ST. ALBERT AMPLIFY FESTIVAL



THE ART OF BEING ALIVE

OCTOBER 14 & 15, 2016

FINAL REPORT

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THANK YOU!

When youth volunteer for the St. Albert Amplify Festival Advisory Committee, I caution them that they are signing up for ten months and three very long days of set-up, fundraising, planning, organizing, supervising, and tear down. In fact, during the Amplify Festival, some committee members are there from the first sound check in the morning to the last note at night.

After an exhausting 72 hours, what surprises me most is the committee is always ready for more and they eagerly ask 'what's next?' What's the next task? When's the next meeting? When can we start talking about next year? It's actually hard to make them go home!

If there is one thing the Advisory Committee demonstrates year after year is that leadership isn't always loud. It isn't always about being the fastest talker or arguing until your idea is the 'winner.' The Advisory Committee proves that leadership is about supporting each other, compromise, listening, being the first follower, being the first to lend a hand, staying until the job is done and being willing to 'dance like no one is watching.' These young community builders are constantly reminding me of what it means to be a true leader.



With that in mind, I'd like to thank all the supporters of Amplify—all those who are willing to lend a hand, all the partners, sponsors and community organizers who are eager to do whatever they can to help these youth grow into outstanding artists and outstanding community members.

The sponsors, partners, community organizations and volunteers involved with Amplify are true leaders, setting the example for future generations.

All the enthusiasm you've all shown for Amplify makes it possible. Please enjoy reading through the positive impact your leadership has made in the lives of St. Albert's youth.

As this year's theme suggests, Amplify isn't just about art, it's about ***The Art of Being Alive!***

—Kathleen Bell, Youth Festival Associate

AMPLIFY 2016

ENGAGEMENT: 814 YOUTH







This fall the St. Albert Amplify Festival celebrated its third year by presenting yet another breath-taking, heart-stopping, mind-blowing weekend of music, poetry, dance, visual art, and more.

Composed, created and curated by youth, Amplify is a fresh take on an arts and culture festival designed specifically for students grade seven to age 21. Featuring a combination of workshops, concerts, projects and performances, our goal for 2016 was to awaken the senses and stir the spirit, with the ***Art of Being Alive***.

"I loved it! It was my third year and still amazing!" ~Survey response, Amplify Youth Artist

94 YOUTH PRESENTED THEIR ART

AMPLIFY 2016

100% of youth artists surveyed agreed Amplify was “a great opportunity to present your work” and felt that it was unique experience they couldn’t find anywhere else.

This year we had:

- 39 musicians
- 27 visual artists
- 11 poets and
- 17 dancers

14.5

HOURS OF YOUTH PERFORMANCES



WORKSHOPS

With 8 workshops over two-days, Amplify had a 39% increase in workshop enrollment over 2015.

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. Workshops this year included:

- Intro to Hip Hop Dance
- Soapmaking 101
- Stage Fighting 101
- Halloween Gore Special F/X Make-Up
- Songwriting with The Royal Foundry
- Henna Body Art
- McBain Camera Presents: Event Photography
- The Art of Yoga

WORKSHOP FILL RATE:

71%







↑39% WORKSHOP ENROLLMENT

THE MACEWAN STUDIO

18
FREE DROP-IN ACTIVITIES

The MacEwan Studio at the Kinsmen Banquet Centre was jampacked with 100% free activities and entertainment; including:

- The Acoustic Stage
- The Art Exhibit
- On-The-Spot-Poetry
- T-Shirt Tie-Dye with the *Musée Heritage Museum*
- Magnet Making with the *Art Gallery of St. Albert*
- Cookie Decorating with *Outloud*
- Pancake Art
- Flow Arts and more!





Q: WHAT WAS YOUR FAVOURITE PART OF AMPLIFY?

A: "THE DIVERSITY OF ALL THE ART AND ALL OF THE MUSIC! SO MANY DIFFERENT SOUNDS AND STYLES! I THOUGHT THAT WAS JUST FABULOUS!"

~2016 SURVEY RESPONDENT

POETRY SLAM

While this is Amplify's third year presenting slam poetry, it was our first official Poetry Slam, complete with judging and prizes.

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



"The Poetry Slam at Amplify 2014 was my very first public performance as a brand new poet on the Bellerose Team. The following year, I and two of my best friends were asked to write something for a promotional video for Amplify 2015, out of which was born "Queen"—the poem that would help the Bellerose Poetry Team come first at the Provincial competition in May 2016.

Amplify has been a home and a place of genesis for my poetry time and time again since it began, and the difference I know Amplify has made for so many youth artists is more astounding than most could imagine."

-Survey Response, Amplify Youth Artist

67% OF ARTISTS SURVEYED PLAN TO RETURN TO AMPLIFY 2017

VISUAL ART EXHIBIT

Twenty visual artists presented their artwork in our visual art exhibit. Pieces from various disciplines were on display including, photography, collage, mixed media, sculpture, watercolour and acrylic.

"It brought up my confidence a ton! I was so nervous to put my work up for display. It made me feel as if I could do anything." ~Survey Response, Amplify Youth Artist

"It is great to get my artwork out into the world so others may see it." ~Survey Response, Amplify Youth Artist





THE (HE)ART OF BEING ALIVE

The goal of this collective art project was to represent this year's Amplify theme in a large visual art piece that brought artists from across the City together. Collective art pieces represent 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.

These origami hearts are a collection of work completed by art students in eight St. Albert and area schools. Participating schools include:

Paul Kane High School

Bellerose Composite High School

St. Albert Catholic High School

École Secondaire Sainte Marguerite d'Youville

Lorne Akins Junior High School

Sir George Simpson Junior High School

Vincent J. Maloney Junior High School

Sturgeon Composite High School

500

ORIGAMI HEARTS, MADE USING RECYLCED PAPER.

THE SHOW 3.0

15

BANDS APPLIED TO PLAY THE SHOW





The Show 3.0 is Amplify's "Battle of the Bands" and is fast becoming a festival favourite. It stands out as one of the programs that receives the most positive feedback from youth musicians.

After much deliberation by the Committee, the line-up for the 2016 show was: Kaleia Odelle, 5 Cents Richer, AM:PM, Thursdays and Alleviate

It was an impressive night of music and voting online for the winner was easier than ever, thanks to the free wifi sponsored by MacEwan University.

"It was the best stage and sound we've had at a live performance." ~Survey Response, Amplify Youth Artist



WRAP-UP CONCERT

The Wrap-Up Concert is not only a celebration of a fantastic weekend of art, it's also an opportunity for youth to experience the astounding work of local professional artists.

Julia Nicholson, the youth artist that won last year's battle of the bands, did a wonderful job of kicking off the evening. The rest of the artists were personally selected by the Advisory Committee and included; Lusitania Lights, North of Here and Van Damsel.

Saturday night is a chance to thank all the volunteers, Advisory Committee Members, and youth artists for all their hard work with a concert that is both inspirational and aspirational.

Performances by Canadian Artists at the Amplify Wrap-Up Concert were generously supported by:

THE JIM PATTISON BROADCAST GROUP









ADVISORY COMMITTEE

The 2016 Amplify Youth Advisory Committee is an exceptional group of young people, fiercely dedicated to building an inclusive, engaged and artistic community in St. Albert.

They volunteered almost 900 hours over ten months to ensure Amplify was an inspiring experience for all our young residents.

In addition to organizing Amplify, they played a pivotal role in fundraising, managing social media, marketing, and programming. They spearheaded many exciting events for the youth of St. Albert; including, Paint or Dye II: Dye Harder, Amplifying Ideas, The Acoustic Show at The Collective, and Frequensea.





867

VOLUNTEER HOURS

"I joined the Amplify Committee to help share youth art, as well art to youth who haven't tried any. It is important to me that everyone find something they love to do, a passion for something larger than themselves, many of which land in the arts." ~ Survey Response, Advisory Committee Member

"I love the payoff when the festival is done!! Many tiring nights, BUT I still love it. Lots of fun times with the committee too!!" ~ Survey Response, Advisory Committee Member

"I always love seeing the final product (the festival) and the process as well as the committee is just as enjoyable as the festival itself." ~ Survey Response, Advisory Committee Member

"It was a COMPLETELY positive and fun experience!" ~Survey response, Amplify Committee member

PAINT OR DYE II: DYE HARDER

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

Due to it's popularity last year, we brought it back in order to announce our 2016 line-up of workshops and events!

We let fly 175 pounds of powder, proving that art, creativity and colour doesn't have to be confined to a canvas.





SOCIALLY CONSCIOUS

For the Amplify Advisory Committee, it's important to make choices in the planning and promotion of our festival that are socially aware. As such, the Committee has consciously made a number of decisions regarding the festival that keeps the environment, as well as human rights, in mind.

These decisions include:

- Providing all volunteers and committee members with sweat shop free t-shirts that were made in North America.
- Using recycled materials for two major art projects: the Found Art War and The Art of Being Alive Paper Heart Project.
- Having a brochure free festival, with all information regarding Amplify is only available online.
- Asking all performing artists and volunteers to bring re-usable water bottles from home in order to significantly reduce the number of disposable water bottles used over the course of the weekend. (We went from using roughly 250 bottles in 2015 to around 40 this year.)



AMPLIFY VIDEO PROJECT

Each St. Albert Amplify Festival video is a collaborative effort between a youth artist and a young filmmaker, all guided by Edmonton filmmaker, Holly Mazur 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.

A unique opportunity for intensive one-on-one mentorship, Mazur 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.







"*I love it. Honestly, it felt really good seeing it come to life.*"

~Micheal Jensen, Video Project Artist

"It turned out amazing and I love it so much! I just want to say thank you again for thinking of me for this and putting the time and effort into it. I appreciate it so so so much!!"

~ Deanna Missins, Video Project Artist

+5,927 VIEWS (AND COUNTING)

AMPLIFYING IDEAS

Amplifying Ideas was a concept brought to us by a local youth named Kate Korte.

Having heard of Amplify, she thought our committee was the perfect organization to produce a Ted Talk-style night where youth could speak on topics that were important to them.

The committee was honoured to be asked to help realize such an event and were excited to work with Kate to make her dream a reality.

In the end, Amplifying Ideas was a success with a packed room that led to a vibrant discussion of topics.

Speakers and topics included:

- *Kate Korte: Social Media and Looking Beyond the Images*
- *Carter Buchanan: Mental Illness*
- *Ayisha Mitha: Community Involvement and Active Citizenship*
- *Hayley Taylor: the Impact of Social Factors on Health*
- *Sophia Qaderi: Global Citizenship*
- *Maria Encila: Immigration and Lifestyle* Changes



ACOUSTIC SHOW

In the summer, we took Amplify's Acoustic Stage to The Collective for an evening of wonderful performances by youth musicians.

The night featured sets by:

- Kaylin Kowalyshyn
- Julia Nicholson
- Evan Salcedo

It was an intimate night of music that provided yet another growth opportunity for local artists. All three musicians appreciated the chance to perform for an attentive all-ages crowd.

Additionally, it was a great opportunity to work in partnership with Community & Social Development Services and help bring youth into the newly opened youth space.



SOCIAL MEDIA

We have a strong social media presence on the four most popular social media sites with youth: Instagram, Facebook, Twitter and Snapchat. We added Snapchat this year to our social media campaign, which is by far one of the most popular apps for youth.

Thanks to the support of MacEwan University, we were also able to offer free Wifi at Amplify this year, in addition to a Snapchat filter, sponsored by MacEwan.

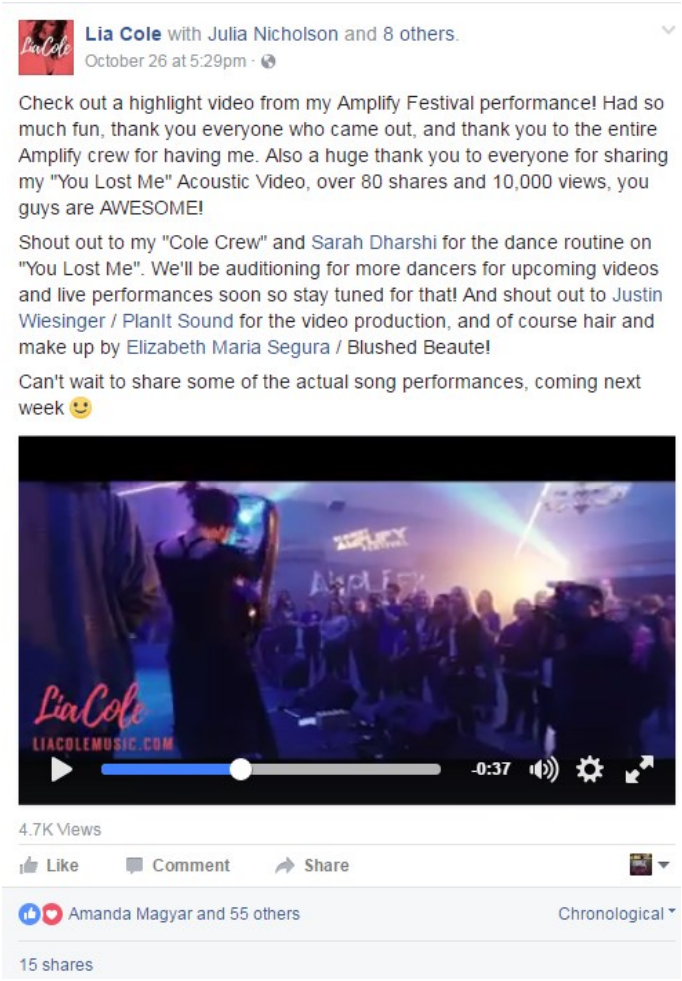
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INSTAGRAM: 622

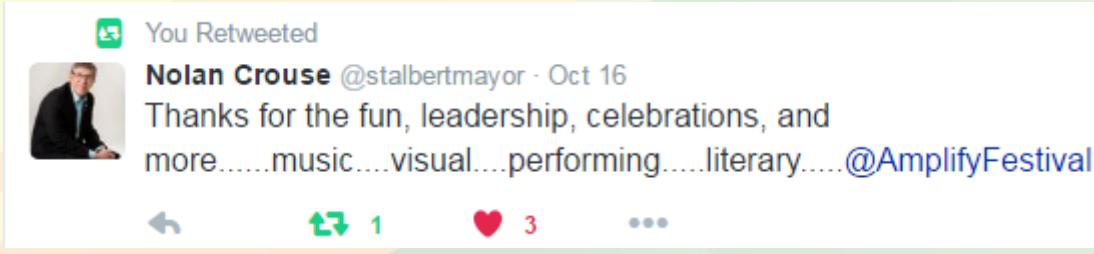
FACEBOOK: 603

TWITTER: 598

SNAPCHAT: 120









whitesummerph...
Kinsmen Korral, ...
Following

129 likes 2w

whitesummerphotography Best version of Hotel California ever! Thursdays! #amplify2016 #yegphotography #yegbands

si.off this is dope!!

whitesummerphotography @si.off thanks man!

amplifyfestival Wow! That's great 😍 can we repost this?

whitesummerphotography @amplifyfestival absolutely!

rustmagic2016 ✹

Add a comment...



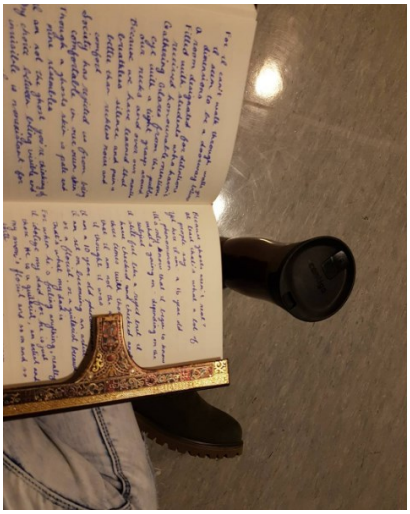
bellaandhermama
Follow

12 likes 2w

bellaandhermama My first set finished. Thanks for inviting this poet to a music fest! #thispoetslife #poetry #performance @amplifyfestival cool event in St. Albert up now @northoftheremusic then later @vandamselmusic

amplifyfestival YOU WERE AMAZING!

Add a comment...



kiara.mackenzie
Following

56 likes 2w

kiara.mackenzie read twice today at amplify festival but mostly, I'm very proud of the other people that went up! s/o to my loves ♥

also I'm proud of myself for getting g a 9.0 and two 9.5 's 🙈

amplifyfestival Amazing job! 👏👏 you definitely rocked it!

ogtrin you're a 10/10 in my books

ogtrin haha im funny, picture of a book, and you had numbers in the caption haha 😂

benji_._ When the wrong person gets tagged @pineapple.dad

kiara.mackenzie lmao wrong Benji! sorry! @benji_._

kiara.mackenzie you're hecking funny you're 10/10 @ogtrin

Add a comment...



moshimoshimatt
FOLLOWING

♥ pineapple.dad, chris_weihmann and 11 others

moshimoshimatt Had an awesome time performing at #amplify2016 with these guys!

Quincy Pipella feeling awesome with Jenny Luo and Lindsay Pantoja at Kinsmen Korral, Saint Albert, AB.
October 14 at 10:17pm · Saint Albert, Edmonton ·

Had so much fun performing/repping NXG Company with these ladies tonight at the Amplify Arts Festival! Thank you so much Stephanie Lilley and Kathleen Bell for the opportunity! Jenny Luo Lindsay Pantoja Quincy Pipella



Like Comment Share

Quincy Pipella and 56 others

2016 SPONSORS

The support of our 2016 sponsors has been generous and genuine. They understand the importance of fostering the skills of our young citizens. 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.

PROGRAM PARTNERS

Our 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.

David's Tea

St. Albert Public Library

Musée Heritage Museum

The Art Gallery of St. Albert

Outloud

Paul Kane High School

Bellerose Composite High School

St. Albert Catholic High School

École Secondaire Sainte Marguerite d'Youville

Lorne Akins Junior High School

Sir George Simpson Junior High School

Vincent J. Maloney Junior High School

Sturgeon Composite High School

Vimy Ridge Dance Academy



The St. Albert Amplify Festival is presented by:

City of St. Albert
Cultivate Life



THANK YOU! SEE YOU NEXT YEAR!