

# Interactive Art Museum



iNNOVATIVE  
iNSPIRING  
iNCLUSIVE



# CONTENTS AT A GLANCE

## Interactive Art Museum—iAM

**iAM VISIONARY** Inspiring the imaginations of all through innovative art and experiences that invite meaningful, inclusive connections and participation. **3**

**iAM IMPACTFUL** Providing an exponentially growing population with opportunities to make, learn, and experience the arts; deepening empathy and a sense of belonging; as well as improving health and well-being. **4**

**iAM BUILT FOR THE FUTURE** Activating 60,000 sq ft through exhibition halls, classrooms, labs, maker spaces, studios, as well as an event theatre, media library, collections vault, shop, atrium, and public space, along with building service spaces, and more. **6**

**iAM READY** Anticipating a budget of \$60M with \$15M preliminary City capital funding, seeking provincial and federal grants, along with private sponsorships and donations. **8**

# iAM VISIONARY

Interactive Art Museum (iAM) inspires the imaginations of all through innovative art and experiences that invite meaningful, inclusive connections and participation.

iAM will be a leading institution for contemporary and interactive art in Canada, bringing together local creators with artists from around the world. iAM builds on Surrey Art Gallery's almost 50 years as a Class A museum that is committed to education and exhibitions in contemporary art and which has won national awards and international recognition for its specialization in digital art. iAM will facilitate creativity, participation, and learning within a digital context, as well as other forms of media.

## **ACTIVATION FROM MORNING TO EVENING**

As part of its vision, iAM will be built in the heart of Surrey's City Centre and will be active from morning to evening with exciting and accessible programming presented in an architecturally welcoming venue. Strategically located next to the Surrey Central SkyTrain station and Surrey's growing Innovation District, it will attract new economic development as a cultural destination.

## **COLLABORATING, PARTNERING, ENGAGING**

iAM will be a collaborative institution that meaningfully engages artists and residents, together with educational institutions, service agencies, and industries. It will nurture and showcase the work of local creators of all ages as well as curate astonishing exhibitions of contemporary art and technology from around the world.

## **EXPERIMENTING, INCLUSIVE, ACCESSIBLE**

iAM will provide 1) open spaces for artists-in-residence to conduct research and 2) creative spaces for learning such as community artmaking studios. iAM will offer a range of spaces for experiencing art from exhibitions and gatherings in its atrium to presentations in its event theatre and temporary projects in its outdoor space. iAM will spark everyone's creativity.

## **SUSTAINABLE, RESILIENT, FORWARD LOOKING**

At its heart will be the goals of sustainability and resilience in curating programs of making, learning, and discussing issues and ideas that affect our world. As an art museum, iAM will be part of a network of professional cultural institutions across Canada. Its operations will adhere to international standards, including meeting environmental conditions for its art collection. The museum will be committed to building intellectual capital for future generations with its exhibitions, research, publications, lectures, and other educational programs.

# iAM IMPACTFUL

The City's Parks, Recreation and Culture (PRC) Strategic Plan's community consultation process provided much evidence that Surrey residents want facilities where they can make, learn, and experience the arts. To serve the diverse, young, and exponentially growing population of over 500,000 in Surrey, and the 780,000 plus people living south of the Fraser, the Interactive Art Museum is identified as a priority within the PRC 10-Year Strategic Plan and in the City Centre Master Plan.

Stats Canada data reflects that arts opportunities—from live performance, visual and applied arts, written and published works, and audiovisual and interactive media—make a city desirable and attract spending. Within communities, through domestic tourism, almost one third (\$487M) is spent on visual and interactive art opportunities, and from external visitors through international tourism, almost half is spent (\$227M).

Hill Strategies Research is widely respected nationally and internationally, as a leading authority on arts and culture research with nearly 20 years of experience in this area. Their reports demonstrate 86% of Canadians attend the arts and 50% make art themselves—of those attending the arts, 90% are new Canadians and 46% are youth.

Research further demonstrates the economic, cognitive, behavioural, health, and social benefits of the arts, with studies showing that engagement with the arts deepens empathy and a sense of belonging. The World Health Organization also confirms the role of arts in improving health and well-being.

Images: Making art together during family and youth programs at Surrey Art Gallery. Photos: Pardeep Singh



# iAM BUILT FOR THE FUTURE

Within 60,000 sq ft, Interactive Art Museum will include exhibition halls, classrooms, labs, maker spaces, studios, as well as an event theatre, media library, collections vault, shop, atrium, and public space, along with building service spaces, and more.

The preliminary Building Program, anticipating varying architectural forms, is flexible in design to configure on multiple floors, while also identifying required adjacencies. It is envisioned with a prominent atrium and shared parking, and could be stand alone or part of a podium.



## Central Atrium, Welcoming for All

Art Gallery of Nova Scotia demonstrates the importance of the atrium area as a gathering space for learning, curiosity, socialization, and events.



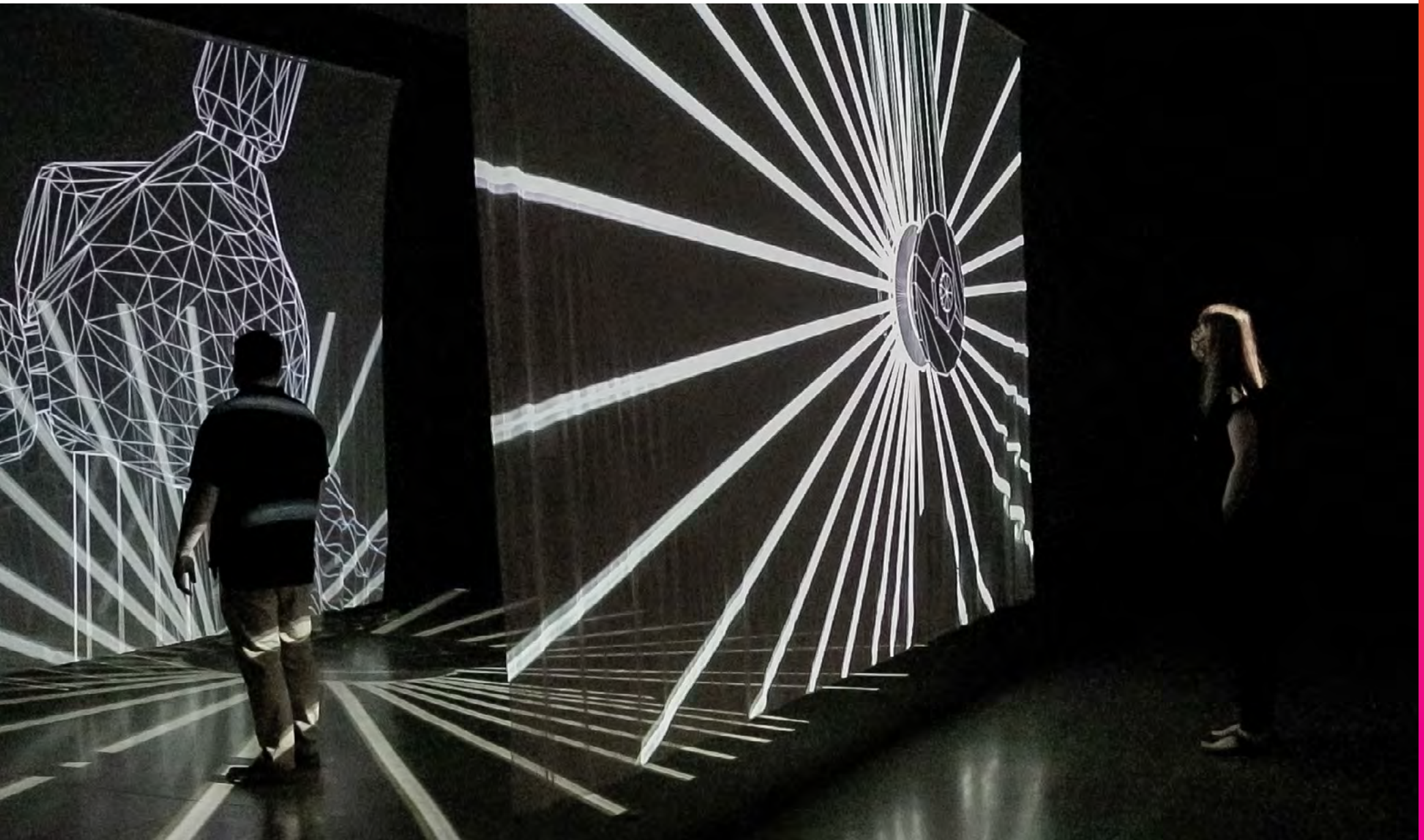
## Integrated Build as Part of Podium

Ottawa Art Gallery is a successful integrated build and is a good comparative for Surrey with 55,000 sq ft over 5 floors (previous site was 12,000 sq ft).



## Narrow Floor Plate as Standalone

New Museum (New York) expansion of 42,000 sq ft is a compelling example of a build on a narrow floor plate.



Experiencing multi screen and sound installation in Mark Soo: Twilight on the Edge of Town, exhibition at Surrey Art Gallery in 2021. Photo: Third Eye Pro

# iAM READY

Surrey Art Gallery provides a strong foundation, activating 20,000 sq ft of the Arts Centre's 70,000 sq ft. The Gallery has for many decades been recognized as an important contemporary art museum in Canada. It is acknowledged internationally for its work with digital art, receiving national and regional awards for this, as well as for its education and engagement programs, particularly related to Indigenous contemporary art experiences. Surrey Arts Centre will transition to a fully dedicated performing arts venue.

## PLANNING

The Gallery has completed a 5-Year Strategic Plan with consultants from Barker Langham and NGX Interactive, including a Digital Strategy (supported through the Canada Council for the Arts), as well as a Building Program with Robert Kleyn Architect and Philanthropic Development Plan for cultivating private donations and a culture of giving within the capital campaign.

## FUNDING

Anticipated budget is \$60M. Investment to include \$15M preliminary City capital funding along with provincial and federal grants and private sponsorships and donations. Funding is included in the City's 5-Year Capital Plan 2021–2025 (\$2.8M in 2024 and \$12.2 in 2025).

## TIMELINE

Anticipated timeline is completion within five years depending on project partners and could align with the Gallery's 50th anniversary in 2025. Partnership in a mixed development could accelerate the project and realize the full build of the institution in City Centre.



Interacting with Tyler Alan Brown's *In My Eyes*, part of ARTS 2018, exhibition at Surrey Art Gallery. Photo: Pardeep Singh



# Interactive Art Museum

A 21st-century place for engaging with 21st-century art and culture



Surrey Art Gallery is situated on the unceded territories of the Salish Peoples, including the  $\acute{q}i\acute{c}\acute{a}y$  (Katzie),  $\acute{q}^w\acute{a}:n\acute{h}\acute{e}n$  (Kwantlen), and Semiahma (Semiahmoo) nations.