

ST. ALBERT
AMPLIFY
FESTIVAL



INSPIRATION.
UNTAMED.

OCTOBER 16 & 17, 2015

Final Report

Thank You!

How do we, as a community, engage youth in a way that makes them feel valued and valuable? How do we teach them, inspire them and empower them in order to create a generation of active and inventive young adults?

The mandate of the St. Albert Amplify Youth Festival is to provide an opportunity for aspiring youth who have an interest in the arts and culture to come together and express their creativity in a safe, inclusive and supportive environment.

Amplify isn't a conference or a motivational speaker that says, "in the future you *could* be a rock star or a poet or an event planner or a coordinator." Amplify says, "*you are one now.*"

With 79 youth presenting their artwork at Amplify this year, 20 youth committee members and 21 youth volunteers, Amplify was overflowing with youth eager to share their talents.

At Amplify we were able to let the youth of St. Albert show us exactly how they are valuable to our community and, in return, had a chance to tell them directly they are valued with applause, laughter, and a tornado of positive comments from peers, family, mentors and instructors.

Thank you to the City of St. Albert, Mayor, and City Council, for having the vision to support this unique, empowering and revolutionary approach to youth programming in our city. As the Botanical Arts City, Amplify truly is a place where our young artists can begin to blossom.

Finally, thank you to the sponsors, City of St. Albert staff, and community leaders who see the potential in Amplify. You're not simply supporting an event, but cultivating the creativity and competencies of the next generation.

— Kathleen Bell, Amplify Festival Associate, and the St. Albert Amplify Festival Team



Amplify 2015

Engagement:

794

Youth

This fall, youth were invited to discover limitless passion, infinite ideas and a jungle of creative expression, visual art, dance, music, media arts and poetry all composed, created and curated by St. Albert's young residents.

A fresh take on an arts and cultural festival, the St. Albert Amplify Festival is designed specifically for students grade seven to age 21. Combining workshops, concerts, projects and performances to craft an *artistic adventure like no other*.



79

**Local Youth Presented
Their Art**

Amplify 2015

13.5
hours of youth
performances

We more than doubled the number of youth artists presenting their work at Amplify over our inaugural year.

- 40 musicians
- 21 visual artists
- 8 sculptures
- 10 poets
- 8 improvisers
- 22 guitars
- 3 covers of Dolly Parton's "Jolene"
- 2 ukuleles
- 1 upright bass



+160% increase in youth artists
presenting their work from 2014

Workshops

With nine workshops over two days, Amplify had a 76% increase over workshop enrollment in 2014.

All workshop instructors are active members of the greater Edmonton arts community. They not only teach, but also perform and present their work on a regular basis.

+76%
workshop enrollment



“Amplify 2015 was better and more exciting than last year! Can't wait to attend next year!”
-2015 Wrap-Up Survey Respondent

Workshops

All sought after artists in their field, our list of instructors included:

Stephanie Lilley and Viva Dance

Viva Dance is a professional caliber contemporary dance company that boasts an incredibly athletic and hardworking cast.

Byron Martin

Byron is the Founder and Artistic Director of Grindstone Theatre. He is the creator and director of *The 11 O'clock Number! The Improvised Musical* and a member of Blackout Sketch Comedy.

Jessica Kliparchuk, Karries Kostumes and Dance Supplies

Jessica is a professionally trained Make-Up Artist. She received her Diploma for "Make-up Design for Film and Television" in 2008 at Vancouver Film School.

3rd Street Beat

3rd Street Beat is a 13-year strong dance company owned and operated by Mark Ward and Luke Geldert. The company's goal is simple...to create leaders.

And more...



**"Thank you so much for including us in this awesome festival!"
-Stephanie Lilley, founder of Viva Dance**

FREE Drop-In Activities

18

**free activities,
exhibits or performances**

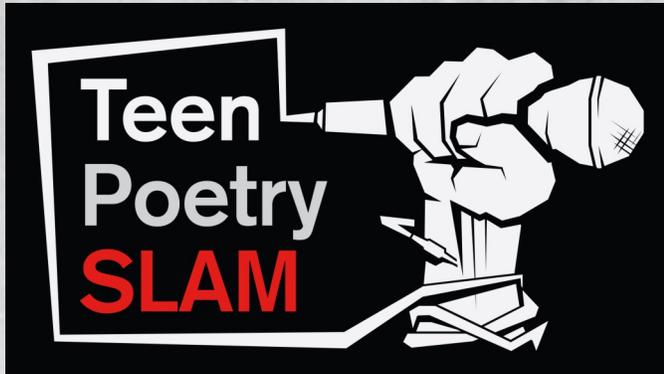
The Moonflower Room at The Enjoy Centre was packed with 100% free activities and entertainment; including,

- **MacEwan Café** Acoustic Stage
- A Caricature Artist
- Thou Art Here Theatre
- T-Shirt Tie-Dye with the **Musée Heritage Museum**
- Drawing the Line with the **Art Gallery of St. Albert**
- Pizza Dough Stretching with **Famoso Pizzeria**
- Latte Art
- Origami Group Art Project
- Instrument Petting Zoo with the **Winspear's Musical Creativity Team**



The MacEwan Café Acoustic Stage was 100% booked in August and we had to create a performer waiting list.

Slam Poetry Lounge



The Slam Poetry Lounge entered its second year at Amplify, and truly epitomized our tagline, "Inspiration. Untamed."

Thank you to the St. Albert Public Library for partnering with us to deliver this program.

"The high standard and the attention given to the poets is something that is not quantifiable by any measure, as you truly do something that is powerful: you take them seriously."

*This means the world to any emerging artist, as it legitimizes their artform. They say: **I think I might be an artist.** Amplify says: **You are.** Here is a platform to show it. You give them membership in the guild of artists."* — Geoff Manderscheid, St. Albert Public Library



"Your respect is empowering"
—Geoff Manderscheid, St. Albert Public Library

TheatreSports

Bellerose VS. Paul Kane

Our Improv Instructor, Byron Martin, hosted an hour of TheatreSports on the MacEwan Café Acoustic Stage.

Bellerose Composite High School and Paul Kane High School each fielded a team of four improvisers. These teams were provided with a private lesson with Byron before taking the stage on Saturday.



**“The improv with Bellerose and
PK was hilarious!”
-2015 Wrap-Up Survey Respondent**

Coffee Cup Art Installation

The Coffee Cup Art Installation Project is a collection of work completed by art students in seven St. Albert schools.

Participating schools include: Paul Kane High School, Bellerose Composite High School, St. Albert Catholic High School, OutReach High School, École Secondaire Sainte Marguerite d'Youville, Lorne Akins Junior High School and W.D. Cuts Junior High School.

The idea was to create a work that brought artists from across the city together. The installation represents the power of working together—even though most of the artists have never met, this piece needed each artist's talent, creativity and skill to make it the powerful work of art it became.

It's not the solitary artist, but the group, that makes the work impactful.

Thank you to The Vinyl Rock Café for supplying the cups.



400
Re-Imagined
Coffee Cups



The Show 2.0

15
bands applied to
play The Show

The Show 2.0 is Amplify 's battle of the bands. With 15 applications, narrowing down the list to the five acts that played on Friday Night was extremely difficult. The committee debated for hours.

The resulting line-up was a phenomenal night of music, featuring Calling All Captains, Thursdays, Alleviate, Julia Nicholson and Kaylin Kowalyshyn. What we presented on stage was not merely 'youth musicians,' but simply musicians.



**+114% increase in youth artist
applications to play The Show 2.0**

The Show 2.0

Post-Festival Survey Feedback from The Show 2.0 Artists:

“It was very inspiring. There were so many different kinds of art and artists all brought together in one location. Even the assortment of bands that played together was great, they were all different genres and diverse which is a great crossover for gaining fans for each band.”



“Just wanted to say we had an awesome time performing and thanks for the opportunity! We had a blast and would love to return next year. Thank you all so much :)”

“It was alot of fun, stage was great, lights were cool and gave me opportunity to do what I love to do!!”

“The dancers, poetry readings, and bands were all amazing. Overall we just really liked the concept of the whole thing, we've never been involved in something like that before, a festival of mixed arts targeted to youth only. I think that's really important to help get youth more involved in the artistic community, there aren't enough festivals like this!”

The prizes for The Show 2.0 were fully sponsored by:

PLANit
SOUND

Long & McQuade
MUSICAL INSTRUMENTS
long-mcquade.com



callingallcaptai...

FOLLOWING

223 likes

2d

callingallcaptains We had a blast playing the @amplifyfestival last night! It's good to see so many talented musicians and artists in our hometown, we were honoured to be a part of it 😊

amplifyfestival Thanks guys!!! You were fantastic!!!!!! You are welcome anytime.

stufftobeseen Come to Dallas!!! I'll rally the troops to see you play. Please.



Wrap-Up Concert

Our Saturday Night wrap-up concert was programmed by the Youth Advisory Committee, with the help and guidance of the City's Professional Programming Presenter, Caitlin North. The line-up included last year's battle of the bands winner, Andrew Salcedo.

The Saturday Night line-up featured:

- Andrew Salcedo
- Nature Of
- The Royal Foundry
- Zerbin

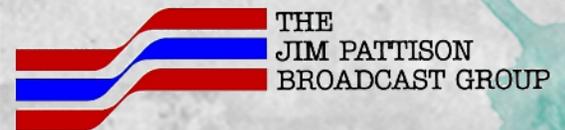


“The bands Nature Of, the Royal Foundry and Zerbin were absolutely phenomenal. So different, and such amazing performers, which gives GREAT inspirations and examples for upcoming artists.” -Post-Amplify Youth Artist Survey Feedback

Wrap-Up Concert



The Amplify Wrap-Up Concert was generously supported by:



Q: What were some of your favourite aspects of the festival?
A: "The main stage on Saturday night. The people performing were amazing."

-Post-Amplify Youth Artist Survey Feedback

Youth Advisory Committee

20
Committee
Members

Amplify simply would not have been possible without the Youth Advisory Committee's energy, passion and ideas.

The committee promoted the festival at schools and on TV, organized promotional events, like Paint or Dye, and filled out grant applications. Additionally, they made tough programming decisions, choosing the Friday night line-up from 15 applications, programmed Saturday night's headliner and brainstormed wonderfully wacky activities like latte art and our theatresports battle between Bellerose and Paul Kane.



1019 **Volunteer Committee**
Hours

Youth Advisory Committee

Advisory Committee Member feedback from our post-festival survey:

“I felt that I was able to make a positive impact in the community by being on the committee. Not only did we make a difference in the lives of plenty of young artists by providing opportunities they might not have had otherwise; the experience bettered me as a person. I learned leadership skills, how to effectively work as a team, how to apply for a grant and talk on live television!”

“I really enjoyed the festival and had a ton of fun planning and pulling off this huge operation with everyone!”

“My favorite part about meetings was when I shared an idea, and then later at the festival, or prior to, the idea came to life and I could be like hey, that was me that thought of that, it's just such an accomplished feeling!”

Q: Do you plan to return to the Advisory Committee for the 2016 festival? A: “I just couldn't imagine not being a part of something I feel so passionately about!”

“It was great to have a team that worked so amazing together. Bouncing ideas around and building on each others is great.”



“The experience bettered me as a person.”

Paint or Dye: Promo Event



115
Participants

Paint or Dye was an Amplify promotional event conceived by the Amplify Youth Committee, and inspired by brainstorming sessions carried out with local youth.

In order to execute the event, committee members Dana Koroluk and Kelsey Saxby-Mackay successfully applied for the Young Edmonton Grant, providing the committee the \$2,950 needed to execute the event. With 175 pounds of coloured powder in seven different colours, the 'colour fight' was an astounding success, proving that art, creativity and colour doesn't have to be confined to a canvas.



Amplify Film Project

Each St. Albert Amplify Festival video is a collaborative effort between a youth artist and a young filmmaker, all guided by Edmonton filmmaker, Dylan Rhys Howard and supported by the St. Albert Amplify Festival, St. Albert Live and the City of St. Albert's Cultural Services Department.

Fulfilling the dual purpose of promoting Amplify while simultaneously providing a learning and mentorship opportunity for Amplify artists, the final products are sleek videos that are a strong addition to any grant or award application for these talented young musicians and poets.

Engagement:

20

Youth Artists



“My favourite part was finding creative shots and then seeing it all put together. I learned that I have a lot of learning to do! I thought I knew a fair bit about film making but I really was only skimming the surface!” -Katie Fitzgerald, Youth Filmmaker

Amplify Film Project

A unique opportunity for intensive one-on-one mentorship, Rhys Howard placed each young filmmaker into the role of Director, encouraging them to call the shots. Artists highlighted in the video series come away from the experience with a professionally made promotional tool to help their careers.

Each artist in this series played Amplify 2014 and was specially selected by the Amplify Youth Committee.

"It was the first video of this kind I've ever had put together, and the artistic aspects of it are incredible; the colours, the sound, the images in themselves. Because of the professionalism of the video, it got more views than I would have if I had posted it independently which is really cool, and I got people messaging me about it that I wouldn't have even thought would watch it, so that's very cool.

All in all, thank you SO much for this opportunity!" -Julia Sorenson, Poet



8,151 Total Views (and counting)

Caelin Porter Memorial Video

Caelin Porter's band, Grüves, played the inaugural St. Albert Amplify Festival. In the winter of 2014, Caelin lost his battle with mental illness and took his own life.

Always described as a bright and passionate young man, the community of St. Albert grieved the loss of an inspiring artist. The Amplify Youth Committee immediately decided to undertake a memorial project.



"The most special experience for me was creating the memorial video for Caelin Porter. It was challenging on many levels to find the best approach. I personally believe I have grown as a person with that experience. My role in the video was primarily ensuring that everyone involved was on the same page with their expectations.

It was an emotionally charged few days for everyone involved in the actual filming, but the mood as we finished was one of peace. It was my impression that the band experienced some healing throughout the process of planning and filming the video. Our end result was perfectly aligned with our vision, and has been viewed many times, both by people who knew Caelin, and by those who did not.

This was the highlight of my experience, as I was able to see how my contributions to the world of art can impact individuals directly. We worked to communicate a specific message, and I believe that using a video was the most effective means to accomplish that." -Sarah Tougas, filmmaker and Amplify Youth Committee Member

High School Visits

We took The Royal Foundry—one of Amplify’s headlining acts—to Bellerose Composite High School and Paul Kane High School at lunch to promote Amplify and add a little rock n’ roll to their day.

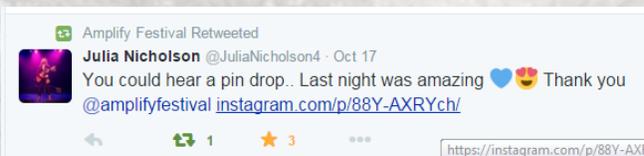
Unexpected and unannounced, The Royal Foundry played a 25 minute set for the two schools. Another promotional event, that also served the dual purpose of infusing the arts into the school day and getting the word out about Amplify.



Social Media

546
Twitter
Followers

While we have learned that Twitter has fallen slightly out of favour with youth, it's imperative for keeping touch with sponsors, community leaders, schools and arts organizations.



Social Media

514
Facebook
Followers

Facebook plays an important role in our advertising and promotion. It keeps us connected to artists year round and helps us showcase the amazing talent we have in our City through the Amplify Film Project.

And our most popular video on Facebook has been viewed 2,179 times.

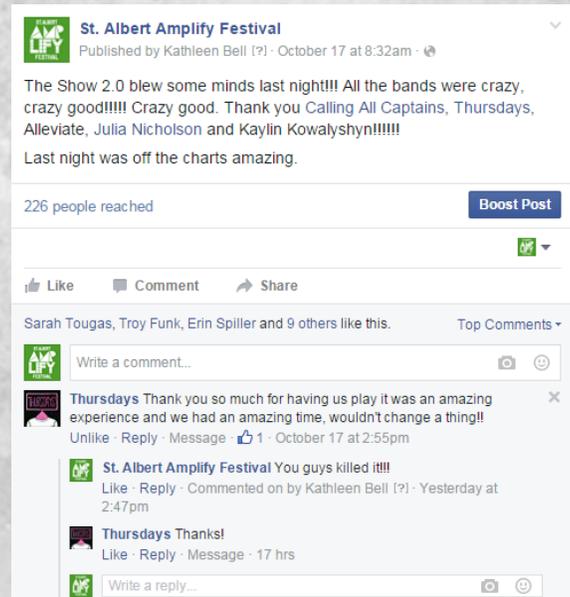


Dominelli School of Music
October 17 at 8:07am · Edited · 🌐

Our students Tiffany and Brandon on the Amplify Acoustic Stage. So proud of them! Check out St. Albert Amplify Festival . It's a great place for creative young individuals to connect and collaborate.

32 Views
1 Like

This Facebook post features a video of two students performing on stage. The video player shows a play button and a duration of 00:20. The post includes a 'Like as Your Page' button and a 'Boost Post' button.



St. Albert Amplify Festival
Published by Kathleen Bell (?) · October 17 at 8:32am · 🌐

The Show 2.0 blew some minds last night!!!! All the bands were crazy, crazy good!!!! Crazy good. Thank you Calling All Captains, Thursdays, Alleivate, Julia Nicholson and Kaylin Kowalyszyn!!!!!!
Last night was off the charts amazing.

226 people reached

Boost Post

Like Comment Share

Sarah Tougas, Troy Funk, Erin Spiller and 9 others like this. Top Comments

Write a comment...

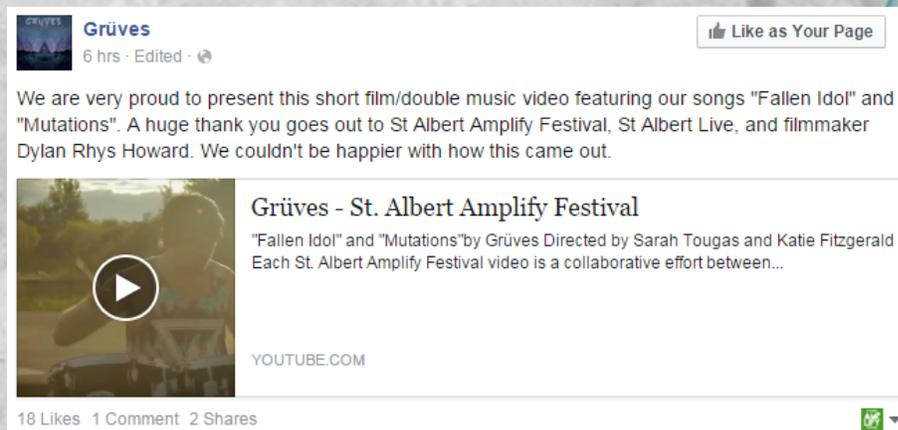
Thursdays Thank you so much for having us play it was an amazing experience and we had an amazing time, wouldn't change a thing!!
Unlike · Reply · Message · 1 · October 17 at 2:55pm

St. Albert Amplify Festival You guys killed it!!!!
Like · Reply · Commented on by Kathleen Bell (?) · Yesterday at 2:47pm

Thursdays Thanks!
Like · Reply · Message · 17 hrs

Write a reply...

This Facebook post features a text-based update about the festival. It includes a 'Boost Post' button and a comment section with several replies. The post has 226 people reached.



Grüves
6 hrs · Edited · 🌐

We are very proud to present this short film/double music video featuring our songs "Fallen Idol" and "Mutations". A huge thank you goes out to St Albert Amplify Festival, St Albert Live, and filmmaker Dylan Rhys Howard. We couldn't be happier with how this came out.

Grüves - St. Albert Amplify Festival
"Fallen Idol" and "Mutations" by Grüves Directed by Sarah Tougas and Katie Fitzgerald
Each St. Albert Amplify Festival video is a collaborative effort between...

YOUTUBE.COM

18 Likes 1 Comment 2 Shares

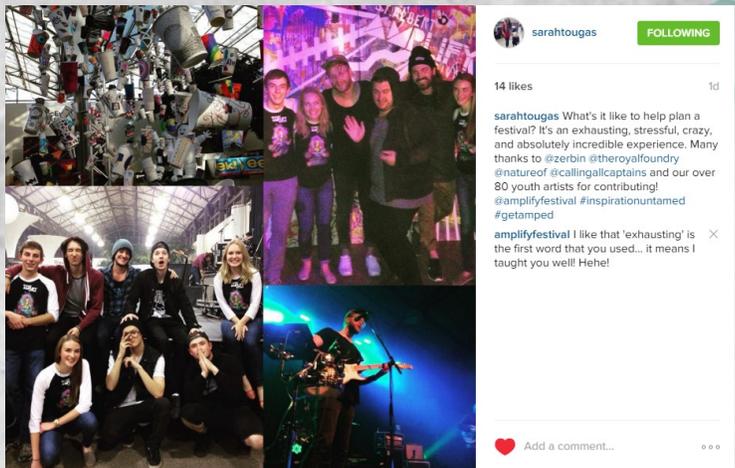
This Facebook post features a video player for a music video. The video player shows a play button and the text 'YOUTUBE.COM'. The post includes a 'Like as Your Page' button and a 'Boost Post' button.

Social Media

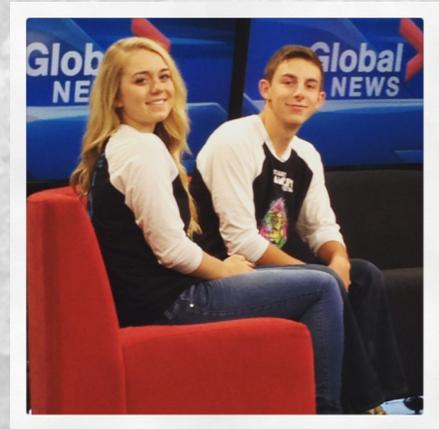
379
Instagram
Followers

Instagram is the favourite social media platform amongst St. Albert youth and we re-doubled our efforts this year to use the site to attract new followers.

We attracted 179 new followers over the year and it became our fastest growing social media platform.

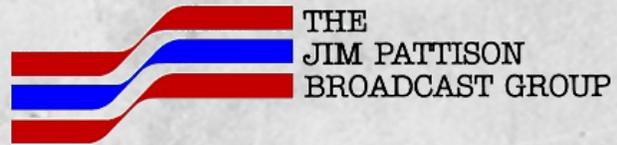


Media Coverage



Thank You Partners!

19 Sponsors and Community Partners



*Karries Kostumes
& dance supplies*
Phone: 780-460-2626 | www.karrieskostumes.ca



The support of the above sponsors has been generous and genuine. They understand the importance of fostering the skills of our young citizens, a group often ignored. They also understand that we are a new festival and are eager to grow with us. I cannot thank the above companies and businesses enough.

They are leaders in our community.

Thank You Partners!

19 Sponsors and Community Partners

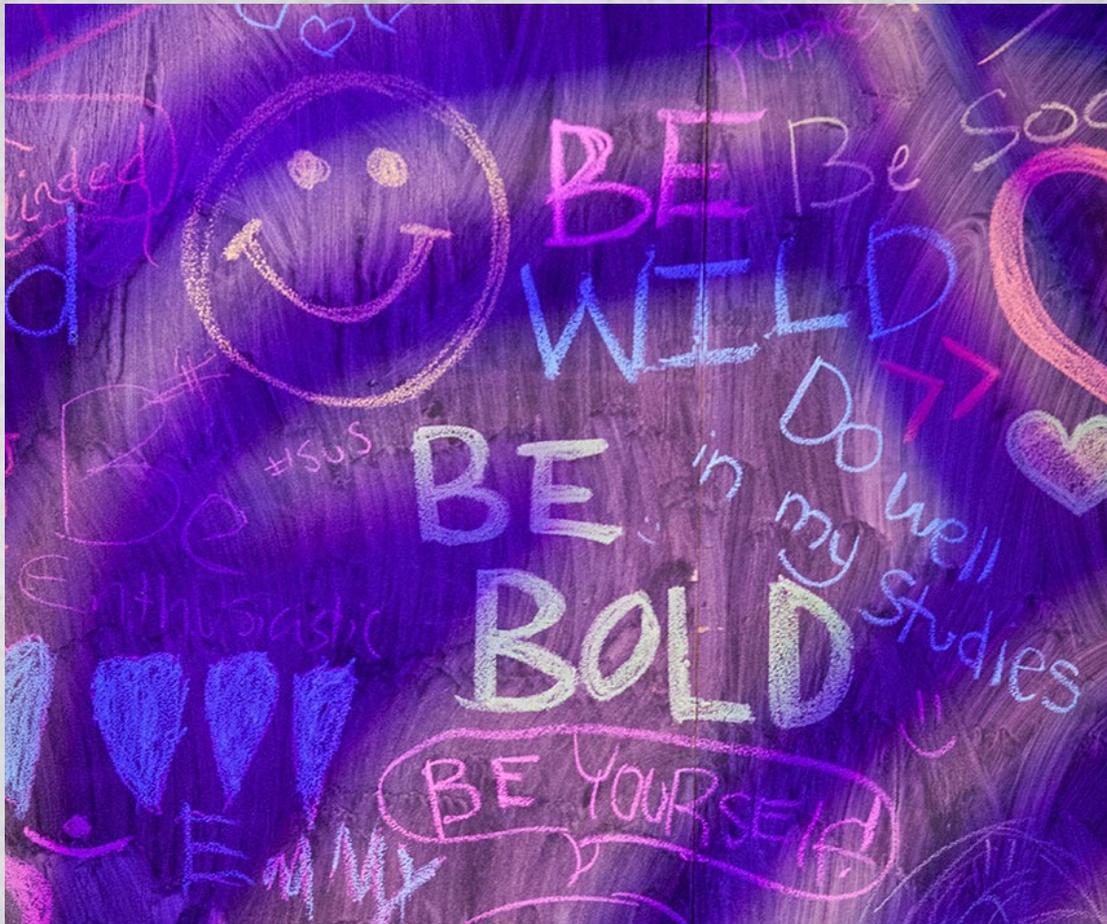
The following community partners amplified the impact of the festival by contributing time, energy, and enthusiasm. Each hosted a free drop-in activity or contributed to an art installation piece, *helping to make Amplify accessible to all.*

- The Musée Heritage Museum
 - The Art Gallery of St. Albert
 - The St. Albert Public Library
- The Winspear's Musical Creativity Team
 - Edmonton Digital Arts College
- Eek! Comic and Pop Culture Festival
 - Paul Kane High School
 - Bellerose Composite High School
 - St. Albert Catholic High School
 - OutReach High School
- École Secondaire Sainte Marguerite d'Youville
 - Lorne Akins Junior High School
 - W.D. Cuts Junior High School

Inspiration. Untamed.



Thank You. See You Next Year!



The St. Albert Amplify Festival is presented by:

