ST. ALBERT AMPLIFY FESTIVAL



CHALLENGE YOUR INSTINCTS

OCTOBER 13 & 14
2017

FINAL REPORT

THANK YOU!

In our fourth year, the St. Albert Amplify Festival Youth Advisory Committee asked their peers to **challenge their instincts**. It became the theme of the 2017 festival and to them it meant encouraging youth to try something new, while simultaneously recognizing that trying something new can be incredibly hard.

This call for action wasn't simply an advertising tag line. Instead, the 2017 Committee took up the challenge themselves and truly embodied the theme as each team member stepped outside their individual comfort zone and summoned the courage to try something new. Over the course of the year, members learned new skills like bath bomb making and screen printing, in order to facilitate these activities at the festival. Others picked up a DSLR camera for the first time, so they could try their hand at videography, while still others made the effort to speak up more in meetings and share their thoughts more often. Another youth challenged himself to submit to play The Show 4.0 as a solo artist for the first time after being on the committee for the past three years—a huge step for him as an artist.

The term "lead by example" has never been more fitting.

However, these young people would never have been given the opportunity to lead and build their leadership skills without the support of partners, funders and cultural organizations that make Amplify possible. As such, within the pages of this final report, we would not only like to pass along our most sincere gratitude but also show our supporters exactly what they all helped build.

The impact of the experiences this community has provided for its youth are immeasurable. The friends made, the fears vanquished, the confidences built, the challenges conquered, the talents unearthed—it was a weekend of growth, discovery and expression.

So thank you. Thank you to our sponsors, our volunteers and our cheerleaders. Thank you for helping us challenge the youth in this community to share their talents, their skills and their spirit. Please enjoy what you have been vital in creating!

—Kathleen Bell, Youth Festival Associate









AMPLIFY 2017

ENGAGEMENT: 904 YOUTH





In 2017, the St. Albert Amplify Festival celebrated its fourth year of showcasing youth art, creativity and culture. With the guidance of the St. Albert Amplify Festival Youth Advisory Committee, the City of St. Albert was able to engage its young residents in a diverse weekend of **music, poetry, dance,** and **visual art,** all meant to **build community and inspire creativity**.

Designed specifically for students in seventh grade to age 21, Amplify programs a combination of **workshops, concerts, activities** and **performances**. The opportunities we present accommodate a wide-range of abilities: from those who don't see themselves as artistic to those ready to showcase their original work that they may have been working on for years.

Run by youth for youth, the festival seeks to empower young people to explore their potential, while at the same time cultivating a sense of purpose and belonging within their day -to-day lives. By creating opportunities for success, Amplify develops resiliencies in youth giving them the tools they need to overcome the pressing social issues within their generation; such as mental health, bullying, and body image.



147 YOUTH PRESENTED THEIR WORK



ARTIST ENGAGMENT

Each and every year, Amplify grows more vibrant, reaches more youth and is able to present more original work In addition to our **Art Exhibit**, **Acoustic Stage**, **Battle of the Bands, Poetry Slam** and the **Amplify Video Project** in September of this year we were also able to launch our **first book of writing and visual art** created by youth. Amplify strives to engage as many young students as possible, challenging them to present their creativity to the community.

This year we had:

- **54 Musicians** play the Acoustic Stage or in our Battle of the Bands
- **47 Writers and Visual Artists** contribute work to *Opposite of Adult: An Amplify Anthology*
- **25 Visual Artists** present their work in our Art Exhibit
- **12 Dancers** perform on opening night
- **9 Poets** compete in our Poetry Slam
- **5 Filmmakers** produce videos via the Amplify Video Pro-

90% OF YOUTH ARTISTS SURVEYED THIS YEAR FEEL THAT AMPLIFY IS A UNIQUE OPPORTUNITY FOR THEM TO PRESENT THEIR WORK.







"We have now been a part of Amplify twice and have been **blown away by the professionalism from the youth that organize the event** as well as the creativity and art that it inspires!"
-**Jared Salte**, *The Royal Foundry*



THE MACEWAN STUDIO

17 FREE

DROP-IN ACTIVITIES

MacEwan UNIVERSITY





The MacEwan Studio is where we showcase our visual artists, poets and acoustic performers. It's also where youth can discover new artforms and explore their creative side in a low-pressure environment. Thanks to the support of MacEwan University, **it's 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**

Needle Felting with the **Art Gallery of St. Albert**

Friendship Bracelets with **Outloud**

Collaborative Art Project presented by the **St. Albert Chamber of Commerce**

Silk Screening

Button Making

And more...

I just wanted to say a huge thank you to you and the committee of the Amplify Festival for having Charley perform on the acoustic stage. She brought some friends along and they just loved it. The volunteers/staff/vendors were all amazing. She has asked me to mark our calendar for next years festival and to allow a lot more time. **Congratulations to you all, it's no easy feat to get teenagers that excited about anything.**" -**Danah Arnold**, *Self-Proclaimed "Mom-ager"*



WORKSHOPS

Our workshops are a place for youth to explore. If youth don't consider themselves "artists" or haven't quite figured out an artform they'd like to delve deeper into, our workshops offer a diverse array of creative pursuits to try. They are fun, trendy and chosen by the Amplify Youth Advisory Committee

Workshops this year included:

Stage Fighting 101

Halloween Gore Special F/X Make-Up

Henna Body Art

Micro-Gardening with the **Floral Arts Society of St. Albert**

Panda Pottery Presented by **4Cats Arts Studio**

Cupcake Decorating presented by **Save-On-Foods**

Leather Cuff Upcycled Art

Instagram Photography





Workshop Fill Rate:

83%

"I really like the Instagram Photography, and the Leather Cuff making because they were so much fun!"

-**Amplify Feedback Survey Response**





THE 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 over 300 individually painted feathers, our feather art piece was one of our most popular collaborative art projects we have ever done. An eye-catching stand alone artwork, it also provided an interactive element and served as a busy photo booth.

All four St. Albert area high schools participated in the piece; including,

- Paul Kane High School
- Bellerose High School
- St. Albert Catholic High School
- École Secondaire Sainte Marguarite D'Youville





Thank you to the St. Albert Chamber of Commerce for sponsoring this project.

St. Albert AND DISTRICT CHAMBER OF COMMERCE

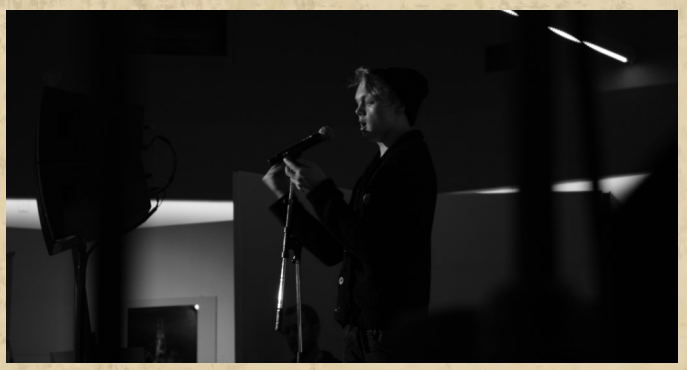


THE POETRY SLAM

This was Amplify's fourth poetry event and second full Poetry Slam. This event continues to stun the crowd. Other activities are put on hold during the Slam, simply because the poets consistently put on a performance that stops participants in their tracks.

A powerful way for youth to express themselves, poetry reveals the issues and concerns of today's young residents. It lets them tell us exactly what they are going through and gives the community and opportunity to listen.

Thank you to the **St. Albert Public Library** for continuing to partner with us on this event!







Do you have a positive moment or learning experience from the festival you'd like to share?

"That moment of getting on to the stage and seeing everyone looking at me as I read and that feeling of being accepted." **-Amplify Poet**, *Survey Response*



56%

increase in the number of youth artists presenting their work



THE SHOW 4.0

"The Show" is our annual battle of the bands. As one of our most valuable programs, it allows musicians the opportunity to take their music to the next level. It's often the first rock n' roll style concert they've performed at and we make sure they have the full rock star experience; including, a professional soundcheck, advice from our tech crew and top notch lighting and sound. It's an invaluable experience for an aspiring musician as it provides a huge confidence boost and yet another platform for success .

Thank you to our sponsor Planit Sound Inc. for providing this year's prize!





"Thank you Amplify. I had a fantastic time. That was by far the best and funnest show I've ever played. THANK YOU! THANK YOU! THANK YOU!" -**Andrea Shipka**, *The Show 4.0 Artist*



PLANit SOUND

"Amplify represents a fantastic opportunity both for me to display my art to fellow artists but also to network with fellow youth artists for future gigs and collaborations." -**Stephen Badry**, *The Show 4.0 Artist*



THE SHOW 4.0





95% of Youth Artists plan to return or plan to possibly return in 2018







"This experience reinforced that this is what I want to do with the rest of my life. **Creating art that is accessible** to those that need and value it is something that I could never explain **how grateful** for it I am ."

-Andrea Shipka, *The Show 4.0 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.

The Prototype, the youth band 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; St. Albert's Paul Woida and Edmonton's The Royal Foundry

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.

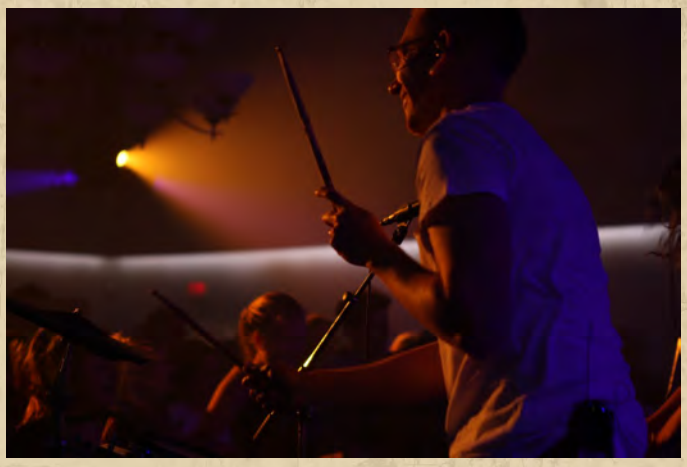
Performances by Canadian Artists at the Amplify Wrap-Up Concert were generously supported by:

THE JIM PATTISON BROADCAST GROUP

"I loved the Poetry Slam, Acoustic Stage and the Saturday Night Show! This was my second Amplify and the flow of the Kinsman was great this year … The art installation was beautiful and my Instagram is filled with great photos now!" **-Survey Respondent**









"Another great festival guys!! Keep it up, I'm excited to see what the plan is for next year!" -**Survey Respondent**



AMPLIFY YOUTH ADVISORY COMMITTEE

The 2017 Amplify Youth Advisory Committee is an exceptional group of young people, fiercely dedicated to building an inclusive, engaged and creative community in St. Albert. They volunteered almost 950 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 residents of St. Albert; including, Chalk-A-Thon, Henna Night Fundraisers, Amplify Anthology Book Launch and the Amplify Video Project.

942 Committee Volunteer Hours

"My favourite part is feeling like I am a part of something positive. I feel that the festival is important for young people to feel valued and appreciated. I really enjoy collaborating to plan the festival. Seeing our **ideas come to life over the weekend is amazing.** I feel very fortunate to have had the opportunity to be a part of this, and have grown as a leader and a person as a result." -**Sarah Tougas**, *Advisory Committee Member*

"I think amplify has given me **an outlet to a lot of stress** that I have encountered in the last several years. I think I have grown as a leader and I am more connected to services offered by the city as a result. **It has taught me to advocate respectfully for my beliefs** and I have become more involved in municipal politics." -***Hayley Taylor***, *Advisory Committee Member*

"I joined because I had an awesome experience volunteering at Amplify in 2016. Amplify gives off such **an awesome atmosphere and I wanted to be a part of it.** I kept coming to meetings because I love the people on our committee and spending time with all of them." ***-Émilie Maurice***, *Advisory Committee Member*









HUMANS OF AMPLIFY

The Amplify Youth Advisory Committee created a photo series based on the popular Facebook page, Humans of New York. They asked each Committee Member to answer the question “What Challenges You?” in order to further explore this year’s theme and posted their responses on Facebook and Instagram.





The ways in which I challenge myself are not always by choice. As a queer and transgender person, I fear verbal and physical harassment simply for being myself. As a hard of hearing person, I struggle in some of the most basic interactions in my day-to-day. I did not ASK for these challenges, they've simply been given to me.

Despite the forms of oppression I face, there are still experiences I do not understand. I do not know what it means to be racialized. I do not know what it means to experience womanhood. I do not know what it means to be persecuted for my religion. My challenge is not to fully understand these experiences, but to amplify the voices of those who do.

I fight my instincts in the way that I've been raised in a society that favours white skin, favours masculinity, favours the able-bodied. I've been raised in a world that benefits me - that is, if I stay quiet and complacent to this structure of favourability. I challenge myself to speak out against the society I've grown up with, in hopes to make it a place for everyone. Being seen and fighting for what's right, that is the challenge I've CHOSEN for myself.

Write a comment...



St. Albert Amplify Festival
Published by Amanda Magyar [?]
Like This Page · October 10 · Edited ·

As an introvert, I find it difficult to step outside my comfort zone and pursue daunting challenges. I think everyone struggles with taking those kinds of risks. That being said, I know that if I don't do what puts me on edge, I miss out on opportunities that could lead to other amazing possibilities. Even though it might not be the easiest choice in the moment, I try and put my instincts inside that say " I can't do that," and think, "why not?" instead. This change of pace has opened plenty of doors for me and helped me grow as a person. It's not always easy to put myself out there, but even if things don't always work out, when it does... it's absolutely worth it.

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Meet Dana! She is one of our videographers! — with Dana Koroluk and Erin Spiller Photography.

Write a comment...



AMPLIFY VIDEO PROJECT

Each St. Albert Amplify Festival video is a collaborative effort between a youth artist and a young filmmaker, 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 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.



3,278 Views (and counting...)





"As a young musician in St. Albert constantly trying to find ways to express myself, it was **a thrill to be involved in the Amplify Video Project.** It gave me a real sense of pride in what I love to do, allowed me to exercise my musical ability, and introduced me to some very talented photographers and videographers. **Truly a once in a lifetime opportunity.**" -**Evan Salcedo**, *Amplify Video Project Artist*

"Having the Amplify video really allowed me as an artist to **truly broadcast my talents**. Before the video I wasn't able to show people my poetry without them coming to an open Mic. Now that I have this to show, it has become so much easier for people to see how I perform and **feel the impact that my poetry has**." -**Celine Caruso**, *Amplify Video Project Artist*

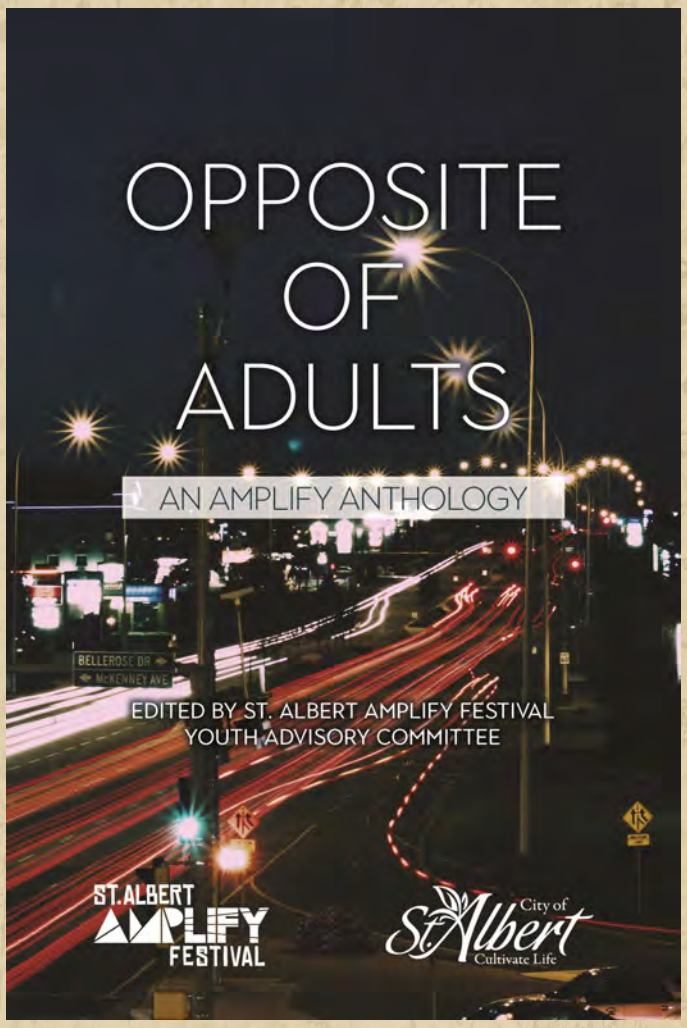




THE AMPLIFY ANTHOLOGY

This year, the Amplify Youth Advisory Committee chose to showcase the work of local writers, visual artists, poets and photographers in book form. *Opposite of Adults: An Amplify Anthology* was created to promote the outstanding young talent we have in our community and to make accessible to the public a book that highlights these artists. Sixty-two pieces by 47 different artists were included in the book and gave most of these emerging artists the experience of being published for the first time.





This project would not be possible with the generous support of the Edmonton Community Foundation and TD.

"I got my first ever poem published. That was such a huge step for me … Getting to share my poetry was something I have never done and something that has inspired me to pursue my love of writing." -**Survey Respondent**



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 two years ago 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 again this year, in addition to a Snapchat filter, sponsored by **MacEwan**.

FOLLOWERS

INSTAGRAM: 789

FACEBOOK: 638

TWITTER: 625

SNAPCHAT: 170



Liked by **emilie.maurice**, **evan.salcedo** and **33 others**

kelton_lib Had a great couple of days!!! Made some new friends and a ton of buttons! 👌



Liked by **rknad_** and **40 others**

ryanpfriem Thank you for everyone who came out to support us! Thank you to @amplifyfestival and all the volunteers. It was a great opportunity to experience so much talent from St. Albert and just a great time overall!

14 HOURS AGO



tahrita mentioned you in a comment: Congrats @amplifyfestival for creating such a great festival! Shoutout to my girl here for running around with a camera the whole weekend getting some stellar footage 📸🎥 and just being amazing in general! (also I love you @may_music_fest but St. Albert has a way better youth festival 🤷‍♀️) #ivegotsomanybuttons #amplify 2h





MEDIA COVERAGE

St. Albert Gazette
October 4 ·

Amplify Festival showcases region's top youth artists Oct. 13-14 at St. Albert's Kinsmen Banquet Hall. #stalbert http://ow.ly/dEk030fE9eK



St. Albert's Amplify Festival ignites wild creativity - St. Albert Gazette

St. Albert's Amplify Festival returns with a batch of concerts, workshops, free activities and fun.

STALBERTGAZETTE.COM





amplifyfestival

g Amplify back stronger

Henna gets Amplified again

St. Albert's Amplify youth festival doesn't happen until October. Maybe you could write a note on your wrist to remind yourself.

And while you're at it, you should think about participating in one of its two upcoming creative fundraisers. Organizers held two henna nights last year to help raise money to support the fest. They were so fun and popular that they had to turn people away.

This year, they're bringing them back and making them bigger and better than ever before.

Liked by **caricaturesbysimon, amy_xu_ and 31 others**

amplifyfestival Thank you to the @stalbertgazette for the great write-up about our Henna Night Fundraisers!! #thankyou #stalbert #amplify2017





SPONSORS

The support of our 2017 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. We cannot thank these 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

Floral Arts Society, St. Albert

DanceCo Inc.

Society of Northern Albert Print Artists (SNAP)

Paul Kane High School

École Secondaire Sainte Marguerite d'Youville

Bellerose Composite High School

St. Albert Catholic High School



THANK YOU!

City of St. Albert
Cultivate Life



See you next year!

