ST. ALBERT AMPLIFY FESTIVAL

5TH ANNIVERSARY

OCTOBER

12/13

FINAL REPORT



re/define perfect/ion

amplifyfestival.ca

City of St. Albert Cultivate Life

THANK YOU!

Redefine perfection. It's not a simple request. But, as the theme for the St. Albert Amplify Festival's 5th anniversary, it was a challenge the 2018 Amplify Youth Festival Advisory Committee was eager to set for itself, the festival and, most of all, our community.

It's an appeal to question the expectations society places on our young people. How can we shift those expectations from the crushing weight of "perfection," to a healthier and more vibrant and positive mindset that encourages imagination, individuality, creative courage, sharing and acceptance?

The Advisory Committee answered the call by creating a culture, not simply of tolerance, but of celebration at all of our events. It was a celebration of every artist that participated in Amplify, of every work of art that was shared, and of every foray into creativity, no matter how small.

Culminating with the festival, the positive atmosphere at Amplify was palpable, for once youth feel safe in their environment and valued by their community, they can truly let their unique talents shine.

This culture of acceptance, this celebration of individuality and this valuing of our young residents, however, would not have been possible without our funders and community partners. They were our cheerleaders, our supporters and those that most passionately believed in the possibilities of Amplify 2018. I'd like to thank ***Servus Credit Union***, ***Nitza's Pizza*** and ***Host Lions Club St. Albert***, for joining us this year, as well as to acknowledge the steadfast commitment of ***MacEwan University***, the ***St. Albert Gazette***, the ***Kinsmen Club of St. Albert***, the ***St. Albert Chamber of Commerce*** and ***Press'd Sandwich Company***.

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THANK YOU! *(CONTINUED)*

Our partnerships with St. Albert and area not-for-profit organizations are equally invaluable and we simply could not present all of the workshops, free activities and performance opportunities we did without the hard work of the generous people behind the following groups, societies and educational institutions: the ***St. Albert Public Library***, ***Musée Heritage Museum***, the ***Art Gallery of St. Albert***, ***Outloud***, the ***Floral Arts Society***, ***DanceCo Inc.***, ***Society of Northern Albert Print Artists*** (SNAP), ***Edmonton Calligraphic Society***, ***Paul Kane High School***, ***École Secondaire Sainte Marguerite d'Youville***, ***Bellerose Composite High School***, ***St. Albert Catholic High School***, ***Outreach High School*** and ***W.D. Cuts Junior High School***.

We are so grateful to our partners who have believed in the goals of Amplify since year one and are happy to have picked up so many supportive organizations and funders along the way. Together we've been able to innovate youth programming in our City, cultivate creativity in our young residents, foster the development of young leaders in our community, and so much more.

All there is left to say is ***thank you***! Thank you to the volunteers, sponsors, donors and the City of St. Albert! Please enjoy reading this final report, knowing you were instrumental in the creation of every laugh, every moment of success, and every time youth in our City were able to redefine perfection and be more truly themselves.

—***Kathleen Bell, 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 18 members of the 2018 Advisory Committee volunteered over 1300 hours. Their time included fundraising $2,500 to help meet the festival's budgetary needs, and grant writing, which resulted in $3,600 of additional funding to facilitate Amplify events and projects.

Moreover, Advisory Committee Members were given vital roles throughout the festival. They were in charge of volunteer coordination, box office operations, workshop facilitation, stage management, social media, and more.

1300
VOLUNTEER HOURS







LEADERSHIP (CONTINUED)

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***

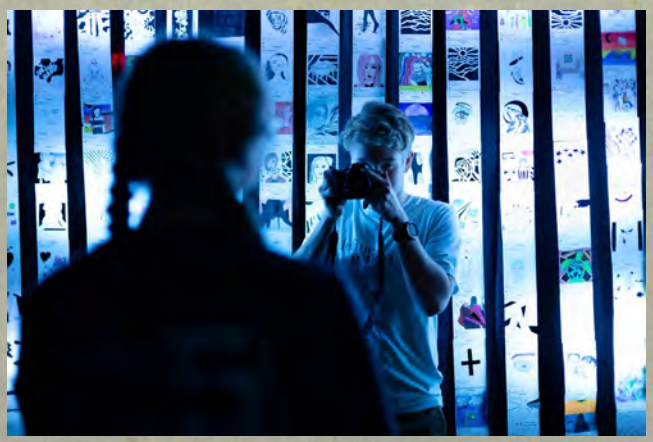
FESTIVAL FEEDBACK:

Why did you join the Advisory Committee?

"I love participating in building Amplify to be what it is. Helping bring everyone's ideas together to create an amazing festival is what I like most."

"Working towards a goal of creating an engaging, memorable festival with an awesome team! Being a part of something bigger than what I could do myself was super rewarding."







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 2018 we ran or supported seven additional youth-focused events or projects.

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. It provides us with 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 the big finale: our weekend festival!

Events included:

- Illuminate: Enlighten the Night, an evening of art and performance in Kingswood Park.
- The Amplify Video Project (5 videos)
- Amplifying Ideas, our youth "Ted-Talk" night
- The Amplify Acoustic Show at The Collective (in association with St. Albert Cultivates the Arts)
- Acoustic Show at Foyer Lacombe and more!



459 YOUTH

ATTENDED AMPLIFY FESTIVAL WEEKEND

OVER 1,000

YOUTH ENGAGEMENTS OVER THE AMPLIFY PROGRAMMING YEAR









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.

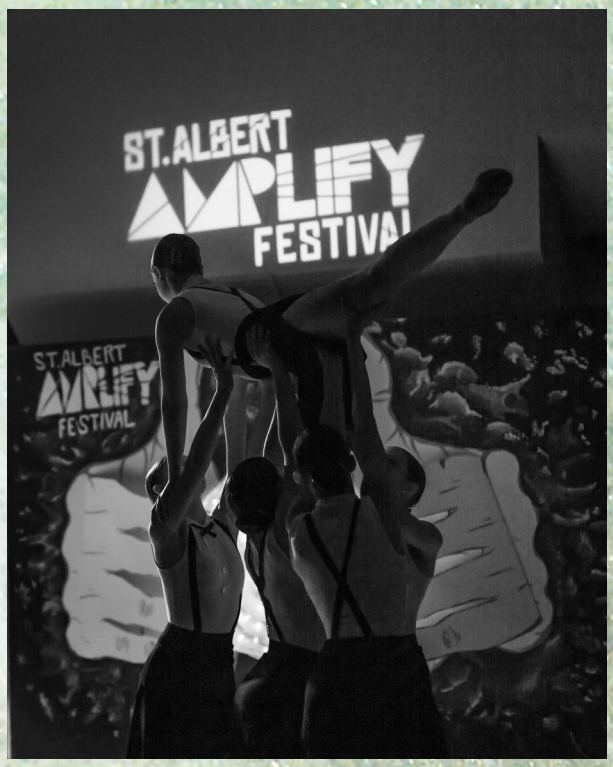
Amplify works with youth at every level of their creative development: from those who are merely creatively curious, to those who are ready to challenge their skill set and are eager to leap into the world as professional artists but aren't sure how to bridge the gap from 'youth artist' to simply 'artist.'

In 2018 we had **39 musicians** play both our Acoustic Stage and our Friday and Saturday night concerts, **28 visual artists** display their work in our Art Exhibit, **eight writers** perform during our hour of spoken word and **eight dancers** demonstrate the power of dance during The Show 5.0.

83 YOUTH

PRESENTED THEIR ART







GROWTH (CONTINUED)

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
- Black Out Poetry
- Eco-Basket Weaving
- T-Shirt Tie-Dye
- Cupcake Decorating and more!









13 ACCESSIBLE ACTIVITIES SUPPORTED BY:

MacEwan UNIVERSITY

GROWTH (CONTINUED)

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:***

- Poetry
- Halloween Special F/X Make Up
- Calligraphy
- Henna Art
- Micro-Gardening
- Improv
- Soapmaking









7 INVENTIVE WORKSHOPS

GROWTH (CONTINUED)

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.

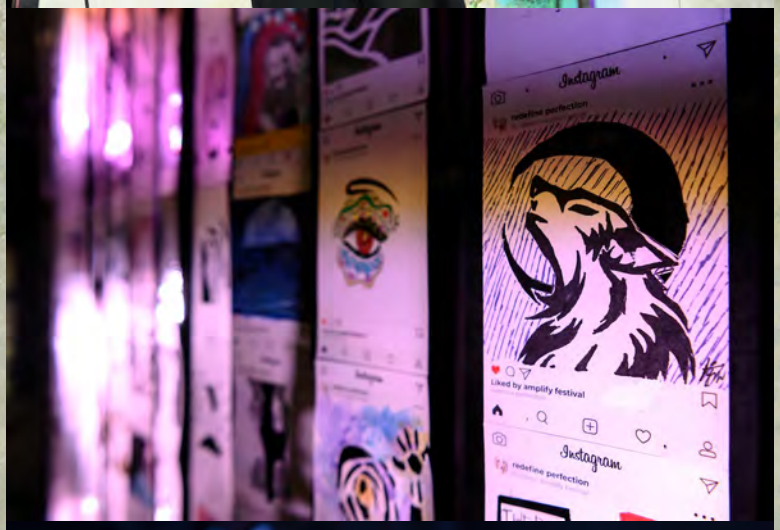
These platforms had three goals:

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 5.0”, (battle of the bands)







14 HOURS OF YOUTH PERFORMANCES

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 2018 Amplify Artists:

"It felt great to accomplish my first set performance as an individual artist."

"This was the first art exhibit type thing I have had my artwork in, so it was a really cool experience for me."

"I was able to showcase my work and talk about my process with other artists! It's a great way to meet others interested in the same things."

"Amplify taught me as an artist to listen to the crowd. Make sure they're enjoying the music just as much as you are. Show a little showmanship!"

"You get to be in a space where you feel [that] your art, no matter what form it may take, is welcome. This creates a lot of confidence in the artist."

"Art is one of the hobbies that I don't really tell people about, so when I put my art on display for Amplify, it was exciting because I never really get a chance to show my art to people."

IMPACT (CONTINUED)

The impact Amplify 2018 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!

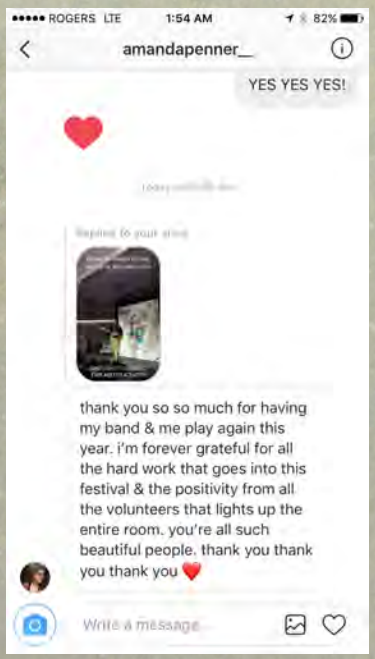
Feedback for our 2018 Amplify Artists:

"I truly think that Amplify helped me pursue my passion as a career."











INSPIRATION

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.

A huge thank you to our mentors this year:

- Scenic Route to Alaska
- Arlo Maverick
- Freestyle Movement Dance
- Sugar Swing
- Transflowmation
- Simon Glassman
- Colin Matty





arlomaverick I like to send a huge shout out to the wonderful people at @amplifyfestival for having us. Last night's event was 🔥 🔥 🔥. So many good things to say about the festival and it's impact on the youth of St. Albert. We are honored to have been chosen along with great bands like @rubbertreesband and @ScenicRouteToAlaska to close out the festival. Thank you to the hosts, staff and volunteers for running such a smooth event and feeding us so well... 🍝🍕🍆. Thank you to Jordan Beaubien, Kathleen Bell and the City of St. Albert for bringing us on board for AmpliFIVE. Thank you to sound techs for the amazing sound. Thank you to the many photographers and videographers that we on site last night capturing the magic of all three acts. Last but not least, Thank you to the audience for being so engaging and being part of the symbiotic experience that we aim to create every time we touch the stage... 🙏 🙏 🙏

HIGHLIGHTS

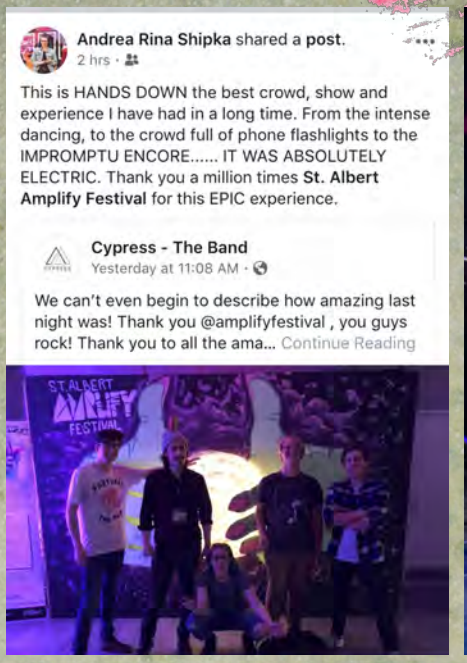
The Show 5.0 Presented by Servus Credit Union. "The Show" was our annual battle of the bands and we are extremely grateful to Servus Credit Union for sponsoring this year's event!

This was our opportunity to help develop young bands and to get them ready to work in a professional setting. We guided them through soundchecks, helped them learn how to work with sound technicians and, ultimately, gave them a proper platform to showcase their talents.

Filling a stage like Amplify's for the first time is a huge step and can be challenging. But the youth that were selected to perform at *The Show* proved that they deserved the opportunity over and over again. It was a phenomenal evening that truly showed what youth can do if you give them their chance in the spotlight.

Thank you again to the generous support of:

servus credit union













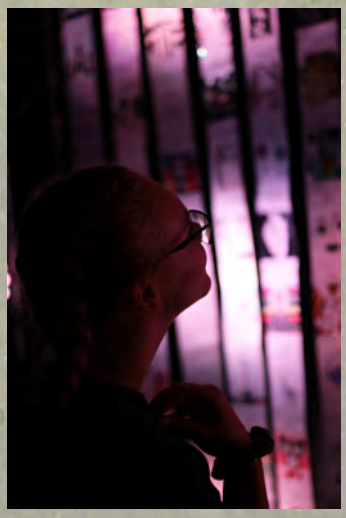
HIGHLIGHTS

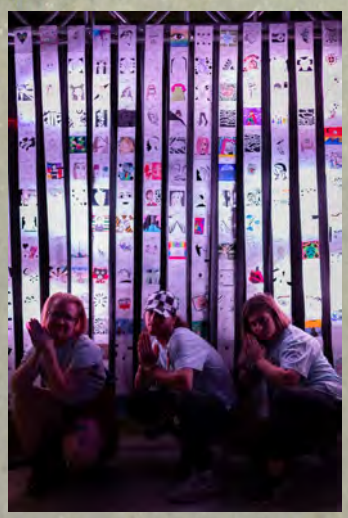
Redefine Perfection: a Collaborative Art Project Presented by the St. Albert and District Chamber of Commerce.

Redefine Perfection was a collaborative art piece that transformed individual 'psychological portraits' created by nearly 400 students from W.D. Cuts Junior High School, École Secondaire Sainte Marguerite d'Youville and Bellerose Composite, Paul Kane, St. Albert Catholic and Outreach High Schools into a powerful work of art focused on mental health awareness. The artwork, along with the companion poem, asked viewers to think about how the constant stream of "perfection" that floods our social media today impacts each and every one of us. How can we Redefine Perfection? How much of your true self, flaws and all, will you let shine through?

Thank you again to the generous support of:

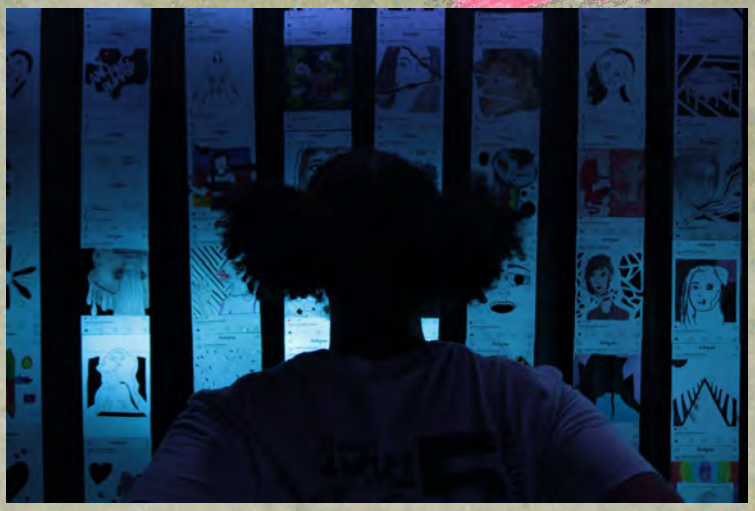
St. Albert AND DISTRICT CHAMBER OF COMMERCE





400

YOUTH PARTICIPATED







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 wanted to address this gulf, which was why we created the large scale visual art mentorship program in 2018.

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 roaring success: a popular 'photobooth' and an incredible learning experience.













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 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 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.

3,560 VIEWS

AND COUNTING....

Thank you to the generous support of:











SPONSORS



PROGRAM PARTNERS

Our community partners *amplified* the impact of the festival by contributing time, energy, and enthusiasm. Each partner 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

W.D. Cuts Junior High School

Outreach High School

Edmonton Calligraphic Society

SEE YOU NEXT YEAR!

City of St. Albert
Cultivate Life





