



UPLOAD | DOWNLOAD

Media Arts Conference | Canmore AB | June 22-25 2017

**AMAAS 2017 CONFERENCE**

## **FROM THE PRESIDENT OF THE BOARD**

Hello and Welcome to the UPLOAD | DOWNLOAD conference. I am very pleased to be in Canmore and have this stunning location as our backdrop for the next 3 days.

Our Executive Director, Sharon Stevens and the AMAAS board have been planning, delegating and preparing for this conference. Sharon has created an interesting and diverse program/activities over the course of the weekend which we hope will refresh and renew those individual artistic practices, as well as the individuals representing their media arts organizations.

The Board has spent the last two years behind the scenes on important work like the Strategic Plan, Policy Framework and updating Bylaws. AMAAS is a strong & resilient advocacy organization serving the provinces media arts sector and this success is achieved through the groundwork we built at the last Conference in Drumheller. Oh don't worry. We are not going to spend Conference time reviewing these important documents, but we can certainly share on the website.

This is the third AMAAS conference I have had the pleasure to attend and each one has provided opportunities for creativity, collaboration and camaraderie. It will be great to see old friends as well as make some new, and I'm sure we will all make new memories and connections over the next few days.

**Yvonne Abusow**  
**AMAAS Board President**

## **FROM THE EXECUTIVE DIRECTOR**

Welcome!

I am pleased to present UPLOAD | DOWNLOAD: Alberta's Media Art Conference 2017 bringing our community together for 3 days in the mountain town of Canmore. We consider this conference to be THE signature event of our programming and one of the most important activities AMAAS produces.

The time promises to be full of interesting things to see and do, both as a tourist and as a delegate. We've want to make sure there is plenty of time for decompressing as well as filling up your creative minds with ideas and lively discussions.

Two years ago when Reva Stone won the Governor General Award for Media Art I reached out to invite her to our Conference and I'm so very thrilled she accepted. Her series Repositories is on exhibit at the artsPlace Gallery for the days leading up to our Conference. I intend to engage the Canmore public about media art and bring more awareness to our art form. Reva's installation and artist talk will do just that.

Our UPLOAD | DOWNLOAD Conference will showcase Prairie Tales Redux spanning more than the Alberta prairie borders. There will be a launch of Prairie Tales: A History book to ensure that our history of touring shorts is documented and captured. As a regular feature The Spirit of Helen Award dinner will reveal this year's recipient bringing our history to our present with Helen Folkmann's memory kept living within our AMAAS community.

Please turn to the THANK YOU page to read the names of people who worked on this year's Conference. Producing this event involves a million moving pieces and I am grateful for all this support, expertise and energy putting everything into place.

I encourage you to delve deep into the experience that lies ahead and make the Conference a time to recharge your hard drive, broaden your bandwidth, and absorb all the luminance that we will generate together. Okay enough with the computer metaphors – let's UNPLUG!

Sincerely,  
**Sharon Stevens**  
**Executive Director, AMAAS**

# LETTER FROM THE MINISTER OF CULTURE AND TOURISM



## Message from Honourable Ricardo Miranda Minister of Culture and Tourism

Welcome, artists and arts organizations, to Canmore and the Alberta Media Arts Alliance Society's conference.

These three days are a time of discovery as you meet and network, create and learn together, and grow as individuals and professionals. I hope these spectacular surroundings are both an inspiration and a metaphor for the exploration of possibilities.

For 26 years, the Alberta Media Arts Alliance Society has been providing advocacy, development opportunities, and connections for media artists and organizations across Alberta. That support has helped to tell Alberta's story to people in our province, across our country, and around the world.

Over the years, conventions like this one have also strengthened your media arts community. I trust that once again the connections you make here, the educational programming, and the celebration of past achievements and future dreams will be a source of enthusiasm and encouragement.

Best wishes for a productive and enjoyable conference!



Ricardo Miranda  
Minister

# NOTES FROM OUR FUNDING PARTNERS

**Edmonton Arts Council** wishes the Upload | Download delegates a valuable experience in Canmore. We hope the networking, connecting and learnings will inspire you and nurture your media art practice".



**The Alberta Foundation for the Arts** is pleased to support Upload | Download, AMAAS's 2017 media arts conference. At the AFA, we see an Alberta where a vibrant arts community inspires creativity and innovation, and there are few better ways to become inspired than gathering together in the majestic Rocky Mountains. Best wishes on a successful conference – one that fosters deeper connections between artists and organizations, and that strengthens Alberta's media arts community.

**Liam Oddie, Board Chair**



**Calgary Arts Development** encourages Upload | Download delegates to deepen the connections with media artists and arts organizations from across the province while exploring the grandeur of the Rocky Mountains. We congratulate AMAAS for creating this opportunity for artistic exchange.





## AROUND CANMORE

### BANFF UPPER HOT SPRINGS

in Banff, AB

### CANMORE NORDIC CENTRE

Bike rental (Mountain or road)

### ELEVATION PLACE REC CENTRE

Swimming, Gym, Climbing wall

### CANMORE GALLERIES

**Avens Gallery**

101 - 710 Main Street

**Fallen Leaf Gallery**

102-822 Main Street

**Carter-Ryan Gallery**

705 Main Street

**The Edge Gallery**

612 Spring Creek Drive

**Canmore Art Guild**

700 Railway Avenue

### AMAAS GALLERIES

**artsPlace Gallery**

950 - 8th Avenue

**Elevation Gallery**

100 729 Main Street

## MEDIA ARTS HISTORY OF CANMORE

As a former coal-town marking the gates of Alberta's Rockies Canmore is a cultural hub. Home of Mozart on the Mountain, Canmore Winter festival and artsPeak Arts Festival Canmore is a destination for arts and cultural events for the Bow Valley and beyond. Recognizing a need for organization in the arts Canmore's Public art program was established in 1996 almost 20 years after Canmore's coal mine shut down and eight years after the '88 Olympics were held at the Canmore Nordic Centre. In 2015 artsPlace opened to the public as a much needed hub for artists. As the largest town near Bow Valley and Kananaskis Provincial parks Canmore is base camp for movies being filmed in the Albertan Rockies. The Rockies have been a film location since the 60's, starting with westerns and survival adventures.

## MOVIES FILMED NEAR CANMORE

**The Revenant (2015)**

Starring Leonardo DiCaprio

**Interstellar (2014)**

Starring Matthew McConaughey

**The Assassination of Jesse James  
by the Coward Robert Ford (2007)**

Starring Brad Pitt

**Brokeback Mountain (2005)**

Starring Heath Ledger and Jake Gyllenhaal

**The Edge (1997)**

Starring Anthony Hopkins

## THURSDAY JUNE 22

**PRAIRIE TALES**  
**REDUX**

Thursday  
June 22  
8pm  
artsPlace  
Gallery  
950 8 Ave  
Canmore

A FREE screening at the Upload Download Conference presented by the Alberta Media Arts Alliance (AMAAS)

WMC AMAAS Alberta Media Arts Alliance (AMAAS) Edmonton arts council Calgary | the arts council

**FRIDAY  
JUNE 23**  
@  
**4:30PM**

## **PRAIRIE TALES: A HISTORY**

KRISTEN HUTCHINSON

### **BOOK LAUNCH**

FRI. JUNE 23 4:30 - 6 PM.

ELEVATION GALLERY - 429 8 ST, CANMORE



We thank our funders The Alberta Foundation for the Arts, Calgary Arts Development and Edmonton Arts Council and to Elevation Gallery and The Hive Gallery staff for their support.

**FRIDAY  
JUNE 23**  
@  
**6PM**

## *REVA STONE*

Artist Talk

*Friday, June 23, 2017 | 7:30 - 8:30 PM | Doors at 7 PM*  
artsPlace Canmore - 950 8 Ave, Canmore, AB | Free admission



*Reva Stone is a multi-award winning media artist. She is recognized for her innovative use of digital technologies to portray how these technologies are altering how we interact in the world. Reva is the visiting featured artist for the AMAAS Conference at the artsPlace Canmore.*

*We thank our funders The Alberta Foundation for the Arts, Calgary Arts Development, Edmonton Arts Council and to artsPlace Canmore staff for their support of this media art exhibition.*



# UP/DL SCHEDULE

**THURSDAY  
JUNE 22**

**8 PM**

Prairie Tales Redux at artsPlace

## FRIDAY JUNE 23

<b>9:30 AM</b>	Breakfast and Conference Registration AT THE COAST HOTEL
<b>10:00 AM</b>	Mountain Byte hike meet-up AT THE COAST HOTEL
<b>2:00 PM</b>	IMAA Regional meeting AT THE COAST HOTEL
<b>4:30 PM</b>	Prairie Tales Launch and Happy Hour AT ELEVATION GALLERY
<b>6:00 PM</b>	Catered Dinner AT ARTSPLACE
<b>7:00 PM</b>	Artist Talk with Reva Stone AT ARTSPLACE

**VENUE  
LOCATIONS**

### COAST CONFERENCE CENTRE

511 Bow Valley Trail

### ARTSPLACE GALLERY

950 – 8th Avenue

### ELEVATION GALLERY

100 729 Main Street

### ROYAL CANADIAN LEGION

#3834 7 St

# JUNE 22-25, 2017

## SATURDAY JUNE 24

<b>9:30 AM</b>	Welcome Remarks AT THE COAST HOTEL
<b>10:15 - 11:20 AM</b>	Renderings on Sponsorship AT THE COAST HOTEL
<b>11:30 AM- 1:15 PM</b>	AGM and Lunch AT THE COAST HOTEL
<b>1:30 PM</b>	Canada 150 From an Indigenous Perspective AT THE COAST HOTEL
<b>2:45 PM</b>	Concurrent workshops AT THE COAST HOTEL
<b>4:15 PM</b>	Decoding Influence AT THE COAST HOTEL
<b>6:00 PM</b>	Spirit of Helen Award dinner AT THE CANMORE LEGION
<b>8:00 PM</b>	YOU ARE HERE AT THE CANMORE LEGION
<b>9:00 PM</b>	Live music by The Critters AT THE CANMORE LEGION

## SUNDAY JUNE 25

<b>9:00 AM</b>	Breakfast AT THE COAST HOTEL
<b>10:00 AM</b>	Compress AT THE COAST HOTEL
<b>12:30 PM</b>	Lunch and Wrap-up AT THE COAST HOTEL
<b>1:00 PM</b>	Departure and optional outing to Banff Upper Hot Springs and the Walter Philips Gallery

**FACEBOOK:** ALBERTAMEDIAARTS

**@ABMEDIAARTS**

**#MEDIAARTSCONF**

**SOCIAL**



**SATURDAY  
JUNE 24**

**BREAKFAST 9:30 - 10:15** AT THE COAST HOTEL

**10:15 - 11:20AM** AT THE COAST HOTEL

## **RENDERINGS ON SPONSORSHIP**

Join Karen Ball, Ramin Eshraghi-Yasdi, & Spencer Estabrooks as they tell first hand stories of their sponsorship experience. With comprehensive understanding of sponsorship of all kinds, these three will share insights, ideas, and advice for the media arts community.

## **AGM LUNCHEON**

AT THE COAST HOTEL

**11:30 - 1:15 PM**

The important business of reviewing financials and electing board members.

**1:30 PM - 2:30 PM** AT THE COAST HOTEL

## **CANADA 150 FROM AN INDIGENOUS PERSPECTIVE**

**with Chantal Chagnon,  
Cheryle Chagnon-Greyeyes,  
and Michelle Robinson**

Thinking through Canada 150 and what, as cultural producers the media arts community could learn and shape into our practice, productions and policies. Chantal, Cheryle and Michelle will share insights.

**SATURDAY  
JUNE 24**

## **CONCURRENT SESSIONS**

**2:45 - 4 PM** AT THE COAST HOTEL

### **JPEG SQUARE WHOLE: SPONSORSHIPS WITH KAREN BALL**

Karen Ball will facilitate a workshop tailored on sponsorship 101 for media arts and is based on her presentation to ArtsVest Alberta.

### **ECU: A CONVERSATION WITH REVA STONE**

Spend some one2one time with one of Canada's leading Media Artists. An award-winning artist who is interested in sharing expertise, ideas, and suggestions for your media art projects.

### **CANADA 150 FROM AN INDIGENOUS PERSPECTIVE ROUND TABLE with Chantal Chagnon, Cheryle Chagnon-Greyeyes, and Michelle Robinson**

An informal conversation over tea.



#### **WIKIPEDIA MEDIA ARTS EDITATHON**

Searching online for "Alberta Arts" in Wikipedia and what comes up is the "Alberta Arts District" in Portland. So... as the largest free source of information in the world. This weekend YOU can contribute to public knowledge by editing a page or contributing a new page. We'll show you how. AMAAS made a donation to wikipedia.

# The Spirit of Helen Award

The Spirit of Helen Award, established in 2005 by the Alberta Media Arts Alliance Society, is given in honour of Helen Folkmann, an artist and arts advocate whose creativity, activist spirit, strength and determination inspired colleagues and friends across Canada. An influential and longstanding member of AMAAS, Helen Folkmann passed away September 24, 2004. As a tribute to her many remarkable contributions to the arts, AMAAS will acknowledge a multi-disciplinary artist, cultural worker or advocate whose contributions to Alberta's media art's community reflects the spirit of Helen Folkmann.

Deadline for nominations:

**March 1, 2017**

To apply or for more info:

**[www.amaas.ca](http://www.amaas.ca)**

## The Spirit of Helen Award Recipients

2005 | Grant Poier  
2006 | Sandi Somers  
2007 | Sheryle Carlson  
2008 | Sharon Adams  
2009 | Melody Jacobson  
2010 | Ted Kerr  
2011 | Marsh Murphy  
2012 | Chad Saunders  
2013 | Eva Colmers  
2014 | Vicki Chau  
2015 | Dave Cunningham



*We have been shaken,  
the landscape altered,  
by sad rumblings of our loss.*

*Helen, mountain and saint,  
her view and vista  
Alberta and beyond,  
much farther, larger  
and deeper her vision,  
and presence.*

*Her voice has been silenced  
and energies stilled.  
But we have been inspired.  
And her spirit now resonates  
in the cosmos  
freely.*

Grant Poier & Cori Stent, Calgary

## SPIRIT OF HELEN RECIPIENT 2015 Dave Cunningham of Edmonton's FAVA

I'm very grateful to AMAAS who thought highly of Helen to create this award and it is a reward because administrators are mostly frustrated artists. When we take on these jobs our art really suffers, we just don't have the time as we use all our brainpower to help you make your thing and to get your things done by the time it's bedtime we don't think about what we would like to do and so this little bit of remuneration and recognition it's really quite wonderful. When I got it I was really pleased I wasn't expecting it

and in my case my reward went to my healthcare. Helen Folkmann came in to FAVA in about 1986 and I think she spent 10 years writing letters to achieve charitable status for us. I got all the letters on file and she was relentless. I think her advice was to just be bulldogs about it. And it's fun to celebrate the people who drive our discipline forward, that help us with our practice and that's all the administrators in all of these little groups all over Alberta. Thank you AMAAS and Thank you Helen Folkmann, your tenacious spirit lives on.

## MEMBERSHIP PERK

**AMAAS is  
partnering with  
FAVA to provide  
two years of  
FREE access to  
FilmReel to our  
organizational  
members.**

FilmReel, powered by FAVA, is a cloud based management suite to help arts-based organizations administer members, equipment, library, media, invoices and reporting in one easy to use app. FAVA staffer Andrew Scholotiuk will be available during the AMAAS conference and can answer questions and sign you up.



**SATURDAY  
JUNE 24**




## **SATURDAY JUNE 24**

Three Sisters Royal Canadian Legion Branch #3

6:30 pm Spirit of Helen Awards + Dinner

7:30 pm **YOU ARE HERE**

Live audio/visual performance by Mathew Lindenberg + Jadda Tsui

9:30 pm Live music by 

Free for conference delegates or \$25 cash at the door



**SUNDAY  
JUNE 25**

### **AFTER LIGHT BREAKFAST**

**10:30 - NOON** AT THE COAST HOTEL

## **COMPRESS AND INTERFACE SPEED DATING**

## **INFORMATION FOLLOWED BY CONVERSATIONS WITH:**

AFA Art Acquisitions, Canada Council new funding model, AMAAS Online, Got a Minute Film Festival, Prairie Tales into the future.

**LUNCH AND SIGN OFF AT 1 PM**

**FIELD  
TRIP**

**AND WE SUGGEST A SUNDAY AFTERNOON  
TRIP TO THE BANFF CENTRE!**

**for the time being: 2017 Alberta Biennial  
of Contemporary Art features new works  
by 24 Alberta artists.**

Join artists Wil Murray and duo Justin Patterson & Stacey Watson for an afternoon of artist talks.

**SUNDAY, JUNE 25, 2017 • 2 - 3:30 PM**

**WALTER PHILLIPS GALLERY AT THE BANFF CENTRE**

## THANK YOU!

**Johanna Schwartz**  
Marketing, publicity, website  
ETC

**Christian Argyll**  
Bookkeeper

**Desiree Nault**  
Conference Logistics

**Audry Burch & Julian Zwack**  
Technical Coordinators

**Nicola Waugh**  
Prairie Tales Redux Curator

**Joel Higham**  
Editor, Prairie Tales Rewind

**Morgan Curley**  
Prairie Tales Redux program  
design

**Kristen Hutchinson**  
Prairie Tales: A History

**Dave Morgan & FAVA**  
Archiving Prairie Tales 1 - 17

**Cheryl Baxter**  
Elevation Gallery

**Rebecca Hamilton**  
The Hive

**Kirsty Wilson**  
artsPlace

**The Royal Canadian Legion #3**

**Pinky's Diner**

**Interns**  
Jessica Anger  
Karl Latkovic

**Big thanks for the Board of  
AMAAS guidance and expertise.  
And with support from our  
funders and sponsors costs for  
attending the Conference remain  
affordable.**

## NOTES

## PREVIOUS AMAAS CONFERENCE LOCATIONS

**1999 • Drumheller**

**2001 • Red Deer**

**2002 • Lethbridge**

**2003 • Medicine Hat**

**2004 • Grand Prairie**

**2006 • Olds**

**2008 • Red Deer**

**2009 • Edmonton**

**2010 • Symposium**

**Calgary**

**2011 • Hinton**

**2012 • Banff**

**(part of IMAA)**

**2013 • Waterton**

**2014 • Symposium**

**Edmonton**

**2015 • Drumheller**



## UPLOAD | DOWNLOAD

Media Arts Conference | Canmore AB | June 22-25 2017

