

my country is

CREATIVE



Culture Days

CELEBRATING ARTS + CULTURE FROM COAST TO COAST

The Inaugural Celebration begins Fall 2010

Culture Days is a pan-Canadian movement that aims to increase **awareness, accessibility, participation** and **engagement** by all Canadians in the arts and cultural life of their communities by encouraging, facilitating and promoting concurrent participatory events in each province and territory every year.



Inspired by Québec's pre-eminent annual *Journées de la culture* event, Culture Days is endorsed and supported by the Canada Council for the Arts, the Canadian Arts Summit, Culture pour tous and The Banff Centre with enthusiastic interest, commitment and collaboration building amongst civil society, private and public sector leaders, and provinces and territories across the country. Culture Days aims to:

- Foster the appreciation and support of the artistic and cultural life that is lived, created and expressed across the country in urban centres and rural communities alike.
- Stimulate and strengthen a sense of ownership of arts and culture by citizens in their local communities.
- Promote interaction between artists, creators and citizens in welcoming settings.
- Affirm that every citizen is the guardian of the cultural life of his or her community.

Its about a **Passion** for arts + culture

Culture Days will engage Canadians by:

- Uniting citizens and cultural workers, artists, creators, professional and amateur cultural and educational organizations, municipalities, businesses, governments and public funding agencies, from across every province and territory, in a vast and voluntary cultural participation movement.
- Inviting each province and territory to join the project and to support the development, financing, organization and promotion of an annual participatory region-wide event in their province or territory.
- Planning and coordinating a broad national public relations and media campaign

Culture Days features free, hands-on, interactive activities that invite the public to participate in the “behind-the-scenes” world of artists, creators, historians, architects, curators, designers... in their community. Through exchange and dialogue, artists and creators have a unique opportunity to engage citizens of all ages in their practice, while citizens delve into stimulating participatory experiences exploring their own creativity and curiosity.



Bringing our **Creators** and **Citizens** closer together

"We believe that the key to understanding and appreciating art and heritage is through direct contact with everyone who creates, invents, communicates, develops, teaches and disseminates all forms of artistic expression that underpins a society's culture."

Journées de la culture, 1999

Anything is possible during Culture Days – anything that brings creators and the public closer together. Visitors to a theatre are invited to attend a dress rehearsal; a professional songwriter pens, composes, arranges and records a song with a class of students; the crew of a television studio offers a guided tour; a glassblower shares the warmth of his workplace; a museum opens up its restoration workshop to the public; a night-time tour encourages people to look at their neighborhood architecture in a whole new light; engravers open the doors of their studios to reveal the secrets of their art; a playwright holds a performance in a laundromat.



A Powerful inspiration

Culture Days was inspired by and is modeled on Québec's twelve-year experience with *Journées de la culture*. This annual 3-day event has become an institution and is now recognized throughout the world as an original and dynamic public participation and engagement initiative.

The *Journées de la culture* model best responds to the objectives identified by arts and cultural leaders across Canada because it:

- **Appeals for generosity, solidarity and collaboration.**
- **Equally values the cultural life of urban centres and rural communities alike.**
- **Encourages the use of collective resources.**
- **Is produced with a unifying spirit, bringing together the best energies in the country.**

There is a real opportunity for civil society, businesses and all levels of government to exercise leadership in the development of Canada as a creative and engaged society.



Canadians Embrace arts + culture



"The arts are not a niche interest.

They are part of being human." Margaret Atwood

- Cultural participation has been shown to reduce social isolation and increase the likelihood that a citizen will empathize with and assist a neighbour. In a 2005 study, cultural participants were found to be up to 41% more likely to do a favour for a neighbour than non-participants.
- Citizens who read books, attend theatre and classical music events and visit art galleries, historic sites, conservation areas or parks show are more likely to feel a significantly greater sense of belonging to their province and to Canada than citizens who do not participate in such cultural activities.

Studies show consistently that Canadians view arts and culture very positively:

- In a 2005 Ipsos-Reid study, 94% of respondents said that having a wide variety of cultural activities and events makes for a better place to live.

- In a 2003 study by T.J. Cheney Research, 90% of respondents indicated that they think school children should be taken to visit public art galleries annually, with 3 out of 4 agreeing it is important to have an art gallery in their community.

Canadian's appetite for arts and culture continues to grow. In 2003, Canadians spent:

- \$980 million on live performing arts, a 31% increase from 1997;
- \$530 million on works of visual art in 2003, 48% more than in 1997;
- \$410 million on admissions to museums and heritage sites in 2003, 23% more than in 1997;
- \$1.2 billion on books, 34% more than in 1997.

For comparison, consumer spending on live sporting events was \$530 million in 2003.

Why arts + culture

Benefit

the economy

- Every \$1.00 invested directly or indirectly in cultural activities, generates \$3.20 in economic activity.*
- The Conference Board of Canada estimates that the total direct, indirect and induced contributions of the arts and culture industries in 2007 was \$84.6 billion, representing 7.4% of Canada's gross domestic product (GDP). For comparison, the value-added contribution of Canada's entire retail industry was just under 6 per cent in 2007.
- The culture sector created and induced 1.1 million jobs in the Canadian economy in 2007, representing 7.1% of Canada's total employment.**
- Culture is a growth market: Consumer spending on cultural goods and services grew by 36% between 1997 and 2003, much higher than inflation (14%) and population growth (6%).***
- In terms of international trade, the value of original visual art exported from Canada grew from \$45 million in 1996 to \$70 million to 1998 to \$145 million in 2000.****
- Two-thirds of all international tourists participate in a cultural activity†. These arts and cultural tourists spend more and stay longer.
- A dynamic culture sector is a magnet for talent and a catalyst for economic prosperity, attracting people and spurring creativity across all sectors of the economy.



* according to an independent study by the Rotman School of Business

** Source: Conference Board of Canada

*** Source: Hill Strategies

**** Source: T.J. Cheney Research

† Source: Americans for the Arts

Spreading the **Word** and the buzz



Embracing a powerful brand identity and positioning statement, Culture Days will break through as the first ever pan-Canadian initiative of its kind. In doing so, Culture Days will:

- Uphold the value that every individual, regardless of age, background or experience, has the right to access and participate actively in the arts and cultural life of their community.
- Affirm that the arts and cultural sector makes a vital contribution to the economic and social development of every community in Canada while contributing to the overall health of the country.

In collaboration with Canada's major media corporations, Culture Days will plan and execute a national multimedia Marketing and Public Relations campaign that will speak clearly to local culture and "grassroots" initiatives across the country.

Benefits of the marketing campaign will include:

- A multimedia campaign valued at \$2.6 million
- Delivery of over 76 million impressions
- Web 2.0+ presence
- Logo recognition on all printed collateral and advertising



Supporting Opportunities

Be among the first **Culture Days Founding Visionaries** to build and strengthen Culture Days as a Canadian leader among arts and cultural initiatives around the world.

Your support will help foster and showcase some of the most memorable and exciting programming that Canada has to offer. Be front row centre as Culture Days achieves widespread national and international acclaim and innovation that is unmatched globally.

Your support will help:

- Build and manage a pan-Canadian movement and network of civil society leaders, artists and creators, organizations, associations, businesses and governments
- Encourage and support the establishment of a concurrent series of events in each province and territory
- Plan a major national promotional and media campaign



Photo: Marc-André Labelle

Bringing Together **Creative Innovators** in Canada

Culture Days is a growing national movement and network of engaged civil society leaders, artists and creators, organizations and public arts funders who are mobilizing around provincial initiatives and events from coast to coast. Initiated by the country's largest cultural organizations through the Canadian Arts Summit, a National Steering Committee is overseeing the development of the project in collaboration with voluntary Task Forces in each province and territory:

Antoni Cimolino

General Director, Stratford Festival
Chairman, Culture Days Steering Committee
Stratford, ONTARIO

Barry Avrich

President, Endeavour
Toronto, ONTARIO

Andrew Wilhem-Boyles

Interim Executive Director, Ballet British Columbia
Co-Chair, Culture Days B.C. Task Force
Vancouver, BRITISH-COLUMBIA

Axel Conradi

Former Chair, Arts Club Theatre
Former Advocacy Co-Chair, Canadian Arts Summit
Co-Chair, Culture Days B.C. Task Force
Vancouver, BRITISH-COLUMBIA

Al Cushing

CEO, Yukon Arts Centre
Whitehorse, YUKON

James D. Fleck, O.C.

Chairman,
Business for the Arts
Toronto, ONTARIO

Jean Giguère

Past Chair, Canadian Arts Summit Steering Committee
Past Chair, Royal Winnipeg Ballet
Chair, Culture Days Manitoba Task Force
Winnipeg, MANITOBA

Rose Gilks

General Manager, SaskCulture Inc.
Chair, Culture Days Saskatchewan Task Force
Regina, SASKATCHEWAN

Peter A. Herrndorf, O.C.

President and CEO, National Arts Centre
Ottawa, ONTARIO

Sarah Iley

Vice President, Programming, The Banff Centre
Banff, ALBERTA

Colin Jackson

Former President and CEO,
Epcor Centre for the Performing Arts
Chair, Culture Days Alberta Task Force
Calgary, ALBERTA

David Moss

President, zicatelARTS Management & Consulting
Project Director, CULTURE DAYS
Montréal, QUEBEC

Alain Pineau

National Director, Canadian Conference of the Arts
Ottawa, ONTARIO

Janice Price

President & CEO, Luminato
Chair, Culture Days Ontario Task Force
Toronto, ONTARIO

Dr. Victor Rabinovitch

President & CEO,
Canadian Museum of Civilization Corporation
Gatineau, QUEBEC

Chris Shore

Executive Director, Theatre Nova Scotia
Chair, Culture Days Nova Scotia Task Force
Halifax, NOVA SCOTIA

Louise Sicuro

President and CEO, Culture pour tous
Montréal, QUEBEC

Lucy White

Executive Director,
Professional Association of Canadian Theatres
Toronto, ONTARIO

“Culture is what keeps us alive. It’s what makes us human. It’s what opens our mind so that we can excel in all aspects of life, not just the arts. It is what I am, what we all are. It is our identity. Culture is you and me and everyone.”

– Citizen response to a public poll initiated by Culture pour tous, 2008

Contact

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