

LONDON

culturedays.ca



5<sup>th</sup> Largest in Canada

**CELEBRATING ARTS + CULTURE  
FROM COAST TO COAST TO COAST**

### **CULTURE DAYS BACKGROUND**

In 2007, inspired by the success and impact of Quebec's *Journées de la culture* weekend, leaders of Canada's largest arts organizations (as participants in The Canadian Arts Summit) commissioned a feasibility study to assess the viability and appropriateness of launching an annual cross-country celebration of arts and culture. *Journées de la culture*, produced annually by Culture pour tous since 1997, is a three-day **internationally-recognized Canadian event model for promoting public participation and engagement in arts and culture.**

In response to this growing recognition that a vibrant arts and cultural sector **contributes directly to a healthy and economically viable society**, Culture Days weekend, the Pan-Canadian celebration of arts and culture was created. Since its launch in 2010, Culture Days has generated enthusiastic interest, participation and support from a rapidly growing network of artists, organizations, municipalities and media as well as the private and public sectors across the country. In London, the London Arts Council (LAC) manages all aspects of this signature cultural event as well as serving on the Ontario Task Force as a resource to the provincial and national Culture Days Organizers.

### **CULTURE DAYS PHILOSOPHY**

Culture is everywhere and is a part of every moment of our lives. We celebrate Culture Days to recognize the special place that arts and culture occupies in our lives. Culture Days is a collaborative movement that relies on participation. **Everyone has a role they can play**, as a citizen, as a businessperson, as a cultural professional, on behalf of an organization, or in any other imaginable way.

The mission of Culture Days is to:

- Highlight the importance of arts and cultural activity to a community's quality of life.
- Help the public become aware of the many opportunities available to participate in arts and cultural activities in every community.
- Draw attention to the different cultures, heritages, cultural workers, and artists that contribute to the development and vitality of our communities.
- Inspire Canadians with experiences that remind them of the benefits of cultural engagement for their own well-being.
- Promote and reveal the creativity of our citizens, creators, organizations, and communities through marketing and public awareness campaigns.
- Encourage cross-disciplinary and cross-sector collaborations creating a legacy of strong connections between citizens, cultural workers, artists, and their communities.
- Allow the arts, cultural and the general community to build lasting relationships with each other, and support the continued growth and sustainability of Communities.

## LONDON CULTURE DAYS 2012 – THE EVENT

London Culture Days 2012 will take place on September 28, 29, 30. The weekend will feature different events happening at different times throughout the day and evening. Embracing the core vision that every individual- regardless of age, location or experience- has the right to access and participate actively in arts and culture, London Culture Days offers hundreds of free hands-on and interactive activities inviting Londoners and visitors to participate "behind the scenes" and discover the cultural life of their community. Culture Days directly facilitates interaction between creators and citizens thereby increasing the understanding and appreciation of our arts and cultural mosaic.

Over 100 organizations spread across the city will feature over 150 activities that engage Londoners in the world of the arts, multi-cultural, and heritage sectors. In collaboration with heritage buildings of Doors Open London 2012 (administered by the London Heritage Council), all 16 branches of London Public Library and the City of London Parks and Recreation Department – Community Centres, arts organizations & venues, artists studios and cultural groups who may not have a venue or space of their own will be matched with suitable venues for their performances, demonstrations and workshops.

**An exciting new aspect of London Culture Days 2012, is the participation of 35 of London's multicultural groups (please see attached a full list of confirmed participants). These organizations add an extra dimension to London Culture Days by highlighting the artistic and cultural traditions of the growing diverse communities within London bringing together new comers, immigrants, current and prospective citizens of London with the vibrant arts and cultural community that surrounds them daily. This will enable new immigrants\* and citizens to easily become involved with their community (e.g. volunteer opportunities, participation in programs, attendance at performances, special events, festivals, tours etc.) Promoting the varied and inclusive arts/culture sector of a community facilitates change, shares knowledge/learning experiences and creates lasting benefits for all.**

With London Culture Days 2012 and Doors Open London taking place in partnership over the same weekend, and coinciding with Western University Homecoming, **September 28, 29 and 30** will be the largest celebration of arts, heritage and culture ever seen in London. This mega weekend of cultural recognition and celebration offers the arts, heritage and multicultural sectors of London the opportunity to collaboratively and collectively showcase the artistic and cultural life of our community.

London Culture Days 2012 will execute a multi-layered marketing and promotion campaign to our target market of cultural populations, tourists, families, university/college populations and young professionals (ages 25 - 45) and those loyal participants to whom Culture Days has become a much anticipated yearly event.

We will continue with our strong web presence at [www.culturedays.ca](http://www.culturedays.ca) as well as on Facebook and Twitter, which is vital to ensure that younger markets find the event accessible and relevant. LAC will be promoting the event on the arts portal at: [www.londonarts.ca](http://www.londonarts.ca)

London Arts Council (London Culture Days) along with the London Heritage Council (Doors Open London) are collaborating to create and distribute a free event map guide that is accessible to the public at both Tourism London locations, at all sixteen branches of the London Public Library, at all London Culture Days and Doors Open London site locations, and at our shared office. The intent is also to have copies of the map guide distributed (155,000 copies) in the London Free Press as it was last year through Doors Open London.

## HISTORY

### **LONDON CULTURE DAYS 2011 – NAMED 5<sup>TH</sup> LARGEST CULTURE DAYS IN CANADA!**

Celebrated on the weekend of September 29<sup>th</sup> to October 1<sup>st</sup>, 2011 we grew to over **65 registered London Culture Days activities**, London's celebration was the fifth largest in the Canada. This was the first year for a special partnership between the London Public Library and the London Arts Council with all 16 branches of the Library open for London Culture Days activities. This partnership enabled individual artists and smaller cultural groups to take their practice out of private studios into the accessible spaces of library branches allowing the public to discover and engage with their work. London was one of only three communities in Ontario to undertake a launch event, which took place at Museum London the evening of Friday, September 30. Themed “A trip around the world” the event showcased 91 performers from London's multicultural community. London Culture Days has given Londoners a comprehensive opportunity to become aware of and participate in the rich and diverse arts and multicultural life London has to offer.

### **LONDON CULTURE DAYS 2010**

In its inaugural year, Londoners celebrated Culture Days along with dozens of other Canadian communities, and kicked off a whole year of celebrating arts and culture in our city. London Culture Days activities were held across the city on September 24 to 26. The concept was to have the public participate in free, hands-on, interactive activities as they discovered the cultural life of their local community. The London Arts Council coordinated and promoted over 50 activities within London Culture Days. It was a weekend to celebrate and engage in the arts and culture that enrich our everyday lives, and to invest in London's vibrant arts sector.

## LIST OF ORGANIZATIONS INVOLVED IN THE WEEKEND

	NAMES	CATEGORY
1	Aeolian Hall Performing arts Centre	Arts/Heritage
2	Agriculture & Agri-Food Canada	Heritage
3	Air Force Asociation of Canada, 427 wing	Heritage
4	Arts Project	Arts/ Heritage
5	Artfusion	Arts
6	African Canadian Federation of London & Area	Multicultural
a	Kenya	
b	Ethopia	
c	Somalia	
d	Sudan	
e	South Sudan	
f	Nigeria	
g	Congo	
h	Gambia	
i	Eritrea	
j	South Africa	
k	Burundi	
l	Ghana	
7	Amundsen Exhibition	Arts
8	Attic Books	Arts/Heritage
9	Ann Van Meyl	Artist
10	Banting National historic Site of Canada	Heritage
11	Beacock Public Library	Culture
12	Ben Benedict	Artist
13	Boyle Community Centre	Cultural Centre
14	Brassroots	Arts/Heritage
15	Brick Street Cemetery	Heritage
16	Byron Masonic Hall	Heritage
17	Byron Public Library	Arts
18	Canadian Medical Hall of Fame	Heritage
20	Carling Heights Community Centre	Cultural
21	Canadian Association of Latin America	Multicultural
a	Colombia	

b	Mexico	
c	Brazil	
d	El salvador	
e	Argentina	
f	Peru	
g	Chile	
h	Ecuador	
i	Guyana	
j	Paraguay	
k	Uruguay	
22	Carson Public Library	Arts
23	Central Library	Arts
24	Cherryhill Public Library	Arts
25	Christ Anglican Church	Cultural
26	Church of Transfiguration	Cultural
27	Citi Plaza	cultural
28	City Art Centre	Arts
29	Coves Enviromental Area	Heritage
30	Crouch Public Library	Arts
31	Delta London Armouries Hotel	Heritage
32	East London Public library	Arts
33	Eldon House	Heritage
34	Fanshawe Pioneer Village	Arts/Heritage
35	Fringe Show	Arts
36	Fired up Glass works	Arts
37	First Hussars Museum	Heritage
38	Forest City Gallery	Arts
39	German Canadian Club	Heritage
40	German language School	Multicultural
41	Glanworth Public Library	Cultural
42	Golden Harps Steel Band	Multicultural
43	Grand Theatre	Arts/Heritage
44	Grand Wood Park	Heritage
45	Home County Festival	Arts
46	Hodgson's Originals	Arts
47	Idlewyld Inn	Heritage
48	Jalna Public Library	Cultural
49	Jet Aircraft Museum	Heritage/Arts
50	Jewish Community Centre	Multicultural
51	Kilworth United Church	Heritage

52	Korean Canadian Society	Multicultural
53	Karen Scheussler Singers	Arts
54	Landon Public Library	Cultural
55	Lambeth Public Library	Cultural
56	London Arts Dance Academy	Arts
57	London Chinese Cultural Centre	Multicultural
58	London Clay Art Centre	Arts/Heritage
59	London Cross Cultural Learner Centre	Multicultural
60	London Fire Station No 4	Heritage
61	London Health Science Centre, Power Plant	Heritage
62	London Life Insurance Company	Heritage
63	London Model Railroad group Inc	Heritage
64	London Muslim Mosque	Multicultural
65	London Police Services	Heritage
66	London Regional Children's Museum	Heritage/Arts
67	London Celebrates Canada	Cultural
68	London Transit	Heritage
69	London Ukrainian Club	Multicultural
70	Light of East Ensemble	Multicultural/Arts
71	London Talbot Toastmasters	Arts
72	Marconi Club of London	Multicultural
73	Mashup Kids Inc	Cultural/Arts
74	Masonville Public Library	Cultural/Arts
75	McIntosh Gallery	Arts/Heritage
76	Medical Artifact Collection at Western University	Heritage
77	Medway Community Centre	Cultural
78	Michael Gibson Gallery	Arts
79	Montessori House of Children	Heritage
80	Museum London	Arts/Heritage
81	Museum of Ontario Archaeology	Heritage/Arts
82	North London Optimist Centre	Cultural
83	Ontario Genealogical Society	Heritage
84	Palace Theatre	Arts/Heritage
85	Polish Hall	Multicultural
86	Pond Mills Public Library	Cultural
87	Professional Writers Association Of Canada	Arts
88	Penn Kemp	Artist
89	Portuguese Club of London	Multicultural
90	Railway Caboose	Heritage
91	Royal Canadian Regiment Museum	Heritage

92	Sherwood Public library	Cultural
93	Sol- Luna Belly dancers	Artists
94	Sheila Horrell ( SOHO Culture)	Multicultural
95	St Paul's Cathedral	Heritage
96	St Peter's Cathedral Basilica	Heritage
97	St Peter's Seminary	Heritage
98	South Asian Showcase	Multicultural
a	India	
b	Pakistan	
c	Sri lanka	
d	Nepal	
e	Bhutan	
99	Stoney Creek Library	Cultural
100	Secrets of Radar	Heritage
101	Turkish Community	Multicultural
102	Unlab	Arts
103	Waverley Retirement Residence	Heritage
104	Westmount Public Library	Cultural
105	Walter Sayers	Artist
106	Wolseley Barracks	Heritage
107	Woodland cemetery, Mausoleum & Crematorium	Heritage



## London Arts Council

### LONDON ARTS COUNCIL

The London Arts Council (**LAC**) is London's non-profit umbrella organization for the arts community. LAC's mandate is to enhance the quality of life and the creative vitality of London, through programs and services offered to the arts community, Londoners and visitors. Working with public, private and community partners, LAC nurtures, builds and sustains awareness of, involvement in, and commitment to excellence through the creation of, exposure to and participation in all levels of arts and culture within the City of London. And provides: information, education, investment, consultation and networking opportunities to the London arts community, citizens, municipal departments and visitors.

Our programs and services include:

**LondonArts.ca** - created and manage the area's definitive Arts Portal - offered free of charge to all arts organizations, individual artists and arts venues and their events – accessible promotion of our City's artistic community.

**Community Arts Investment Program - Category 2 (CAIP)** – for eleven years, manage, administer and further develop, on behalf of the City of London, an annual municipal investment in London's arts organizations, individual artists and collectives – supporting and sustaining London's artistic vibrancy.

**Artists in Education Program** – in conjunction with Federal, Provincial, Municipal and Private financial support, LAC has envisioned, is implementing and investing in a program that will bring London artists, their projects, and programming to students of all ages within the TVDSB and LCDSB – building lifelong relationships with arts and culture.

**Public Art** - Shaping the policy of, process for and the subsequent administration of the City of London's Public Art initiative – beautifying, defining and enhancing our city.

**Arts Managers Meetings (AMM)** - Chair roundtable discussions with London's arts organization managers monitoring the "State of the Arts" – in London, the Province and Nationally – building capacity, identifying opportunities and encouraging collaboration.

**Viz Biz Program** - coordinate a Visual Arts rotation highlighting the works of London's visual artists within the LAC and Mayor's offices – promoting London's many exceptional artists, both established and emerging.

**City of London Poet Laureate** – implemented and inaugurated London's first Poet Laureate position – joining 33 communities across Canada commissioning a Poet Laureate.

**Chris Doty and Greg Curnoe Endowment Funds** – administered by the LAC, investments award outstanding artists who contribute to our community – Chris was a writer, historian, filmmaker, director who was passionate about London's stories and Greg strongly believed in advocacy for professional artists and a vibrant community life.

**Mayor's New Years Honours List - Arts Award** – honouring those who have contributed so much to our quality of life through their dedication to the arts within our city.

**Timeraiser** – along with our community partners with United Way, GenNext and Pillar Non-Profit – the event is part volunteer fair, part silent art auction, and part night on the town. The big twist is rather than **bid money, you bid volunteer hours**. \*Artists are paid for their artwork.