



the 9th national

mural symposium

We invite you to take part in the 9th National Mural Symposium in Canada. With a mandate to “teach, learn and share valuable insight in mural art” the annual symposium is a great opportunity to network with peers, share knowledge, ask questions, discuss relevant issues and learn about new ventures in public mural art.

Keynote Speaker Glen Murray



As an urban strategist and consultant Glen Murray works with civic leaders, citizens and cultural groups who know that successful local economies are increasingly driven by an important mix of assets that range from cultural resources to immigration policies to its research and development capabilities to their relationship with their environment. His vision and experience are

anchored in practical and very successful experience as the former Mayor of Winnipeg and an urban consultant.

Glen Murray is Research Associate for the Centre for Urban and Community Studies, at the University of Toronto. He was a Distinguished Visitor at Massey College in the fall of 2004. He sits as a member of the Task Force on Creativity and the Public Service for the Government of Canada and is the Chair of the National Roundtable on the Environment and the Economy. He is a partner in The Glen Murray Group - www.glenmurraygroup.com

Master Muralist John Hood

With more than 15 years of experience in the field of mural art, John Hood’s understanding of materials and methods of large-scale paintings is well-developed. His murals grace the walls of communities throughout Ontario including Athens, Welland, Collingwood, Fort Frances, Kenora and Toronto. During the summer, John provided guidance as artist mentor for Mural Routes’ Project Maintenance 2005.



Mural Routes is a not-for-profit, charitable organization whose purpose is to facilitate the creation of public art murals for the benefit of communities where they are located. Through its website, artists’ database, annual symposium, network meetings and newsletter, it helps to maintain a network of individuals and groups who have an interest in murals. Mural Routes is responsible for the Heritage Trail and Urban Trail murals on Kingston Road in Scarborough (Toronto), Ontario and consults with other communities to assist with the creation of mural projects. It has created a Mural Map of Canada which continues to be developed and is available on the website.

Mural Routes depends on grants, memberships and donations of time and money to continue its work. You can support the goals of the organization by becoming a member. For more information and for secure online registration visit the website at www.muralroutes.com

The Urban Gallery (TUG) is a volunteer not-for-profit organization that is committed to produce and develop outdoor public art with an emphasis on murals. The Urban Gallery is also committed to bringing communities together and supporting this by developing our expertise in arts based social development programming, research and promotion.

Waterloo Community Arts Centre (WCAC) is a not-for-profit, volunteer-run, charitable organization that exists to promote all forms of art programs in the community. WCAC is a people place that stimulates creative expression in all who practice, appreciate or have yet to discover the arts. Artistic activities include: performances, classes, workshops, special events and art exhibitions. WCAC offers programs for children, youth, adults and seniors of all artistic disciplines and level of achievement from amateur to professional at affordable cost.



Mural Routes gratefully acknowledges the hard work and generosity of many individuals and organizations. It receives support from the Ontario Trillium Foundation, City of Toronto through the Toronto Arts Council, and Graffiti Transformation program, the Ministry of Culture Summer Employment Program and the Government of Canada through the HRSDC Summer Career Placements program.

Mural Routes
416-698-7995 fax 416-698-7972
info@muralroutes.com www.muralroutes.com



in partnership with The Urban Gallery and Waterloo Community Art Centre presents



the 9th national mural symposium

to **teach, learn & share** valuable insight in **mural art**

Supported by:

Kitchener Downtown Business Association

Wednesday October 26th - Friday October 28th, 2005

in Kitchener/Waterloo, Ontario

Symposium venues:

Walper Terrace Hotel,
One King Street West, Kitchener, Ontario

Waterloo Community Arts Centre,
The Button Factory, 25 Regina Street South,
Waterloo, Ontario

Mural Routes

1859 Kingston Road, Scarborough, Ontario M1N 1T3

Tel: 416-698-7995 Fax: 416-698-7972

Email: info@muralroutes.com Web: www.muralroutes.com

Photo: Side Launch by John Hood, Collingwood, Ontario, 2001

PROGRAM INFORMATION

WEDNESDAY October 26

Walper Terrace Hotel

Oakroom Lobby

4 pm - 5:30 pm

Registration and set up of displays

Bring your portfolio or project information to display and share.

Oakroom Lobby & Barrister's Lounge

7:30 pm

Welcome reception

An early networking opportunity. Cash bar

THURSDAY October 27

Walper Terrace Hotel

Oakroom Lobby & Oakroom

8 am - 8:45 am

Registration and breakfast buffet

Displays on view all day

Baroque Room

8:45 am - 9 am

Welcome and introductions

9 am - 10:15 am

**Session 1: Keynote address
Glen Murray - Creating Place**

As former Mayor of Winnipeg, Glen Murray is best known for his vision to build culturally dynamic urban centres. A dynamic and inspiring speaker, he will share his conviction and passion about the role of creativity in developing community space.

10:15 - 10:30 am

Coffee break

**10:30 am -
12:45 pm**

Session 2: A Sense of Place

Visual presentations and discussion about murals that make an impact on the community, featuring murals of Winnipeg, Toronto, and a tour of Lake County, Florida. Presenters **Trudy Turner, Karin Eaton** and **Crazy Mural Lady (Alice St. Onge.)**

Oakroom, Oakroom Lobby & Barristers Lounge

12:45 pm - 2 pm

Luncheon Buffet

Baroque Room

Session 3: Tools of the Trade

2 pm - 3 pm

Important information for artists and administrators about product updates; featuring health and safety issues with **Ted Rickard**, Manager of Health & Safety for Ontario College of Art and Design.

3 pm - 3:30 pm

Refreshment Break - Visit displays

Concurrent Sessions

Barristers Lounge Session 4a:

3:30 pm - 5 pm

Fundraising - Major Gifts

Led by **Louise Aspin** - Director, Major Gifts Sunnybrook and Women's Foundation, the session will cover prospect identification, qualification and the successful "ask". Louise, as former Campaign Manager for the Ontario Science Centre, successfully raised \$45 million for their capital campaign.

Oakroom

3:30 pm - 5 pm

Session 4b: How to approach the Wall

Master muralist, John Hood will explore the challenges of going out of the studio and on to the site. The session will help artists to demystify site-work and site-specific design.

Oakroom Lobby

8 pm

Optional Session: Mural Planning

This interactive session will be open to symposium delegates interested in discussing the design process for the mural to be painted at the Button Factory. The mural will be created on Friday and Saturday following the close of the symposium. There is a separate registration for the Mural Painting Session.

FRIDAY October 28

Waterloo Community Arts Centre

8:15 am

Transfer to Waterloo Community Arts Centre, the Button Factory

8:30 am - 9 am

Continental breakfast

9 am - 9:30 am

Site visit at the Button Factory led by Executive Director, **Sher de Ciccio**

**9:30 am -
11:30 am**

Update on the Beautiful City Billboard Fee initiative by Them.ca.

Roundtable debate of the premise "All Art is Social" and the philosophical question "What is legitimate imagery for public art?"

11:30 am

Wrap up

11:45 am

Adieu and bus back to Walper Terrace Hotel

1 pm

Mural Painting at the Button Factory
Separate registration, not included in symposium fee. Led by John Hood, this will be an opportunity to transfer the ideas and plans from the session "How to Approach the Wall" from theory to reality. The Button Factory has donated a wall for the purpose. The sessions will be organized as a cooperative project. Limited registration.

SYMPOSIUM VENUES & ACCOMMODATION

Walper Terrace Hotel, One King Street West, Kitchener, ON
The hotel is offering a special room rate of \$89 single or double, plus tax. www.walper.com Toll free: 1-800-265-8749
Waterloo Community Arts Centre, The Button Factory, 25 Regina Street South, Waterloo, ON. www.sentex.net/~wcacweb/

HOW TO GET THERE

By car Exit the 401 at Hwy 8W (exit 278) Stay on Hwy 8, it becomes King Street.

By train Via Rail. Train station is a short taxi ride from the hotel.

By air Approximately one hour from Pearson International Airport

REGISTRATION FORM

Last name _____

First name _____

Organization _____

Address _____

_____ Postal Code _____

Phone _____ Fax _____

Email _____

Website _____

My interest in murals is as an: artist administrator student

consultant Other _____

I am a member of Mural Routes: yes no

Please submit your registration by October 18, 2005. After that time, a late fee of \$10 applies.

Full registration fee \$125.00 (\$115.00 for Mural Routes members) includes:

- Wednesday evening network reception (cash bar)
- Display area for portfolios, brochures etc.
- Participation in sessions on Thursday and Friday (not including mural painting)
- Thursday and Friday breakfasts, Thursday coffee breaks and lunch
- Transportation from hotel to the Button Factory on Friday
- Symposium summary

Friday registration includes:

- Transportation to and from hotel to the Button Factory
- Breakfast, morning session, symposium summary.

Please complete the appropriate spaces and total

Full registration fee	\$125	
<i>Paid Mural Routes members</i>	\$115	
Thursday registration only (includes breakfast and lunch)	\$85	
Friday registration only	\$40	
Symposium summary only (no registration)	\$25	
Please enroll me as a member of Mural Routes (\$100 corporate, \$50 not-for-profit group, \$25 individual)	\$	
Mural Painting with John Hood at the Button Factory		
Friday afternoon & Saturday all day	\$25	
For paid up Symposium delegates	\$15	
Total amount enclosed	\$	

Payable by: Visa MasterCard Cheque Money Order
(please circle your choice of payment)

Credit card no. _____ Exp. date _____

Cardholder Signature _____

If paying by cheque, please make payable to: **Mural Routes**
1859 Kingston Road, Scarborough, ON, M1N 1T3, Canada