts.Development](http://Calgary.Arts.Development).  
\**Artists and Cultural Workers in Canadian Municipalities*, Hill Strategies, December 2014 (based on 2011 National Household Survey).



Participants in the 2016-17 artsVest Alberta program | Photo: Courtesy of Allison Moore, artsVest Alberta

## ARTS SNAPSHOT ARTS VEST

ArtsVest is Business for the Arts' national flagship program that works directly with small to mid-sized arts organizations, equipping them with in-depth training, tools and mentorship relationships. artsVest ran a very successful program in Calgary for two years (from 2011-2013), led by Calgary Arts Development Director of Community Investment and Engagement, Emiko Muraki. Business for the Arts re-launched the program in Calgary in October 2016, this time led by Allison Moore. Local juries approved 47 arts organizations including 33 from Calgary to participate in this round of the program. The Calgary organizations cover a range of disciplines including music, theatre, visual art, heritage, education, dance and multi-disciplinary. So far, participants have completed six webinars and two peer-to-peer training workshops. For more information visit [artsvest.com](http://artsvest.com).

## ARTS SNAPSHOT FIVE ART & MERCHANDISE

Five Art & Merchandise is a gallery, shop and studio in Calgary's vibrant East Village neighbourhood that is committed to finding unconventional methods of bringing contemporary art and creativity into people's lives. With each exhibition they host in their gallery they release limited edition merchandise designed by the exhibiting artist. The merchandise is available both online and in their physical shop beside the gallery space. They also collect and offer some of their favourite creative brands, publications, and art made in and out of the studio. Five Art & Merchandise invites you to stop by, tune in and join them in living an endlessly creative life. For more information visit [fiveartandmerchandise.com](http://fiveartandmerchandise.com).



Visitors check out Craig Question Scott's drawings in his exhibition *The Deadly Spawn* | Photo: Courtesy of Five Art & Merchandise

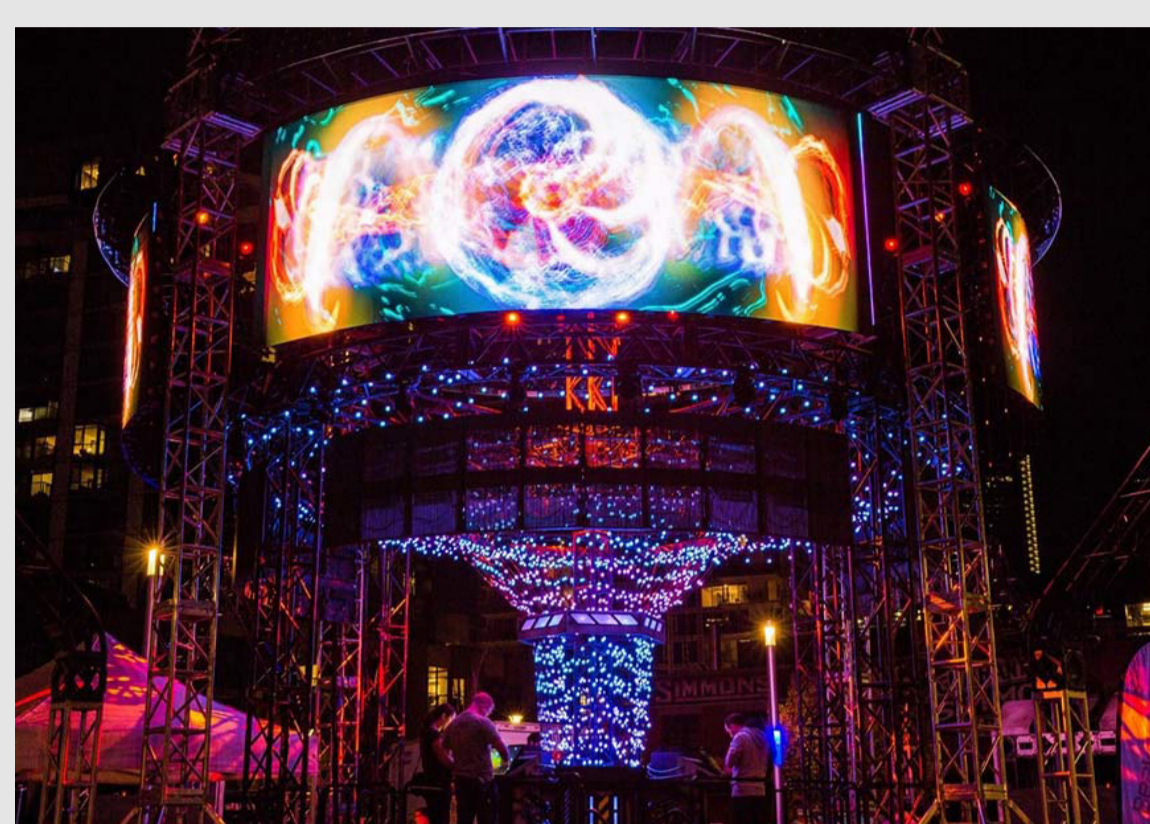




Photo: Sebastian Hanlon, courtesy of Calgary Folk Fest

## SHAPING IDENTITY

Our city leaves its thumbprint on all our citizens and the millions of visitors we welcome each year. That unique Calgary character comes from our history and geography, our artistic and cultural vitality, and the stories of the people who live here. Arts have the ability to both reflect and interpret who we are, and project that image beyond our borders.



The BASS Ship, which stands for Beama Applied Sciences Sector Ship, is the first project to emerge from Beakerhead's Big Bang Residency | Photo: Steve Seeley, courtesy of Beakerhead

### Big Bang Residency Program

It started with an open call for artists, designers, architects, scientists, engineers, and other creatives to make an interactive public art piece within the span of one year as a signature piece at Beakerhead, Calgary's smash-up of art, science and engineering.

[READ MORE](#)

### IN 2016:

**9,223**

public activities produced by Calgary arts organizations

**1,311**

held outside of Calgary in 2016

**8,202**

arts education and public arts activities held in the Centre City

**13,431**

held outside the Centre City

Based on data from organizations funded in part through [Calgary Arts Development](#).

Calgary artists are receiving opportunities for international exchange, developing their craft and acting as ambassadors for Calgary. Of the artists who received funding for professional development:

**32%**

of opportunities took place in Canada, outside of Calgary

**52%**

of opportunities to place outside of Canada

Based on 2016 recipients of [Calgary Arts Development's Artist Opportunity Grant](#).

### Elaine Lee and Inside Out Theatre

When she was an art student at Simon Fraser University over a decade ago, Calgary artist Elaine Lee's first real play—a monologue—explored an experience both universal and painfully personal. "It was actually about being a woman in my situation," she says, "who'd never been asked out."

The situation Lee refers to is the fact that she weighs 27 pounds, and is confined to a wheelchair. Diagnosed with Osteogenesis Imperfecta (aka Brittle Bones), she was not expected to live past the age of two. Instead, she lived in a hospital for the first five years of her life, before moving with her family from Vancouver to Whitehorse, Yukon, where she grew up, before returning to Vancouver to study at Simon Fraser, before moving on to Emily Carr University in Vancouver, where she obtained a fine arts degree.

[READ MORE](#)



Elaine Lee | Photo: Courtesy of Inside Out Theatre

### IN 2016:

Calgary-produced arts activities reported engaging artists and participants from diverse communities

**3,094**

activities engaging multicultural communities

**2,388**

activities engaging people with disabilities

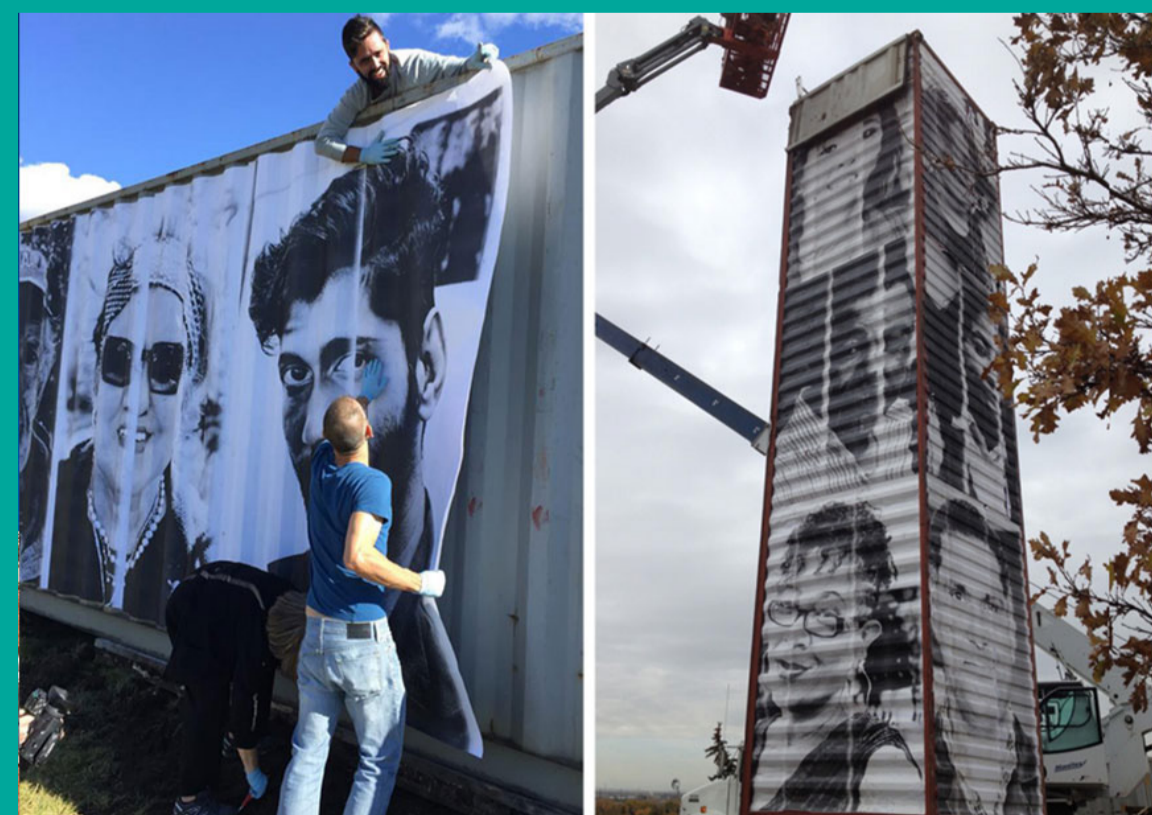
**845**

activities engaging Indigenous communities

**474**

activities engaging LGBTQ+ communities

Based on data from organizations funded in part through [Calgary Arts Development](#).



Eyes on the Ave containR Installation features photos taken by youth of people in Greater Forest Lawn that have been wheat pasted on the side of shipping containers placed at the ARCH site | Photo: Courtesy of IAACC

#### ARTS SNAPSHOT

### EYES ON THE AVE CONTAINR INSTALLATION

This is your Calgary. This is your Forest Lawn.

As you enter Forest Lawn, you may be greeted by a series of large-scale faces—a containR art installation that looks out onto Calgary from the corner of 17th Avenue and 26th Street SE. On October 2, 2016 Springboard Performance's containR Art Park, International Avenue Arts and Culture Centre (IAACC) and Antyx Community Arts launched Eyes on the Ave, which looks out onto Calgary from the corner of 17th Ave SE and 26th St SE. The larger-than-life installation shows a fresh perspective of Forest Lawn with the rich and vibrant mix of peoples that make up the community. Eyes on the Ave asks, "What's your Forest Lawn look like?" Antyx Community Arts youth participants created the photographs, with the Smile Gang assisting with wheat pasting images onto the containers. Check out their website at [springboardperformance.com](http://springboardperformance.com).

#### ARTS SNAPSHOT

### THE NEW GALLERY

The New Gallery (TNG) is one of the oldest artist-run centres in Calgary. Created to provide a compelling alternative to mainstream culture, TNG has a fascinating back-story and colourful history, involving a variety of venues, over the past 40+ years. Today, TNG continues its work in contemporary art and culture through the operation of two spaces – the Main Space storefront in Chinatown, and the +15 Window at Arts Commons. These spaces support the research, creation, and exhibition of social and political creative practices from artists at all stages of their careers, while engaging the public with contemporary art. Check out their website to learn more about exhibitions, residencies, lectures, and community collaborations.

Learn more at [facebook.com/thenewgallery/](https://facebook.com/thenewgallery/).



Chun Hua Catherine Dong's Visual Poetics of Embodied Shame | Photo: Ashley Bedet, courtesy of The New Gallery

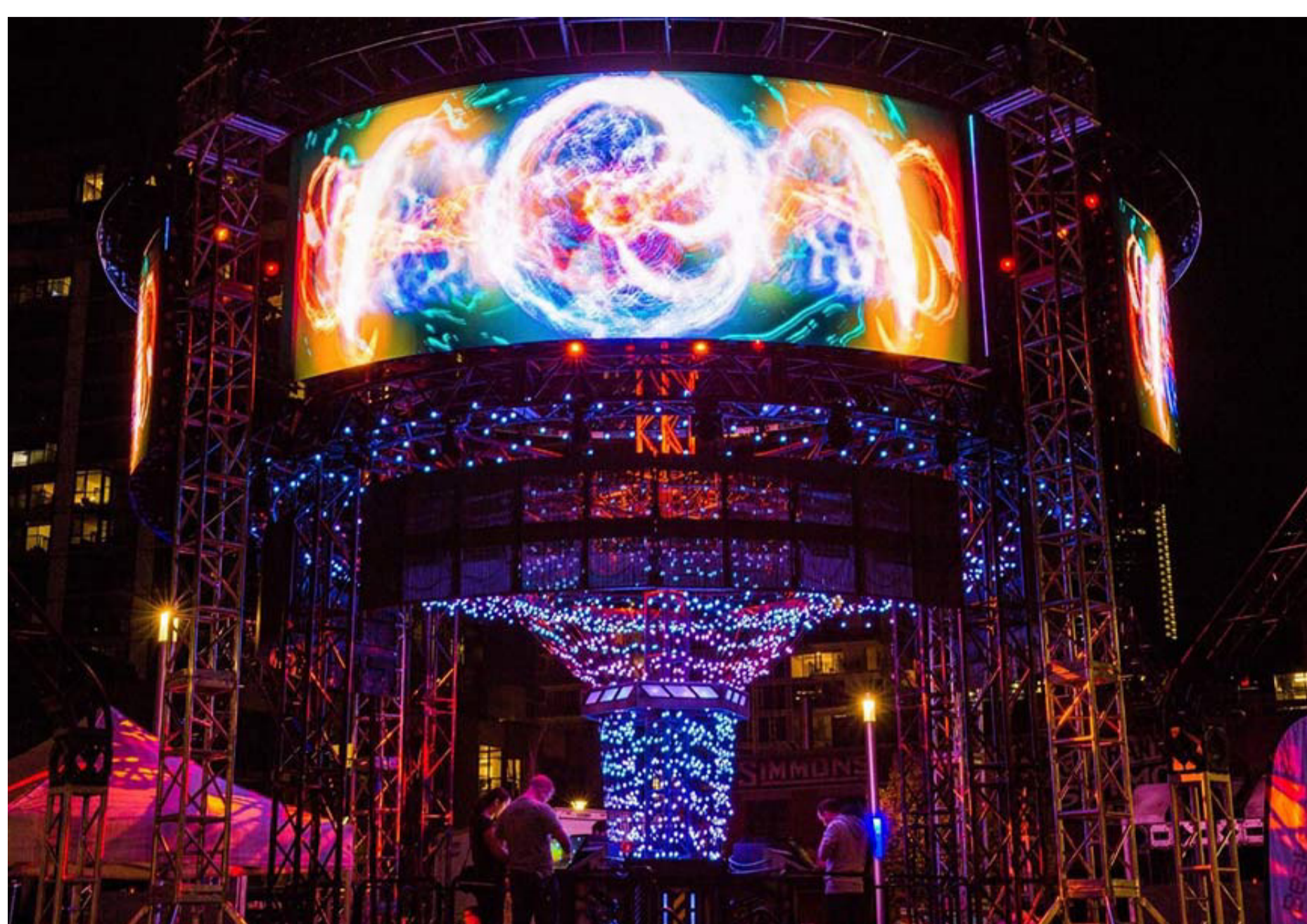


## Big Bang Residency Program

By Calgary Arts Development

It started with an open call for artists, designers, architects, scientists, engineers, and other creatives to make an interactive public art piece within the span of one year as a signature piece at Beakerhead, Calgary's smash-up of art, science and engineering.

The 2016 winning team involved five early to mid-career Canadian artists who started the creation process for their project—Beama Applied Sciences Sector Ship—with a five-day incubation and planning residency at Banff Centre for Arts and Creativity. From there they worked right up to the time of presentation to (almost) complete their project. The team grew as the big unveiling date drew nearer, with the original team of five doubling in size for the intense period of the build, and then growing by another 80 volunteers who helped set up and supervise the massive installation in Calgary's East Village.



The BASS Ship, which stands for Beama Applied Sciences Sector Ship, is the first project to emerge from Beakerhead's Big Bang Residency | Photo: Steve Seeley, courtesy of Beakerhead

The BASS Ship "took Beakerhead to a whole new level," say event organizers. There were line ups to see the installation every day and the number of attendees who experienced the BASS Ship grew to 25,000 by the end of the five days. "The BASS Ship was one of the highlights of Beakerhead and it attracted headlines and attendees. It was on the front page of the Calgary Herald. An estimated 18,800 people wandered by and 6,590 interacted with it in a hands-on way. Just over 2,000 school students were among the attendees.

"We heard of groups attempting to crack the code, then going away for a coffee, coming back and standing in line again, to eventually get on the platform and crack the code—to a wonderful display of music and lights!"

In addition to BASS Ship, there were many other events featured during the five days of Beakerhead 2016, from a social entrepreneur pitch contest, to an inflatable narwhal, huge octopus arms bursting out of a building in Inglewood, a Steampunk airship, fire-breathing botany, and innovation-on-wheels in the form of the MakerBus and the Tin Fish art car. There was a pretty extensive food element to the event that involved 32 restaurants playing with chemistry in the kitchen, as well as a multitude of education programs, and the always-popular wrap up party Beakernight.



BASS Ship | Photo: Gilles Thibault Photography, courtesy of Beakerhead

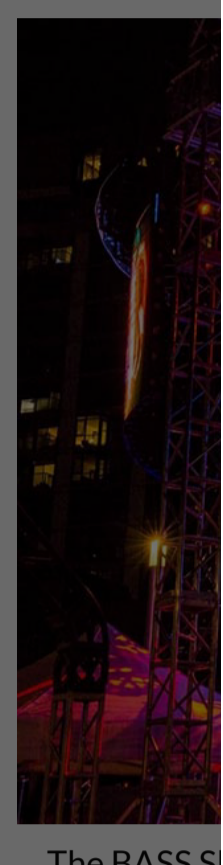
Beakerhead is attracting the attention of thousands of young people as well with school programs that engaged more than 28,000 students in 2016. One of the stand-out education projects was the *Ingenuity Challenge*, which drew participation from more than 3,000 students from 27 schools across Alberta (and BC). The challenge was to create a music video using a kit in a paint can that contained ping pong balls and bubble wrap. That may sound like a pretty impossible task, but not to these young minds! 87 videos were submitted by students.

Beakerhead has become a great example of a cultural experience that creates vibrancy and excitement for our own residents while also appealing to visitors. It is a true made-in-Calgary cultural tourism event that attracted more than 5,000 curious out-of-towners in 2016. The event has been growing since its inception, and in 2016 attracted more than 130,000 people. We expect that number to keep on growing!

Keep your eye on Beakerhead. Not only is it a wonderful five-day city-wide spectacle that takes place every September in Calgary. It is shaping our city's identity as a place where you can encounter surprising, delightful, and thought-provoking experiences.

For more information on Beakerhead visit [beakerhead.com](http://beakerhead.com).

SHAI  
Our city  
welcom  
geograp  
here. A  
image b



The BASS S

IN 2016  
public

arts ed

Based on data

Calga  
the

of oppo

Based on 201

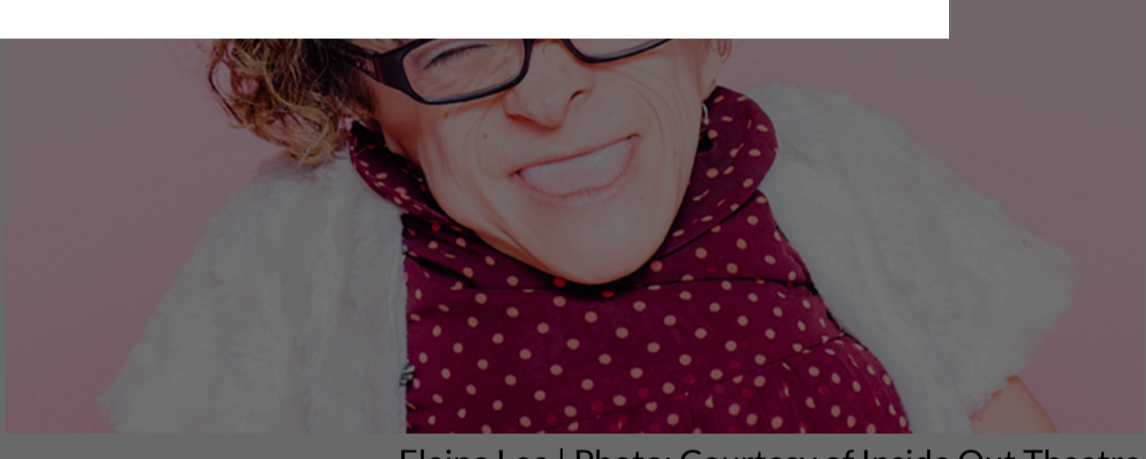
Elaine I

When she wa  
Calgary artist  
experience be  
being a woma

The situatio

confined to a wheelchair. Diagnosed with Osteogenesis Imperfecta (aka Brittle Bones), she was not expected to live past the age of two. Instead, she lived in a hospital for the first five years of her life, before moving with her family from Vancouver to Whitehorse, Yukon, where she grew up, before returning to Vancouver to study at Simon Fraser, before moving on to Emily Carr University in Vancouver, where she obtained a fine arts degree.

READ MORE



Elaine Lee | Photo: Courtesy of Inside Out Theatre

### IN 2016:

Calgary-produced arts activities reported engaging artists and participants from diverse communities

3,094

activities engaging multicultural communities

2,388

activities engaging people with disabilities

845

activities engaging Indigenous communities

474

activities engaging LGBTQ+ communities

Based on data from organizations funded in part through [Calgary Arts Development](http://Calgary Arts Development).



Eyes on the Ave containR Installation features photos taken by youth of people in Greater Forest Lawn that have been wheat pasted on the side of shipping containers placed at the ARCH site | Photo: Courtesy of IAACC

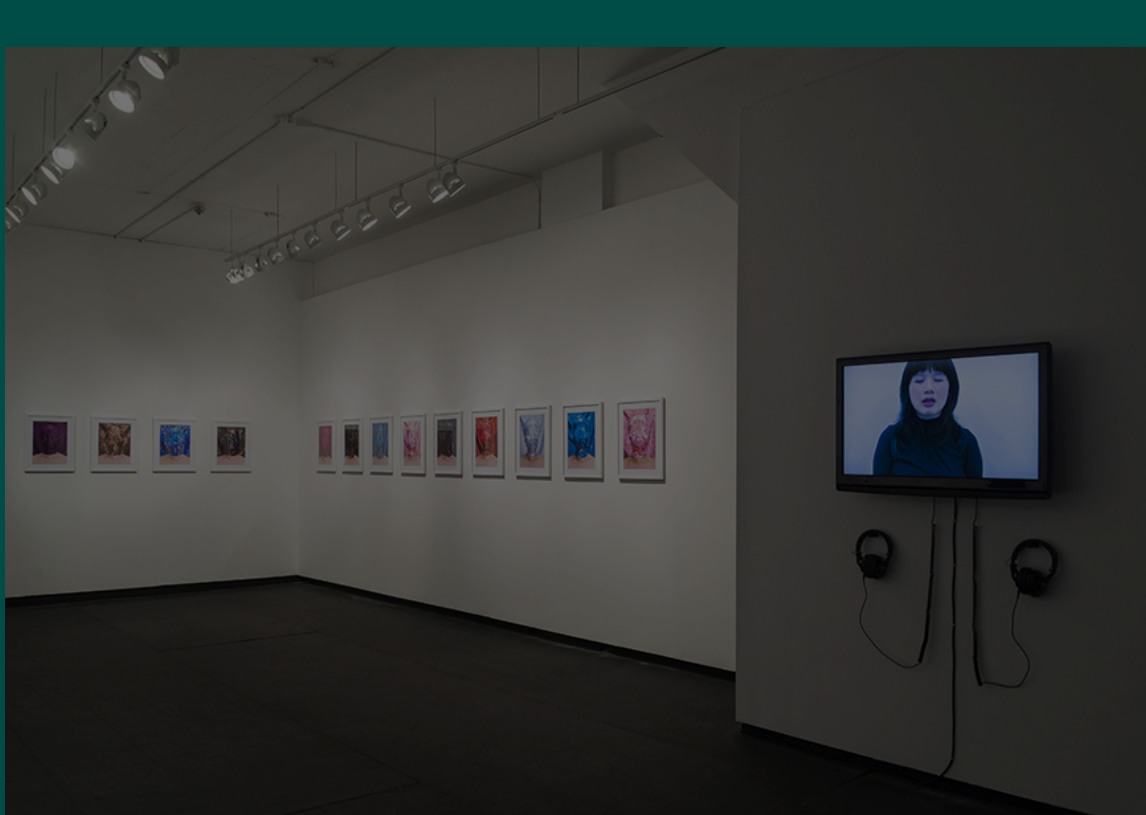
### ARTS SNAPSHOT EYES ON THE AVE CONTAINR INSTALLATION

This is your Calgary. This is your Forest Lawn. As you enter Forest Lawn, you may be greeted by a series of large-scale faces—a containR art installation that looks out onto Calgary from the corner of 17th Avenue and 26th Street SE. On October 2, 2016 Springboard Performance's containR Art Park, International Avenue Arts and Culture Centre (IAACC) and Antyx Community Arts launched Eyes on the Ave, which looks out onto Calgary from the corner of 17th Ave SE and 26th St SE. The larger-than-life installation shows a fresh perspective of Forest Lawn with the rich and vibrant mix of peoples that make up the community. Eyes on the Ave asks, "What's your Forest Lawn look like?" Antyx Community Arts youth participants created the photographs, with the Smile Gang assisting with wheat pasting images onto the containers. Check out their website at [springboardperformance.com](http://springboardperformance.com).

### ARTS SNAPSHOT THE NEW GALLERY

The New Gallery (TNG) is one of the oldest artist-run centres in Calgary. Created to provide a compelling alternative to mainstream culture, TNG has a fascinating back-story and colourful history, involving a variety of venues, over the past 40+ years. Today, TNG continues its work in contemporary art and culture through the operation of two spaces – the Main Space storefront in Chinatown, and the +15 Window at Arts Commons. These spaces support the research, creation, and exhibition of social and political creative practices from artists at all stages of their careers, while engaging the public with contemporary art. Check out their website to learn more about exhibitions, residencies, lectures, and community collaborations.

Learn more at [facebook.com/thenewgallery/](https://facebook.com/thenewgallery/).



Chun Hua Catherine Dong's *Visual Poetics of Embodied Shame* | Photo: Ashley Bedet, courtesy of The New Gallery



## Elaine Lee and Inside Out Theatre

By Stephen Hunt

When she was an art student at Simon Fraser University over a decade ago, Calgary artist Elaine Lee's first real play—a monologue—explored an experience both universal and painfully personal. "It was actually about being a woman in my situation," she says, "who'd never been asked out."

The situation Lee refers to is the fact that she weighs 27 pounds, and is confined to a wheelchair. Diagnosed with Osteogenesis Imperfecta (aka Brittle Bones), she was not expected to live past the age of two. Instead, she lived in a hospital for the first five years of her life, before moving with her family from Vancouver to Whitehorse, Yukon, where she grew up, before returning to Vancouver to study at Simon Fraser, before moving on to Emily Carr University in Vancouver, where she obtained a fine arts degree.



Elaine Lee and Col Cseke | Photo: Courtesy of Inside Out Theatre

A Calgarian since 2010, Lee was recently named playwright-in-residence by Inside Out Theatre, a theatre dedicated to presenting work performed—and frequently created—by differently-abled artists.

In 2015, Inside Out artistic director Col Cseke met Lee at the initial meeting of the Calgary Congress for Equity and Diversity in the Arts, at Arts Commons.

"I remember her saying something to the tune of being new to Calgary," Cseke says, "and so far, she hadn't found her way in—or where she could be, in the arts community. She hadn't found her gateway yet into Calgary and the arts community, so I felt like maybe we had that to offer her."

"With Inside Out," he adds, "I always feel like I want to make sure that any artist knows that we're interested in supporting and developing artists, so I just went up to her afterwards and said hi and exchanged information—and two years later, here we are."

Where they are working together as collaborators on *Make Love, Not Art*, a play in which they both star, as a budding art star (Lee) and gallery curator (Cseke) trying to negotiate both their professional—and personal—relationship.

It's not autobiographical, but for Lee, *Make Love, Not Art* is definitely personal.

"We've created this fictional story," Lee says, "however some of the events and things that happen in the story actually happened to me in some way, shape or form."

What makes the experience of putting it all down on paper, then performing it is that she knows it won't quite conform to the image most people who know her in Calgary have of her—although re-shaping that identity is also too good an opportunity to pass up.

**"They see me as this tiny, 27 pound person," she says, "who just roams around [the city], and they don't actually realize I have a university degree and I have all this background [as an artist]—playwriting, filmmaking and professional levels of art [training], where I've actually won national competitions."**

One of the major themes Lee takes on in her work is our notion of beauty.

"It's discussing the subjectivity of beauty and... what defines beauty?" she asks. "Does it have to be just the stereotypical figure eight [female] body or can it be a uniquely shaped body of someone who is born differently?"

"I don't like to actually emphasize or focus on the fact that it's [about] someone with a disability," she adds, "because I think in this world, we're all uniquely shaped, and it's just the way we perceive things—so that's basically the emphasis and focus of the play."

Cseke believes that Lee is the ideal playwright to take Inside Out's work to the next level—the planned 2018 production will be the first fully professional production by the company.

"The idea with the playwright-in-residence program," says Cseke, "was that we would find—and Elaine's the perfect example—an artist who has a story to tell, who has a play inside them, but just hasn't had the opportunity yet to go through the process of what it means to take the idea of a play and get it onstage."

"The play discusses in part the way that Elaine's character is able to exist as an artist," he adds, "then it evolves into a story of the character Elaine plays, and me and the character I play, and the possibilities of a relationship [between us]. What happens between these two people when they're making choices in private with each other and what do they expect in the light of day—what are the expectations for them, someone with Elaine's body, and what kinds of relationships they can and cannot have."

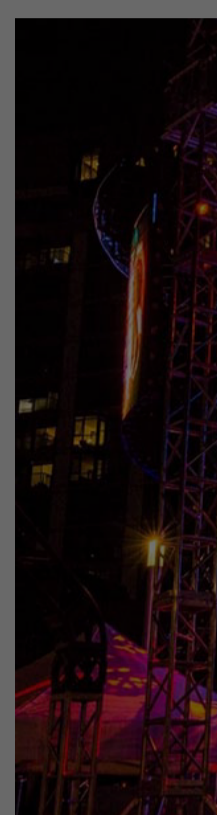
"When you get down to it," he adds, "It is an uncomfortable conversation for people to be exposed to."

For Lee, steering the conversation into the audience's discomfort zone is precisely the artist's' role. If that means a whole group of Calgarians are going to re-imagine her identity when *Make Love, Not Art* opens early in 2018, so be it.

"I like to break the rules and boundaries of what people see," she says. "I feel like people need to step over those boundaries, and see beyond what they think on a surface level."

For more information on Inside Out Theatre visit [insideouttheatre.com](http://insideouttheatre.com).

SHAI  
Our city  
welcom  
geograph  
here. A  
image b



The BASS S...

IN 2016:  
public

arts ed

Based on data

Calga  
the

of oppo

Based on 201

Elaine l

When she wa  
Calgary artist  
experience be  
being a woma

The situatio  
confined to a  
Brittle Bones), she was not expected to live past the age of two. Instead, she lived in a hospital for the first five years of her life, before moving with her family from Vancouver to Whitehorse, Yukon, where she grew up, before returning to Vancouver to study at Simon Fraser, before moving on to Emily Carr University in Vancouver, where she obtained a fine arts degree.

READ MORE

Elaine Lee | Photo: Courtesy of Inside Out Theatre

### IN 2016:

Calgary-produced arts activities reported engaging artists and participants from diverse communities

3,094

activities engaging multicultural communities

2,388

activities engaging people with disabilities

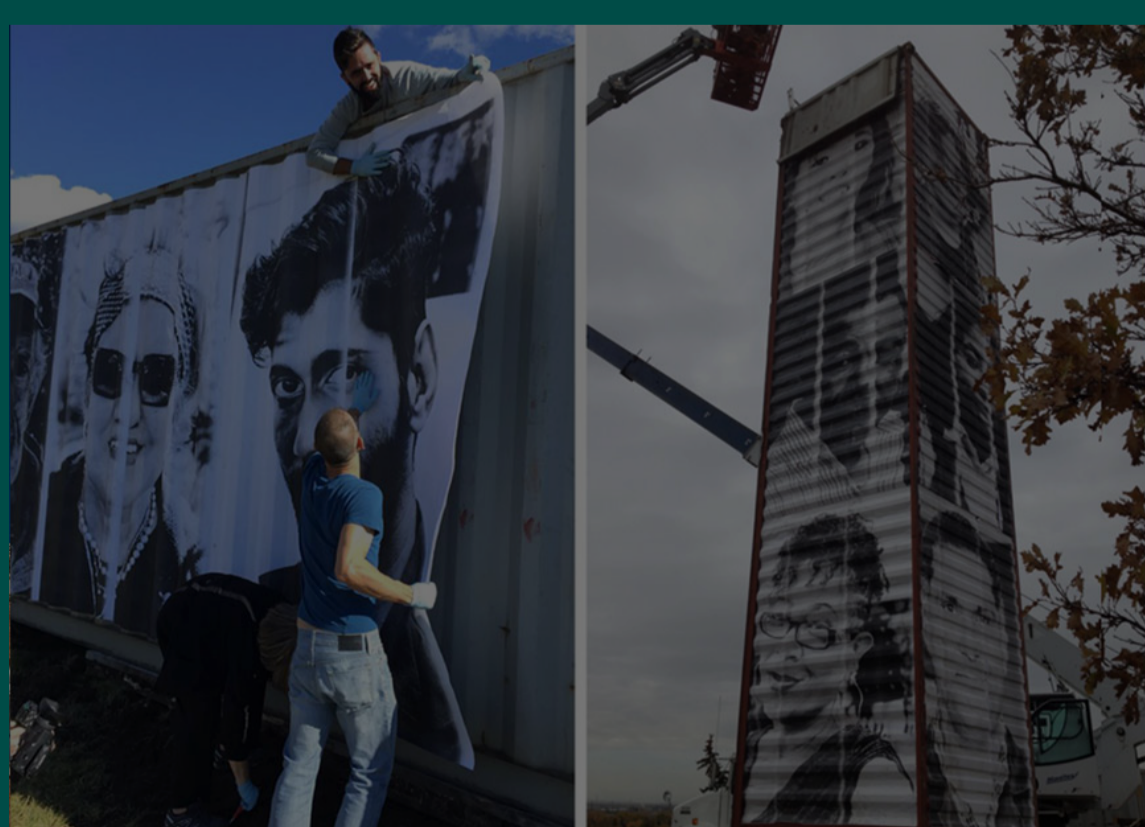
845

activities engaging Indigenous communities

474

activities engaging LGBTQ+ communities

Based on data from organizations funded in part through [Calgary Arts Development](#).



Eyes on the Ave containR Installation features photos taken by youth of people in Greater Forest Lawn that have been wheat pasted on the side of shipping containers placed at the ARCH site | Photo: Courtesy of IAACC

#### ARTS SNAPSHOT

### EYES ON THE AVE CONTAINR INSTALLATION

This is your Calgary. This is your Forest Lawn.

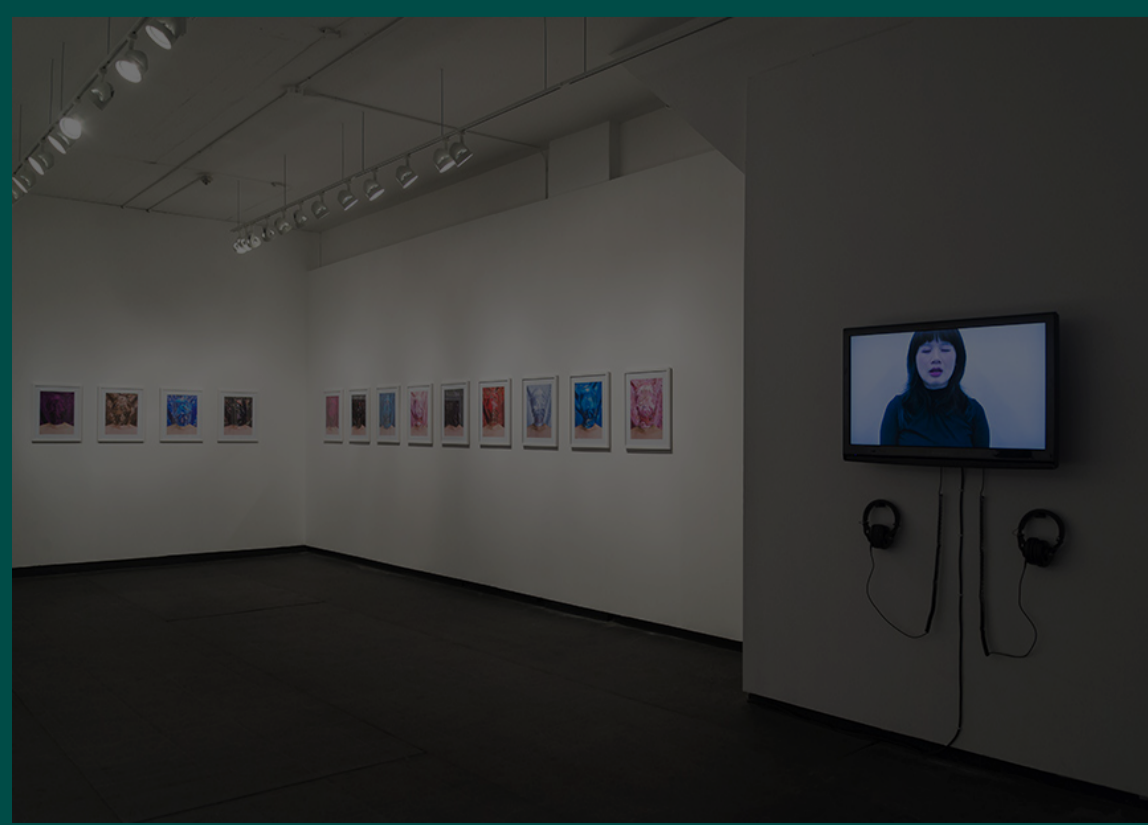
As you enter Forest Lawn, you may be greeted by a series of large-scale faces—a containR art installation that looks out onto Calgary from the corner of 17th Avenue and 26th Street SE. On October 2, 2016 Springboard Performance's containR Art Park, International Avenue Arts and Culture Centre (IAACC) and Antyx Community Arts launched Eyes on the Ave, which looks out onto Calgary from the corner of 17th Ave SE and 26th St SE. The larger-than-life installation shows a fresh perspective of Forest Lawn with the rich and vibrant mix of peoples that make up the community. Eyes on the Ave asks, "What's your Forest Lawn look like?" Antyx Community Arts youth participants created the photographs, with the Smile Gang assisting with wheat pasting images onto the containers. Check out their website at [springboardperformance.com](http://springboardperformance.com).

#### ARTS SNAPSHOT

### THE NEW GALLERY

The New Gallery (TNG) is one of the oldest artist-run centres in Calgary. Created to provide a compelling alternative to mainstream culture, TNG has a fascinating back-story and colourful history, involving a variety of venues, over the past 40+ years. Today, TNG continues its work in contemporary art and culture through the operation of two spaces – the Main Space storefront in Chinatown, and the +15 Window at Arts Commons. These spaces support the research, creation, and exhibition of social and political creative practices from artists at all stages of their careers, while engaging the public with contemporary art. Check out their website to learn more about exhibitions, residencies, lectures, and community collaborations.

Learn more at [facebook.com/thenewgallery/](https://facebook.com/thenewgallery/).



Chun Hua Catherine Dong's *Visual Poetics of Embodied Shame* | Photo: Ashley Bedet, courtesy of The New Gallery



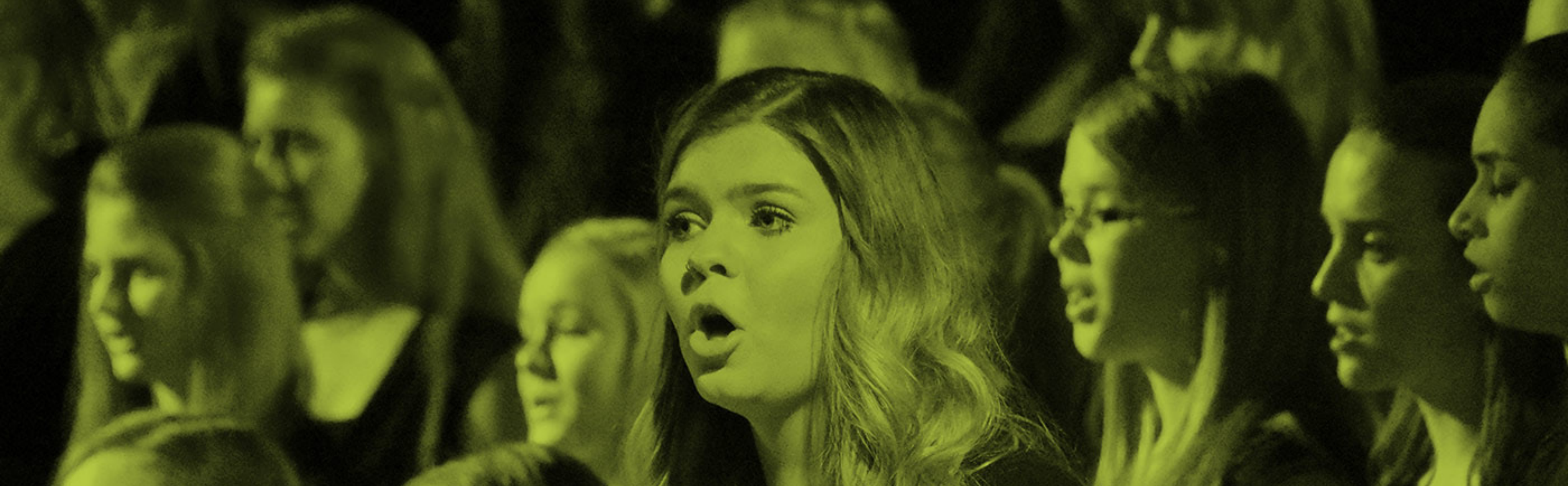


Photo: Sean Blair, courtesy of Calgary Girls Choir

## INSPIRING YOUTH

Everyone wants our youth to have the foundation they need for a full and rewarding life. Some will grow up to be professional artists, but no matter what their path, arts experiences help build essential 21st-century skills like creative thinking, confidence, teamwork, discipline and social interaction.



Students at Sedgewick School participate in a Kids Go Global project about girls' rights to education | Photo: Courtesy of Trickster Theatre

### Arts as a Second Language

Alberta schools have never shied away from teaching second languages, but if University of Calgary professor Dr. Brittany Harker Martin has her way, they'll be adding a new one no one saw coming: the arts.

[READ MORE](#)

### IN 2016:

# 8,202

arts education activities provided by Calgary arts organizations for children and youth

# 397,087

participants in arts education activities provided by Calgary arts organizations

Based on data from organizations funded in part through [Calgary Arts Development](#).

A recent study by Business for the Arts found that:

## 83%

of Canadian parents believe that engaging children in the arts is important for their development

## 80%

of Canadians believe that arts education improves children's academic performance

## 79%

of Canadians believe that the arts help children from disadvantaged communities succeed

[Building the Case for Business Support of the Arts](#), Business for the Arts, February 2015.

### Y Stage Inspiring Youth

As Vertigo Theatre's Y Stage takes its final bow, I caught up with Artistic Director Nathan Pronyshyn to talk about how Y Stage has inspired youth for the past 14 seasons.

It's challenging enough for any theatre company to build an audience for theatre in world filled with 21st century digital distractions at every turn. For Nathan Pronyshyn, artistic director of Y Stage, one of Calgary's finest presenters of theatre for young audiences, the task has been doubly difficult—because what worked one year doesn't necessarily guarantee a return visit from a demographic in constant hormonal upheaval.

[READ MORE](#)



Vertigo Theatre's Y Stage Theatre Series presents *Mess* | Photo: Edmund Collier, courtesy of Vertigo Theatre

### Young adults with many arts-rich experiences in high school are:

## 5x

more likely to graduate high school

## 3x

more likely to earn a bachelor's degree

... and they are more likely to volunteer, vote and participate in political campaigns.

[The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies](#), National Endowment for the Arts, March 2012.



A crowd gathers for Shakespeare by the Bow on Prince's Island | Photo: Trudie Lee, courtesy of Theatre Calgary

### ARTS SNAPSHOT

#### SHAKESPEARE BY THE BOW

In addition to presenting a main stage season at the Max Bell Theatre in Arts Commons that includes musicals, classics, new productions and national and international collaborations, Theatre Calgary also produces one of Calgary's favourite annual summer events—Shakespeare by the Bow. This program supports emerging actors in Alberta by providing instruction and mentorship with professional artists, as well as an opportunity to perform in the beautiful outdoor setting at Prince's Island Park. So, if you're looking for a wonderful way to share a summer evening with friends and family, grab a blanket, a picnic, and enjoy the energy and talent of some of Alberta's up-and-coming actors in one of Shakespeare's classic hits. Learn more at [theatrecalgary.com](#).

### ARTS SNAPSHOT

#### YO MOMMA

The Youth Musicians of Music Mile Alliance—Yo Momma—is for musicians ages 21 and under. Spearheaded by 17-year-old singer/songwriter, Kate Stevens, Yo Momma is a way to bring young musicians together to share ideas and music, and to pursue opportunities for performance, education, mentorships, promotion and career development. Thanks to Blues Can in Inglewood switching their liquor license to a youth-friendly format, there are now monthly mentorship meetings for young musicians called Blues'Cool. Each meeting covers a different aspect of a professional musician's life, such as songwriting, jamming or recording studio protocol. Additionally, Stevens—working with mentors such as community activist Bob Chartier, the National Music Centre, and several other Calgary small businesses and music community leaders—has arranged to host a monthly youth music showcase at Gravity Espresso and Wine Bar in Inglewood. Go Yo Momma! Learn more at [facebook.com](#).



YO MOMMA is dedicated to young musicians of Calgary | Photo: Joe Miles, courtesy of Music Mile

ARTS IN ACTION YYC | Stories and data about how arts build a city is produced annually by [Calgary Arts Development](#). The City of Calgary's designated arts development authority. This online report captures the latest data related to Calgary's arts sector along with a few stories from the community.



For details about Calgary Arts Development's programs, download the [2015 Accountability Report](#).

[info@calgaryartsdevelopment.com](mailto:info@calgaryartsdevelopment.com)



# Arts as a Second Language

By Stephen Hunt

Alberta schools have never shied away from teaching second languages, but if University of Calgary professor Dr. Brittany Harker Martin has her way, they'll be adding a new one no one saw coming: the arts.

"Often when people talk about art integration in schools, they talk about adding an art lesson here and there," she says, "but what they don't think about is how deeply trained most artists are in their work, and the time it takes to become [truly] proficient in things."



Photo: Sean Blair, courtesy of Calgary Girls Choir

Trickster residency at Elizabeth Barrett School | Photo: Courtesy of Trickster

Harker Martin, who combines a Ph.D. in Global Leadership with an undergraduate degree in arts education, believes training students in the language of the arts could—at best—help produce a new generation of Alberta innovators, in the arts and elsewhere.

At the least, it could improve student engagement in learning—and what's not to like about that?

"If we really want to have a creative society where citizens are able to think in these other, important ways," she adds, "then we need to make sure we're teaching the skills and elements and principles and all the bits and pieces out of the arts in the same way that we teach languages to people."

How do you teach kids to speak the language of the arts? Harker Martin has proposed nine core principles as a template for what comprehensive, mandatory arts education (in music, dance, and theatre) in our school system—becoming part of the core curriculum—would look.

"Those principles I've proposed are in line with the way second languages are taught," she says. "I'm suggesting a schoolwide, integrated approach in that you teach the arts in the same way that we teach language."

"Those principles," she adds, "help guide a school administrator or teaching staff that really want to do this, but want to do this in a rigorous way, where the arts becomes another way of knowing the world, where at the end of it, the student will be able to think in those art forms, rather than just using them on the side. They become the mode of expression and fact."

One of Harker Martin's comparables for adding arts education to the Alberta education core curriculum is that other provinces, such as British Columbia and Saskatchewan, already do it, and as a result, students in those provinces receive far more mandated minutes of arts education each year than Calgary students do.

**Harker Martin and the U of C's Werklund School of Education were commissioned in 2015 by the Rozsa Foundation to conduct a study to to quantify the positive impacts of arts education on students, in order to create the sort of peer reviewed data that wins funding in caucus debates.**

That commission led to Harker Martin working with Trickster, a Calgary theatre group that has been working in the Calgary school system for over 30 years, using innovative theatrical workshops to teach students about everything from flood recovery response (in the aftermath of the 2013 floods) to helping build global awareness following the 2010 Haitian earthquake.

Harker Martin's group studied 359 students, between Grades 5 and 7 from four different schools, measuring whether arts education could improve students' engagement with the material, empathy and entrepreneurial spirit.

Basically, what Trickster's artistic director David Chantler has always known—and what the research confirmed—was that students become engaged, and learn as much through interaction, improvisation and physical movement as they do absorbing information via textbooks and computers.

"Our bodies remember what we physically do much more [than our heads]," Chantler told Eric Volmers of the Calgary Herald in a December, 2016 article about the project.

Studying the impact of Trickster on inspiring more engaged learning habits among kids was only the first step, but it did provide valuable quantitative research into the value of teaching through arts education, Harker Martin says.

"The research we did with Trickster theatre was quantifying the impact of arts-integrated experiences on students' intellectual engagement," she says—which, she acknowledges, is a challenge.

"Where arts studies get themselves into trouble," she adds, "is when we would try to quantify things that are really difficult to measure—like saying they can measure a student's creativity. It really starts to try to distill something within a holistic context and makes it really difficult—so we were talking about arts as a second language and the [potential] impact of that [sort of policy on students]."

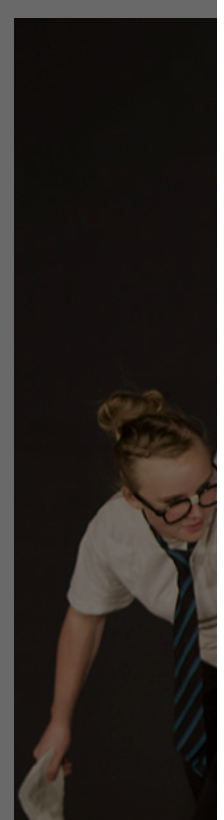
And when you stop and think about it, arts actually is a uniquely kinetic kind of language, Harker Martin says.

"If you look at the way arts have been used across time, they are a mode of communication and expression, right?" she says. "They aren't actually a language, but it's really a nice analogy, because of all of those expressive, communicative elements that language has."

"They [students] need to have the embedded time," she adds. "They need to have the opportunity to explore what they're learning through these other ways of knowing and representing—to experiment with those things in the same way they do with language."

Learn more at [ucalgary.ca](http://ucalgary.ca) and [trickstertre.com](http://trickstertre.com).

INSPIRE  
Everyone  
life. Some  
experie  
teamw



Student

IN 2015  
arts ed  
arts c

Based on data

of Cana  
that en  
arts is

Building the C

Y Stage

As Vertigo Th  
Director Nat  
the past 14 se

It's challengi  
theatre in wo  
For Nathan P  
presenters of  
difficult—bec  
return visit fr

Young

**5x**  
more likely to graduate high school

**3x**  
more likely to earn a bachelor's degree

... and they are more likely to volunteer, vote and participate in political campaigns.

*The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies*, National Endowment for the Arts, March 2012.



A crowd gathers for Shakespeare by the Bow on Prince's Island | Photo: Trudie Lee, courtesy of Theatre Calgary

## ARTS SNAPSHOT SHAKESPEARE BY THE BOW

In addition to presenting a main stage season at the Max Bell Theatre in Arts Commons that includes musicals, classics, new productions and national and international collaborations, Theatre Calgary also produces one of Calgary's favourite annual summer events—Shakespeare by the Bow. This program supports emerging actors in Alberta by providing instruction and mentorship with professional artists, as well as an opportunity to perform in the beautiful outdoor setting at Prince's Island Park. So, if you're looking for a wonderful way to share a summer evening with friends and family, grab a blanket, a picnic, and enjoy the energy and talent of some of Alberta's up-and-coming actors in one of Shakespeare's classic hits. Learn more at [theatrecalgary.com](http://theatrecalgary.com).

## ARTS SNAPSHOT YO MOMMA

The Youth Musicians of Music Mile Alliance—Yo Momma—is for musicians ages 21 and under. Spearheaded by 17-year-old singer/songwriter, Kate Stevens, Yo Momma is a way to bring young musicians together to share ideas and music, and to pursue opportunities for performance, education, mentorships, promotion and career development. Thanks to Blues Can in Inglewood switching their liquor license to a youth-friendly format, there are now monthly mentorship meetings for young musicians called Blues'Cool. Each meeting covers a different aspect of a professional musician's life, such as songwriting, jamming or recording studio protocol. Additionally, Stevens—working with mentors such as community activist Bob Chartier, the National Music Centre, and several other Calgary small businesses and music community leaders—has arranged to host a monthly youth music showcase at Gravity Espresso and Wine Bar in Inglewood. Go Yo Momma! Learn more at [facebook.com](https://www.facebook.com/yomomma).



YO MOMMA is dedicated to young musicians of Calgary | Photo: Joe Miles, courtesy of Music Mile

ARTS IN ACTION YYC | Stories and data about how arts build a city is produced annually by [Calgary Arts Development](http://CalgaryArtsDevelopment.com). The City of Calgary's designated arts development authority. This online report captures the latest data related to Calgary's arts sector along with a few stories from the community.



For details about Calgary Arts Development's programs, download the [2015 Accountability Report](#).

[info@calgaryartsdevelopment.com](mailto:info@calgaryartsdevelopment.com)



## Y Stage Inspiring Youth

By Stephen Hunt

As Vertigo Theatre's Y Stage takes its final bow, I caught up with Artistic Director Nathan Pronyshyn to talk about how Y Stage has inspired youth for the past 14 seasons.

It's challenging enough for any theatre company to build an audience for theatre in world filled with 21st century digital distractions at every turn.

For Nathan Pronyshyn, artistic director of Y Stage, one of Calgary's finest presenters of theatre for young audiences, the task has been doubly difficult—because what worked one year doesn't necessarily guarantee a return visit from a demographic in constant hormonal upheaval.

"It's surprising," Pronyshyn says, "how hard it is to build a big, loyal audience base, particularly in young audience work, because they grow up and out of the [young] audience [demographic] in a few years."



Caroline Horton in Mess | Photo: Edmund Collier, courtesy of Vertigo Theatre

"It's a huge undertaking," he says, "to continue to renew audiences every few years, and to keep a base going in this city."

What was remarkable about Y Stage, and Pronyshyn, who ran the theatre company for a decade prior to the announcement earlier this spring by its parent company, Vertigo Theatre, that this would be its final season, is how the company managed over the course of its 14-year history to go along for the ride with its audience.

It appears that thousands of young Calgarians were as inspired by the stories Y Stage told as they inspired Pronyshyn to constantly keep challenging them with stories that were alternately dark, sometimes silly, but always provocative, engaging and theatrical.

That meant adventurous, meaty programming that challenged young audiences every bit as much as it also featured dazzle that could pry their attention from their phones and tablets for a while.

The company evolved into a creation company, of such notable shows as *The Stones and nOOB*, Christopher Duthie's critically-acclaimed 2012 drama inspired by the story of a boy who ran away from home when his X-box got taken away from him by his parents.

Pronyshyn and Y Stage also were fearless in presenting difficult subject matter, such as with its 2017 production of *Mess*, from British Olivier nominee Caroline Horton, which was a harrowing look inside the mind of a woman with an eating disorder.

Calgary's young audiences and their families, Pronyshyn said, were willing to go along with him every step of the way.

"I'm surprised at how open-hearted audiences were," he says. "I look back at some of my [programming] choices—and even now, I go, I can't believe I programmed that, or that people actually really stuck with me through a lot of choices that I made and were really willing to embrace sort of anything that I brought in provided it was artistically sound and had integrity. I was really lucky to have the most sort of flexible, engaged, audience base."

He also wouldn't have done it any other way—because these days, as an artistic director trying to cut through the cultural clutter in order to engage young theatre goers, you can't be less than fearless.

**"It's important," he says. "Young people need to be challenged, and excited and inspired — and not pandered or catered to in a speaking-down-to-them sort of way. I tried to bring in some stuff I thought was challenging and interesting and dynamic and hopefully that inspires the next generation of artists or theatregoers—or policy makers."**

If Pronyshyn learned one thing in a decade running the program, it's that theatre is an excellent place for a community to have a difficult conversation, whether it's about race, or religion, body image or bullying—better than Twitter, or Facebook or the comments section of some op-ed page.

"I have this big rant going nowadays," he says, "but I think we're [living] at a time where monologue is often being disguised as dialogue and there's a lot of information around. Theatre can certainly serve to genuinely promote dialogue and conversation and I think it's important."

In addition to being Y Stage's artistic director, Pronyshyn is a talented actor, so he figures to be popping up on a few Calgary stages in coming years.

Part of the emotional memories, mine will be 10 years of Y Stage opening nights, which tended to feature awesome pizza, cookies and juice, that were sometimes as much of a draw for young theatre goers as the shows themselves.

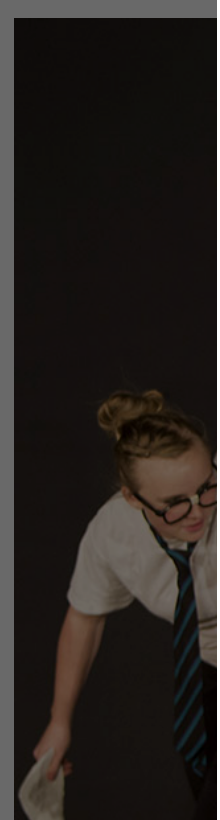
"A lot of pizza and cookies and juice nights," he says.

Any advice for the next generation of theatre-for-young-audiences impresarios?

"Do it because you love it," he says. "Don't do it because you're chasing revenue, or money. You have to believe in it and have to want to do it, and to believe in it more as something of a social service or a way to give back to the community than it is as a community."

Learn more at [vertigotheatre.com](http://vertigotheatre.com).

INSPIRING  
Everyo  
life. So  
experie  
teamw



Student

IN 201

arts ed  
arts c

Based on data

of Cana  
that en  
arts is

Building the C

Y Stage

As Vertigo Th  
Director Nat  
the past 14 se

It's challengi  
theatre in wo  
For Nathan P  
presenters of  
difficult—bec  
return visit fr

Photo: Sean Blair, courtesy of Calgary Girls Choir

arding  
n, arts  
idence,

guages, b  
s her way,

ties  
ions

that the  
rom  
unities

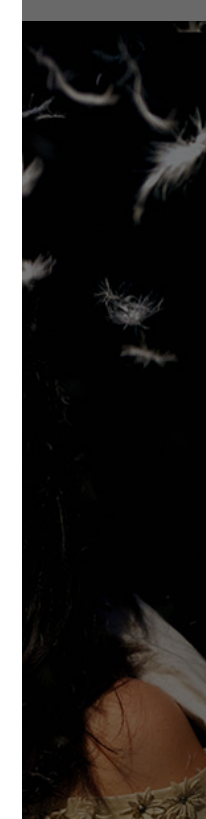


Photo: Edmund Collier, courtesy of Vertigo Theatre

### Young adults with many arts-rich experiences in high school are:

**5x**  
more likely to graduate high school

**3x**  
more likely to earn a bachelor's degree

... and they are more likely to volunteer, vote and participate in political campaigns.

*The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies*, National Endowment for the Arts, March 2012.



A crowd gathers for Shakespeare by the Bow on Prince's Island | Photo: Trudie Lee, courtesy of Theatre Calgary

### ARTS SNAPSHOT SHAKESPEARE BY THE BOW

In addition to presenting a main stage season at the Max Bell Theatre in Arts Commons that includes musicals, classics, new productions and national and international collaborations, Theatre Calgary also produces one of Calgary's favourite annual summer events—Shakespeare by the Bow. This program supports emerging actors in Alberta by providing instruction and mentorship with professional artists, as well as an opportunity to perform in the beautiful outdoor setting at Prince's Island Park. So, if you're looking for a wonderful way to share a summer evening with friends and family, grab a blanket, a picnic, and enjoy the energy and talent of some of Alberta's up-and-coming actors in one of Shakespeare's classic hits. Learn more at [theatrecalgary.com](http://theatrecalgary.com).

### ARTS SNAPSHOT YO MOMMA

The Youth Musicians of Music Mile Alliance—Yo Momma—is for musicians ages 21 and under. Spearheaded by 17-year-old singer/songwriter, Kate Stevens, Yo Momma is a way to bring young musicians together to share ideas and music, and to pursue opportunities for performance, education, mentorships, promotion and career development. Thanks to Blues Can in Inglewood switching their liquor license to a youth-friendly format, there are now monthly mentorship meetings for young musicians called Blues'Cool. Each meeting covers a different aspect of a professional musician's life, such as songwriting, jamming or recording studio protocol. Additionally, Stevens—working with mentors such as community activist Bob Chartier, the National Music Centre, and several other Calgary small businesses and music community leaders—has arranged to host a monthly youth music showcase at Gravity Espresso and Wine Bar in Inglewood. Go Yo Momma! Learn more at [facebook.com](https://www.facebook.com/yomomma).



YO MOMMA is dedicated to young musicians of Calgary | Photo: Joe Miles, courtesy of Music Mile

ARTS IN ACTION YYC | Stories and data about how arts build a city is produced annually by [Calgary Arts Development](http://calgaryartsdevelopment.com), The City of Calgary's designated arts development authority. This online report captures the latest data related to Calgary's arts sector along with a few stories from the community.



For details about Calgary Arts Development's programs, download the [2015 Accountability Report](https://www.calgaryartsdevelopment.com).

[info@calgaryartsdevelopment.com](mailto:info@calgaryartsdevelopment.com)