

Topic	<b>Role of Culture in Building Health and Wellness in Vancouver</b>		
Date	<b>January 21st, 2019</b>	Location	<b>Vancouver, BC</b>
Host(s)	Brenda Leadlay (BC Alliance for the Arts), Navida Nuraney (ArtsStarts)		
Participants	<p><b>Angela Elster</b>, Vice President of VSO School of Music and Community Programs, Vancouver Symphony Orchestra</p> <p><b>Allison Brennan</b>, Director of Business Development, Mitacs</p> <p><b>Colleen Lanki</b>, Independent dance artist/scholar</p> <p><b>Jean-François Packwood</b>, General Manager, Conseil culturel et artistique francophone de la Colombie-Britannique</p> <p><b>Judith Marcuse</b>, Director, International Centre for Arts for Social Change</p> <p><b>Colleen Maybin</b>, Director of Education and Community Engagement, Vancouver Opera</p> <p><b>Renaë Morriseau</b>, Independent Theatre Director</p> <p><b>Meredith Preuss</b>, Independent Curator</p> <p><b>Thara Vayali</b>, ArtStarts, Board Member</p> <p><b>De Whalen</b>, Chair, Richmond Poverty Response Committee</p>		
Notetaker(s)	Carolynne Clare (Simon Fraser University), Brenda Leadlay (BC Alliance for the Arts)		
Facilitator(s)	Navida Nuraney (ED, ArtsStarts)		
Invitation	<p>The BC Alliance for Arts + Culture is pleased to invite you to the Vancouver Mass Culture Roundtable Gathering on Monday, January 21, 2019, from 9:30 a.m. - 12:00 p.m. at ArtStarts in Schools (808 Richards St, Vancouver, V6B 3A7).</p> <p>The discussion will focus on the connection between wellbeing and creativity, and will be facilitated by ArtStarts executive director Navida Nuraney. We will consider the topic from a broad range of perspectives including: funding for arts-based health programs, access to arts education, and the roles of cultural organizations in supporting Indigenous sovereignty. We will also provide refreshments and a light breakfast.</p> <p>Mass Culture is a collaborative initiative that seeks to build Canada's capacity for research in support of artists, arts organizations and academic institutions. Our discussion will encourage, but not bind, participants to build local and national research partnerships and will assist Mass Culture in identifying gaps in Canada's research infrastructure on cultural policy.</p>		

	<p>Facilitator Navida Nuraney has devoted her career over the past 15 years to the creative sector, starting with architecture, then transitioning to graphic design entrepreneurship. While completing an MBA at UBC's Sauder School of Business, she worked at the Bill Reid Gallery of Northwest Coast Art in communications. She is now the executive director at ArtStarts in Schools, a charitable organization focused on expanding the role of art in education and promoting the value of creativity in young people's lives.</p>
<p>Perspectives and thoughts</p>	<p>The session began with a land acknowledgement and the importance that reconciliation plays in our lives.</p> <p>Our discussion began with physical activities that brought us to identify joy, question our conditioning, appreciate aesthetics and slowly consider diverse perspectives.</p> <p>Participants initially assumed that arts and culture is not a part of daily life for most Vancouver residents; however, perspectives shifted as we started to discuss the consumption of and participation in culture through digital media (YouTube, Netflix, Spotify). We noted that in fact, arts and culture are ubiquitous even if not they are not perceived and celebrated as such.</p> <p>Through our discussion, participants came to understand that arts and cultural organizations and workers could help publics alter their understanding of the role of culture and/or creativity in their daily lives, and help publics find joy through participating in the arts regularly.</p> <p>There was a general agreement that while Vancouver residents integrate and celebrate physical activity in their day to day lives, they do not perceive of arts and culture or creativity as being integral to their daily existence.</p> <p>Our discussion turned to how the arts sector could support a shift in perspectives on culture, as well as creating funding and management structures that could better support micro and public arts experiences. Participants agreed that contemporary society's weak social ties, capitalist work ethic and denigration of matriarchal values fuels Vancouver's apparent disinterest in arts and culture.</p> <p>Participants suggested that launching a marketing campaign celebrating arts, culture and creativity could lead to positive change in the city. In addition, it was agreed that more research on the topic would be beneficial.</p>
<p>What research would be</p>	<ul style="list-style-type: none"> <li>- Assessing the link between health, well-being and arts, culture and creativity in Vancouver or BC</li> </ul>

<p>useful?</p>	<ul style="list-style-type: none"> <li>- What public and micro art experiences are working well in Vancouver (for eg. VSO yoga to live music classes)</li> <li>- How to fund public or micro art experiences?</li> <li>- What are needs of arts workers that create or manage public or micro art (for eg. Culture Days or Arts Crawl)?</li> <li>- What successful marketing campaigns for physical activity or mental health might be applied to arts, culture and creativity?</li> <li>- Research on employee engagement through the arts</li> </ul>
<p>Whose voices are missing around the table?</p>	<p>The room had a range of diverse gender, age, racial and national identities. Although there was an Indigenous artist in the group, there was not a lot of discussion about Indigenous politics and voices.</p>
<p>Resources &amp; Links (mentioned during discussion or shared afterwards)</p>	<p>Ted Talk, "Where Joy Hides and How to Find It", <a href="https://www.ted.com/talks/ingrid_fetell_lee_where_joy_hides_and_how_to_find_it/transcript?language=en#t-153441">https://www.ted.com/talks/ingrid_fetell_lee_where_joy_hides_and_how_to_find_it/transcript?language=en#t-153441</a></p>
<p>What else happened during and after the Gathering?</p>	<ul style="list-style-type: none"> <li>- Creation of a literature review on health and wellness</li> <li>- Intent to apply for grants to support research on wellness and creativity</li> <li>- Development of marketing campaign to encourage participating in the arts in Vancouver</li> <li>- Ongoing informal discussions about possible collaborations for research projects and work in general. The spirit of collaboration was acknowledged by several participants.</li> <li>- A commitment on the participants' behalves to find ways to foster joy through cultural activities within their own communities and daily lives</li> <li>- Consideration of arts programming and funding that sustains micro or public art experiences</li> </ul>