

ST. ALBERT
AMPLIFY
FESTIVAL

OCTOBER
18&19
FINAL REPORT



EXPLORE THE
UNCHARTED

A YEAR-ROUND, CREATIVE
YOUTH DEVELOPMENT PROGRAM

THANK YOU!

This year started with the **Amplify Youth Advisory Committee** winning the **St. Albert Mayor's Celebration of the Arts** award for **Arts Champion**. Nominated alongside community organizers and artists three or four times their age, the Committee was not only honoured by this acknowledgement, but filled with a sense of responsibility. The responsibility to continue along this path of arts leadership—blazing an innovative trail other municipalities are now looking to for advice and inspiration.

With this in mind, the Committee laid out the most ambitious plan for programming they've ever taken on. They were, as the theme of this year's festival suggests, ready and willing to **Explore the Uncharted**.

And the results? Well, they have been uncharted as well! We were able to **double resident engagement** in Amplify programming and **provided 350 opportunities in 2019** for young artists to present their work—that's a 321% increase over last year.

In the pages of this Final Report, you'll explore the clever, creative, diverse and impactful programming all curated, organized and executed by the Amplify Advisory Committee; including, our first ever Fashion Show, our summer series of Open Mics in association with ArtWalk, and the return of Illuminate: Enlighten the Night!



THANK YOU!

But, of course, absolutely all the events, activities and opportunities would not be possible without our stalwart partners and sponsors. We'd like to thank **MacEwan University, the St. Albert Gazette, the Kinsmen Club of St. Albert, the St. Albert Chamber of Commerce, the Edmonton Community Foundation** and the **St. Albert Host Lions Club** for their incredible generosity this year and deep belief in what we do.

Another heartfelt thank you goes out to our outstanding and irreplaceable programming partners this year, including, the **St. Albert Public Library, the Musée Heritage Museum, the Art Gallery of St. Albert, Outloud, the Floral Arts Society, DanceCo Inc., Society of Northern Albert Print Artists (SNAP), Building Assets and Memories (BAM), the St. Albert Youth Advisory Committee, St. Albert Cultivates the Arts Society, Paul Kane High School, École Secondaire Sainte Marguerite d'Youville, Bel-lerose Composite High School, St. Albert Catholic High School, Sir George Simpson Junior High School, Lorne Akins Junior High School and W.D. Cuts Junior High School.** They contribute so much in the way of talent, ability, knowledge and enthusiasm. We absolutely could not do it without them—both logistically and emotionally!

Lastly, but certainly not least, we'd like to thank our passionate artists, our bighearted volunteers, the City of St. Albert's top notch staff, and the Amplify Youth Advisory Committee itself, for all the hours and hours of hard work that has gone into this full year of Amplify programming. As 2019 comes to a close, we are grateful, inspired and exhausted. This community is replete with youth that are imaginative, engaged, ambitious, generous and hard working. It's been an honour working alongside them to assist them as they turn their aspirations into reality.

—Kathleen Bell, Community Cultural Coordinator and Andrea Shipka, Youth Festival Associate



LEADERSHIP

Amplify provides an immersive leadership opportunity for the young residents of St. Albert through the St. Albert Amplify Festival Youth Advisory Committee.

The purpose of the Advisory Committee is to empower a dedicated group of young people to guide, organize and help realize the goals of Amplify.

The 14 members of the Advisory Committee volunteered over 1300 hours in 2019. Advisory Committee Members were given vital roles throughout the year. They were in charge of volunteer coordination, artist booking, box office operations, stage management, photography, social media, and more.

1347
COMMITTEE
VOLUNTEER
HOURS



LEADERSHIP

At Amplify, when we say the youth are in charge, we mean it! Developing leaders means giving youth a true opportunity to lead. Filling roles that would ordinarily fall to staff members at other events, the real life skills developed at Amplify include:

- Project management
- Supervisory skills
- Event photography
- Sponsor recognition
- Customer care
- Marketing and public relations
- Media communication
- Videography
- Public speaking
- Community advocacy
- And more

Amplify teaches through concrete experience; with the biggest lesson being that making a positive impact in a community requires hard work, dedication and passion. These young residents have shown these qualities in spades!

When these young leaders see the result of their work, they aren't being told they *could* be valuable in the future—they **know they are valuable to their community in the present**.

COMMITTEE FEEDBACK:

“I am passionate about youth and believe that they (youth) are world changers! They have things to say and ideas to share, and having a place to share their hearts with the community is invaluable. I want to be a part of creating those opportunities for them, and I come to meetings because I enjoy being a part of something bigger than myself!”



amplifyfestival MEET Dana: “I’ve been on the Amplify Committee since we started planning the first festival in 2014. I wouldn’t consider myself an artist, but I think that helping to plan Amplify each year has challenged my creativity and has compelled me to take on roles that I never thought I would have at 16 or 17. I cannot fathom the feeling of satisfaction that comes from expressing an idea to a room full of people, each with different perspectives and talents, and being able to see that idea through to completion. Maybe not always how you initially pictured the idea, but always better than expected.



Liked by amypolczer and 52 others

OCTOBER 17



ENGAGEMENT

The St. Albert Amplify Festival is more than just a festival, it's a year long program focused on fostering leadership skills and youth artist incubation in our community. Outside of the festival itself, in 2019 the Advisory Committee programmed or supported over **30 activities, events, projects and performances.**

Year-round engagement is important, not only to build a sense of community, but also to provide artistic opportunities that do not fit into a festival format. Year round programming allows us the flexibility to adapt to pressing social issues, opportunities to build confidences throughout the year and gives us a chance to foster talents over time for our weekend festival.

Events included:

- **Open Mics** at The Collective in association with ArtWalk St. Albert
- **Illuminate: Enlighten the Night**, our 2nd annual evening of art and performance in Kingwood Park.
- **Amplify Video Project** totalling over 6,000 views (and counting)
- **Amplifying Ideas**, our 3rd annual youth "Ted-Talk" night
- Amplify's first ever **Fashion Show**, supporting local designers, makeup artists, and models
- Partnering in the programming of: The St. Albert Public Library's **Poetry Ball**, the **St. Albert Mayor's Celebration of the Arts**, **BAM's End of Summer Bash**, **St. Albert Culture Days** and more!

OVER 2000

RESIDENTS ENGAGED IN AMPLIFY EVENTS IN 2019



GROWTH

Empowering young artists means facilitating their growth. It means laying down stepping stones for them to follow, while simultaneously listening to them when they tell us in which directions they want to grow.

Amplify works with youth at every level of their creative development: from those who are merely creatively curious, to those who are ready to challenge their skill set and are eager to leap into the world as professional artists but aren't sure how to bridge the gap from 'youth artist' to simply 'artist.'

In 2019 we facilitated **350 opportunities** for musicians, dancers, writers, visual artists and more to present their art to the public.

While our focus on growth is central to our programming year round, the 'stepping stones' Amplify provides are most apparent in the Festival format. As such, the following section on 'Growth' will sharpen in on how these stages work at the Festival itself.

350

OPPORTUNITIES FOR YOUNG ARTISTS TO PRESENT THEIR WORK



GROWTH

Activities. For youth who are interested in the arts, but don't know where to start, we have the MacEwan Studio—a room packed with free activities where young people can explore, create and discover their artistic side.

Designed for those who don't quite consider themselves "artists" (yet), together with our programming partners, such as the **Musée Heritage Museum, the Art Gallery of St. Albert, the Society of Northern Alberta Print-Artists, and Outloud**, we were able to provide an inspiring platform to engage youth in constructive hobbies and interests. The diversity of programming in the MacEwan Studio reflected the huge umbrella of crafts, skills and projects that fall under artistic endeavours and were all selected by the Advisory Committee.

Activities included:

- Screen Printing
- Button Making
- DIY Hex Nut Bracelet Making
- Weaving
- T-Shirt Tie-Dye and more!

**ACCESSIBLE
ACTIVITIES SPONSORED BY:**



**MacEwan
UNIVERSITY**



GROWTH

Workshops. For youth ready to delve into a subject in more substantial ways, we provided art classes in unique and diverse subjects. Workshops were 'on trend' and kept pace with the current interests of the City's youth. We programmed workshops on art forms that were hard to find, try or learn elsewhere. As such, we connected festival-goers with local societies, associations and resources to enable them to continue to study the craft through these connections. **Workshops included:**



- Self-Portraiture with Lauren Crazybull, Alberta's first Artist in Residence
- Pottery: Hanging Planters with the Art Gallery of St. Albert
- Halloween Special F/X Make Up
- Intro. to Calligraphy
- Henna Body Art 101
- Sweet Succulent Gardens with the Floral Arts Society
- Songwriting with Arlo Maverick
- Intro. to Sushi with Get Cooking



GROWTH

Exhibition and Performance. Lastly, for those young artists who have found an art form they love and are ready to share their work with their friends, we provided professional platforms for exhibition and performance.

These platforms had three goals:

1. To create educational experiences in a true-to-life setting in order to prepare them for additional artistic opportunities.
2. To create opportunities for success and in so doing, help build confidences and develop trust in individual abilities and talents.
3. To build community and show these young residents that they are valued by their peers.

Presentation opportunities included:

The Visual Art Exhibit

Write Club, (spoken word presentations)

The Acoustic Stage

The Collaborative Art Project

The Large Scale Visual Art Mentorship Program

“The Show 6.0”, (battle of the bands)

Over the Amplify Festival weekend:

- 40 musicians played both our Acoustic Stage and our Friday and Saturday night concerts,
- 22 visual artists displayed their work in our Art Exhibit,
- 10 writers performed during our hour of spoken word
- 12 dancers demonstrate the power of dance during The Show 6.0 and
- 60 artists worked together on our Collaborative Art Project.



IMPACT

When selecting programming for the year, Amplify strove to create activities that were high impact— activities that were truly constructive when it came to developing young artists and young community members. We asked: where are youth struggling in terms of their artistic development? What gaps in programming are there? How can we make a lasting positive shift in how young people think about themselves and their abilities? It was not simply about organizing a fun event, but about building resiliencies, strength of character and abilities they would be able to call on throughout their lifetime. Amplify programming taught:

- Creative risk and how to deal with failure when an artistic attempt falls flat.
- The responsibilities involved in, and hard work it takes, to work in the creative industries.
- How to work collaboratively with other creatives and provide constructive criticism in a way that leads to a positive outcome for all
- How to show leadership when it comes to the public presentation of their own work.
- How to ask for help and seek mentorship



Feedback from our

2019 Amplify Artist Survey:

“Amplify festival is the only festival of its kind to cater to and support young artists and musicians. It is a safe space for young people to express themselves through creativity and art. It was such a pleasure to perform and be apart of Amplify this year!”

“It was a very different vibe than any other of my performances, I couldn’t stop smiling!!”

“Amplify is such an amazing opportunity for youth to showcase their talent, connect with their community, and meet new people. I've had such a wonderful time at this year's festival and all previous festivals I've attended as a volunteer and visual artist. Thank you to everyone who makes Amplify possible... you all work so hard and have achieved amazing results. I can't wait until next year!”

“All the bands were excellent and it was an honor to play on the same stage as them. It gave me and my bandmates a hug confidence boost because of how supportive and kind the audience was.”

“My entire Amplify experience was AMAZING! Thank you so much to everyone who's made the festival not only possible but such an enormous success!”

IMPACT

The impact Amplify 2019 had is truly hard to quantify. It's beyond numbers. At Amplify youth felt like they could express themselves and be themselves. It made young artists feel like they had a place where they fit in.

But don't take our word for it — take theirs!



Liked by savanah.raeee, amypolczer and 83 others

paigeskogstad i played one of the best sets of my LIFE today!!!! i've never had more fun onstage. thank you all for making amplify unforgettable. so i vote for my own band, redacted ! @amplifyfestival #amplifyfestival



Liked by amypolczer and 65 others

e_march_3 Cannot say how much I appreciate Amplify, it's organizers, sponsors and performers for making the last two nights memorable.

MENTORSHIP

A big part of Amplify's goals is to inspire and to show our young residents what is possible with hard work and lots of practice! Every year we bring in an assortment of professional bands, dancers, visual artists and more, not only to entertain, but to give youth ideas, to energize their dreams and to motivate them to create, and to persevere.

Our mentors teach, connect with and embolden all the youth that attend Amplify events. And even change their minds about artforms they have previously disliked. (We're looking at you poetry!)

A huge thank you to our mentors this year:

- Arlo Maverick, Oozeela and band
- Movementality
- Holding on Circus
- Simon Glassman
- Colin Matty
- Silverius Materi
- Roman Clark and band
- Ivy League
- Medgine Mathurin
- Amanda Mackenzie and the whole SNAP team
- Colleen Ulliac
- Holly Mazur
- Geoff Manderscheid
- Marc Chalifoux



HIGHLIGHTS

St. Albert Mayor's Celebration of the Arts. In 2019 the Amplify Youth Advisory Committee won a St. Albert Mayor's Celebration of the Arts award in the category of **Arts Champion**. The award "recognizes an individual, organization or corporation who makes an exceptional contribution to the arts in St. Albert."

The Committee was delighted to receive such a prestigious award and grateful to the selection jury for recognizing the work of youth in our Community. What a night and an absolute highlight of the year!



HIGHLIGHTS

Amplify Video Project. St. Albert Amplify Festival videos are collaborative efforts between youth artists and young filmmakers, all guided by professional Edmonton filmmaker, Holly Mazur and supported by the St. Albert Amplify Festival and the City of St. Albert's Cultural Services Department.

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

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



**OVER 6,000 VIEWS
(AND COUNTING)**



 Liked by danakoroluk and 107 others

laura.charrois The last few days have been super overwhelming. Never in my life did I think I would have a music video out for an original song as music is not something I am professionally pursuing. And when I accepted that it was happening I thought maybe 20 people would see it. To my surprise, the video has over 300 views (what the f***?!) and I have received tons of messages/comments from friends and strangers about how they related to the song. I am so thankful that I got to share this piece. Once again a huge thank you to @amplifyfestival @spoodogg @holly.mazur , I wrote the song, but you guys made the magic.



Thank you to the generous support of:



HIGHLIGHTS

Fashion Show. Amplify hosted its first ever Fashion Show in July, opening the door to a whole new world of artists our programming has never reached before. Fashion designers, costume designers, models and makeup artists all joined the Amplify family of artists in an empowering night which celebrated the ambitions of these young creatives and connected these aspiring artists with mentors.

More and more consumers are looking to buy their clothing in an ethical and environmentally conscious manner, which means buying local. However, as this industry grows, there are few opportunities in Edmonton and area for artists in this field to develop their skills and put their work on display. Our Fashion Show highlighted how important it was to each individual artist to have their work validated in this public forum.

A huge thank you goes out to **Walk the Talk!** Walk the Talk is a model development organization based out of Sherwood Park. Without the professional know-how of Dara Eckel (Main) and Christine Main, our first Fashion Show would not have been the success it was.



HIGHLIGHTS

Open Mics in association with ArtWalk. With an average length of three hours long and a full house every night, it's safe to say our Open Mics were a roaring success.

We started each night with a featured performer in a deliberate effort to grow the music scene and to highlight Amplify Alumni.

Our Open Mics brought us many firsts, including Amplify's first:

- stand up comedy performance
- performance artist
- musical theatre performance
- freestyle rap performance
- and more!

**OVER 75
PERFORMANCES**

Thanks for creating a space for all of us to be creative! Definitely heart warming to see so much talent in the room! Greatly appreciate the work you guys do!



HIGHLIGHTS

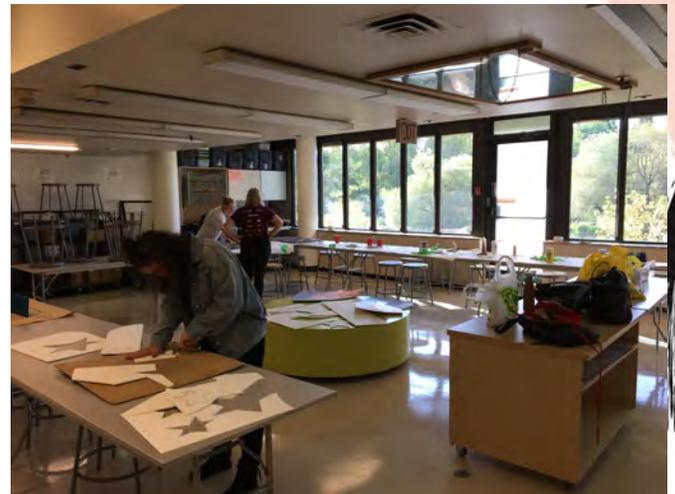
Large Scale Visual Art Mentorship Project.

Moving from a table top canvas to a mural is, without question, intimidating. It can be hard for a young artist to know where to start. They may have the talent and vision, but lack the knowledge and experience to translate that vision to a grander format. As part of our effort to develop artists of all kinds, we created the large scale visual art mentorship program.

Through this program, we matched a young artist who had an idea for a large scale visual art project with mentor artist and local muralist, Colleen Ulliac, who guided them and helped them problem-solve when their aspirations fell beyond their skill set.

The result was a stunning success for the second year in a row: a popular 'photobooth' and an incredible learning experience.

This year's circus themed photobooth was created by Sierra and Kyah Wirsch.



HIGHLIGHTS

Collaborative Art Project. Collective art pieces demonstrate the power of working together—even though most of the artists had never met, this piece required each artist’s talent, creativity and skill to transform single elements into a powerful work of art.

Featuring the artwork of over 60 artists, we challenged classrooms to re-design lamps to fit this year’s theme of *Explore the Uncharted*. Students worked in pairs, groups or as an entire class to brainstorm ideas and create the lamp together.

St. Albert area schools which participated include: Paul Kane High School, Bellerose High School, St. Albert Catholic High School, École Secondaire Sainte Marguarite D’Youville, W.D. Cuts Junior High School, Sir George Simpson Junior High School, and Lorne Akins Junior High School

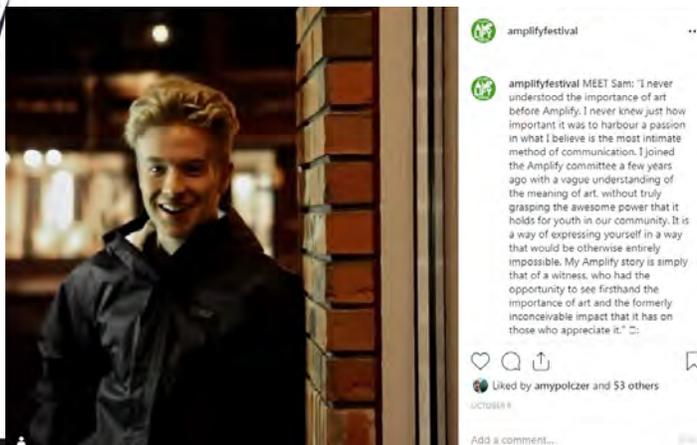
Thank you to the **St. Albert Chamber of Commerce** for making this project possible!



HIGHLIGHTS

Humans of Amplify. As we embarked on our sixth year, we reflected on the individuals that have made an impact on Amplify's programming with the fourth installment of *Humans of Amplify*.

Humans of Amplify is not simply a 'Instagram post'—it's a conversation with the Amplify community, a photo series and a way to tell stories using a platform youth are interested in engaging with. In the series, Amplify community members are introduced leading up to the festival. Our followers got to know artists, committee members and Amplify Festival enthusiasts. They learned what their experiences have been in art and Amplify through the question, "What is Your Amplify Story?"



THANK YOU!



ST. ALBERT
AMPLIFY
FESTIVAL

THANKS TO OUR
2019 SPONSORS



Kin Canada
Kinsmen Club
of St. Albert



Our community partners *amplified* the impact of the festival by contributing time, energy, and enthusiasm. They took on roles such as emceeing, running workshops and activities, helping us create art, co-running events and more! We are so grateful for their help, commitment and friendship!

Walk the Talk

St. Albert Public Library

Musée Heritage Museum

The Art Gallery of St. Albert

Outloud

Floral Arts Society, St. Albert

DanceCo Inc.

Society of Northern Albert Print Artists (SNAP)

St. Albert Youth Advisory Committee

Paul Kane High School

École Secondaire Sainte Marguerite d'Youville

Bellerose Composite High School

St. Albert Catholic High School

W.D. Cuts Junior High School

Sir George Simpson Junior High School

Lorne Akins Junior High School

Building Assets and Memories (BAM)

St. Albert Cultivates the Arts Society