

NO: F044

COUNCIL DATE: **NOVEMBER 25, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **November 20, 2013**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1840-01**
General Manager, Finance and Technology

SUBJECT: **Surrey Urban Screen Equipment Replacement**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council:

1. receive this report as information;
2. approve a budget of up to \$192,000 to be used as matching funding for the replacement of the equipment operating the Surrey Urban Screen at Chuck Bailey Recreation Centre, which amount has been included in the 2015 component of the 2014 – 2018 Five Year Financial Plan; and
3. approve the submission of an application to the Canadian Heritage Canada Cultural Spaces Fund Program for matching funding as a means to cover the remainder of the costs of replacement of the equipment operating the Surrey Urban Screen all as generally described in this report.

INTENT

The purpose of this report is to provide information regarding the replacement of the equipment at the Surrey Urban Screen venue, and to obtain approval to continue the venue with funding for the replacement of equipment being partially addressed by way of a grant application to the Heritage Services Canada Cultural Spaces Fund Program.

POLICY CONSIDERATIONS

The development of the Surrey Urban Screen venue fulfilled the City's Public Art Policy as the public art feature for the Chuck Bailey Recreation Centre when it was constructed in 2009. It was recognized at the time that the related equipment had a five-year lifespan. The Public Art Plan (2012-2016) documents the need to replace the technology supporting the Surrey Urban Screen and recommends that staff "prepare a plan for the replacement of the equipment at the Surrey Urban Screen at Chuck Bailey Recreation Centre, anticipating the sustainability of its technology" (3.0 General Public Art Opportunities, iv Expanding Surrey Urban Screen).

BACKGROUND

A staff presentation on the Surrey Urban Screen was shared with the Culture Development Committee. The presentation provided updated information on the request to provide matching funds for the replacement of equipment for Surrey Urban Screen. The presentation is attached as Appendix A.

The Surrey Urban Screen is located to the west of the Chuck Bailey Recreation Centre in the core of Surrey City Centre. As an architectonic projection, responsive to the shape of the west wall of Chuck Bailey Recreation Centre, it provides a unique and iconic public artwork that can be viewed by SkyTrain passengers who travel between the Gateway and Surrey Central stations, who number on average approximately 30,000 per day and by those who use the Chuck Bailey Recreation Centre and adjacent Youth Park. The venue is a featured part of the City Centre Public Art Walking Loop and ArtWalk app initiatives and relates to the Culture Corridor of City Centre.

To be eligible for Canadian Heritage funding the Urban Screen must be presented on a non-commercial venue and not associated with any commercial advertising. Given its non-commercial operation and geographic location in City Centre, Chuck Bailey Recreation Centre is recommended as the continued home for the Surrey Urban Screen. The projection onto the Chuck Bailey Recreation Centre also does not create “light spill” on any existing residential development as it is adjacent to parkland. It is anticipated that as commercial and residential development continues in the City Centre area, additional Urban Screen audiences will be developed and engaged.

The Surrey Urban Screen serves as a cultural destination landmark in the City Centre area and for the City more broadly and is significant nationally and internationally as Canada’s largest permanent, non-commercial, outdoor urban screen.

Timeline

The following provides a summary of the history of the Urban Screen:

- 2008 An urban screen projection venue, presenting leading edge digital media to large audiences was imagined by artists during the development of the Glocal project in the Surrey Art Gallery’s TechLab. The Glocal project invited participants around the world to contribute images of the people and places where they lived. Glocal refers to the global and local communities coming together. Glocal was one of the projects developed as part of the many initiatives funded when Surrey was designated a Cultural Capital of Canada in 2008.
- 2009 The City’s Public Art Advisory Committee recommended that Council support an urban screen as the public art feature at the Chuck Bailey Recreation Centre, a building constructed to support the Vancouver 2010 Winter Olympics as the 2010 Games Preparation Centre.
- 2010 The venue was opened in February 2010 with the Glocal exhibition featured in the Cultural Olympiad Digital Edition (CODE) – as part of the official Cultural Olympiad of the 2010 Winter Games – by the visionary artists, Jer Thorp and M. Simon Levin.

The Surrey Art Gallery assumed a role curating the programming of the venue, as an outreach and decentralized extension of the Gallery’s already very successful program of showcasing digital art forms. The Urban Screen Advisory Committee was established.

Glocal was marketed to people around the world, and Surrey was represented in the Cultural Olympiad as an innovative, digitally smart city and responsive to art. Surrey Urban Screen is the only art venue legacy of the Cultural Olympiad.

The Surrey Art Gallery has continued to curate the programming of the Surrey Urban Screen and has initiated partnership projects with other organizations including youth groups for special events.

Funding

The overall capital cost of the original project was \$248,202. The Public Art Program contributed \$63,750 to the capital costs. Additional funding was raised through the Surrey Art Gallery. The Surrey Art Gallery Association’s application to Infrastructure Canada was successful in securing \$118,685 to fund the original project. One-time only grants were also received from the Cultural Olympiad, the BC Arts Council Unique Opportunities grant program and the Canada Council for the Arts. The following is a summary of the funding sources for the original Urban Screen installation:

Infrastructure Canada - Canadian Heritage	\$118,685
Cultural Olympiad	\$35,000
BC Arts Council Unique Opportunities	\$10,000
Canada Council for the Arts operating grant for the Surrey Art Gallery	\$17,767
Surrey Art Gallery Association (earned revenue fund)	\$3,000
City of Surrey Public Art program	<u>\$63,750</u>
Total	<u>\$248,202</u>

A modest operating fund for the venue is allocated annually to support the technical costs of each exhibition along with artist fees, associated events and marketing.

DISCUSSION

The equipment at the Surrey Urban Screen venue will reach the end of its life in 2015.

Over the past few years, the Surrey Urban Screen has demonstrated its success and potential to continue to make substantial contributions to the arts and the community where it is situated. Appendix “B” provides a summary of information on how the Surrey Urban Screen has acted as a cultural destination with regional, national and international significance and has assisted in achieving the goals and priorities of the Cultural Plan. It is a vibrant social space that also engages with youth and as such has also contributed to the goals and actions contained in the Child and Youth Friendly City Strategy.

Staff is implementing additional marketing efforts to promote awareness of this unique venue and its exhibitions and event programming.

Specialized Equipment Upgrade for Surrey Urban Screen

365 Productions designed the equipment installation for the Surrey Urban Screen and continue to maintain the equipment for the venue. They have provided a quote to upgrade and simplify the equipment installation, replacing the four (4) projectors with two (2) more powerful units. This replacement of equipment will serve to:

- enable a much simpler installation;
- ensure a more powerful projection (given the light spill on the Urban Screen with the development of the Youth Park and expansion of the parking lot in 2011); and
- provide a greater effective edge blend (the warping technology of these more powerful projectors allow for pixel adjustment based on tilt and axis rotation).

The new projectors would require the following onsite upgrades:

1. re-installation of the existing electrical system from the top of poles into housings;
2. purchasing two new protective housings for two projectors for installation on the existing platforms;
3. re-configuring of the electrical service in Chuck Bailey Recreation Centre; and
4. focusing and alignment of the new projectors using 3D-warp and blending.

The following is a summary of the project budget:

Expense Detail	Total Expense
Projector replacement, 2 units, 18,000 lumens per	\$235,000
Housing replacement, 2 units	\$13,500
Electrical refit	\$3,000
Labour for installation	\$28,000
Computer upgrade	\$11,000
Project management	\$10,000
Contingency (15% of total)	\$49,000
Maintenance of equipment for 5 years (10% of total)	<u>\$30,000</u>
Total	<u>\$379,500</u>

Canadian Heritage “Canada Cultural Spaces Fund Program”

City staff has been in contact with and has been encouraged by Canadian Heritage to apply to the “Canada Cultural Spaces Fund Program” (the “Program”) for funding for the replacement of the technology supporting the Surrey Urban Screen. The objectives of the Program are to contribute to improved physical conditions for arts and heritage-related creation, presentation, preservation and exhibition, and to increased and improved access for Canadians to performing arts, visual arts, media arts and to museum collections and heritage displays through the construction and/or renovation of arts and heritage facilities. The Program also supports the acquisition of specialized equipment and the preparation of feasibility studies for the construction and/or renovation of cultural spaces. **Program criteria require Council approval for each project that is submitted for funding under the Program.** The Program finances up to fifty percent (50%) of the costs of eligible project expenses including construction and/or renovation along with specialized equipment purchases and feasibility studies for the development of a cultural space.

Urban Screen Advisory Committee Letters of Support

Established in 2010, the Advisory Committee for the Urban Screen includes representatives from Simon Fraser University - Surrey (School of Interactive Arts + Technology), Kwantlen Polytechnic University - Surrey (Fine Arts), Surrey School District 36, Emily Carr University of Art + Design and the University of British Columbia; along with independent media artists and curators, Chuck Bailey youth programming staff and Surrey Art Gallery curatorial staff. The Committee is unanimous in its support of continuing the venue, noting the benefits to their respective organizations and to the community in general.

Public Art Advisory Committee Endorsement

The Public Art Advisory Committee considered information related to the replacement of the Surrey Urban Screen at its meeting on June 20, 2013 and unanimously resolved to endorse the replacement of the equipment at the Screen venue and to recommend the submission by the City of an application for a grant to cover 50% of the costs to the “Canada Cultural Spaces Fund Program.”

SUSTAINABILITY CONSIDERATIONS

The proposed continuation of Surrey Urban Screen assists in achieving the objectives of the socio-cultural and environmental pillars of the City’s Sustainability Charter; and more particularly supports the several scope action items contained within the Charter as follows:

- raising awareness of and promoting Arts in City Centre, and supporting initiatives that recognize the importance of digital technology to youth and new cultural practices through inclusive site-specific exhibitions, public programs and events (**SC4: Cultural Awareness in the Community**);
- being viewable by pedestrian, motorists, SkyTrain commuters, and being accessible as part of the City Centre Public Art Walking Loop, ArtWalk app and QR code didactic initiatives (**SC6: Raise Awareness of Accessible and Appropriately Located Services within the City**);
- creating a high quality public realm and being part of the concept of “place-making” in City Centre, as the Public Art feature of a mixed use facility in a growing high density area (**EC9: Improve the Quality of Design in New Development and Re-development**); and
- welcoming viewers into an inviting public space with an attractive streetscape and pedestrian environment, increasing a sense of safety, ownership and community in a high profile gateway area in City Centre (**EN 13: Enhance the Public Realm**).

CONCLUSION

Based on the preceding discussion, it is recommended that Council:

- approve a budget of up to \$192,000 to be used as matching funding for the replacement of the equipment operating the Surrey Urban Screen at Chuck Bailey Recreation Centre, which amount has been included in the 2015 component of the 2014 – 2018 Five Year Financial Plan; and
- approve the submission of an application to the Canadian Heritage Canada Cultural Spaces Fund Program for matching funding as a means to cover the remainder of the costs of replacement of the equipment operating the Surrey Urban Screen all as generally described in this report.

Laurie Cavan
General Manager,
Parks, Recreation and Culture

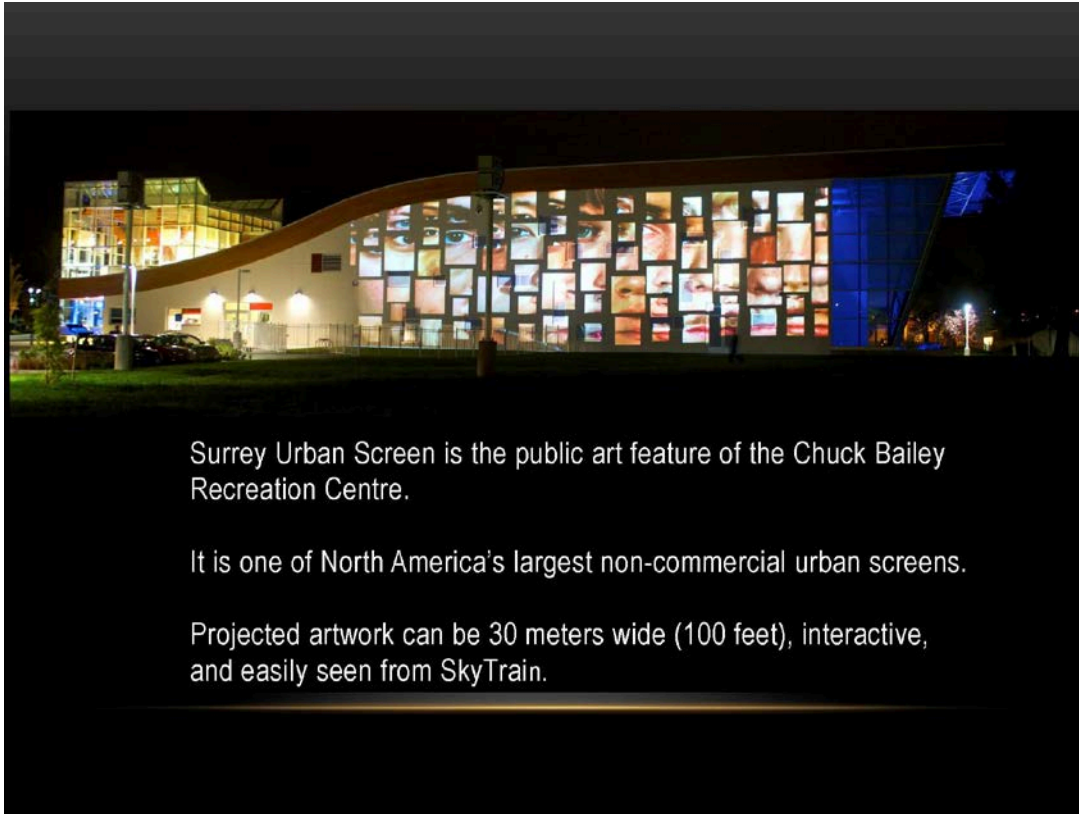
Vivienne Wilke, CGA
General Manager,
Finance and Technology

Appendix A: Surrey Urban Screen Presentation Information

Appendix B: Surrey Urban Screen – Public Art feature/outreach venue

Appendix "A"

Surrey Urban Screen Presentation Information



Surrey Urban Screen is the public art feature of the Chuck Bailey Recreation Centre.

It is one of North America's largest non-commercial urban screens.

Projected artwork can be 30 meters wide (100 feet), interactive, and easily seen from SkyTrain.

Surrey Art Gallery Presents

Recreation centre or leading edge culture?

Both it's Surrey Urban Screen, one of the largest non-commercial screens of its type in Canada. It's hard to miss because it's a huge part – 100 x 32 feet – of the west wall of Surrey's new Chuck Bailey Recreation Centre.

But calling it just a screen doesn't do it justice. It's a surprisingly innovative blend of technology and public art, enabling Surrey Art Gallery and its artists to reach audiences larger than they ever have before.

Not your typical art gallery experience
Given its size and Surrey City Centre location, the screen is hard to miss. And when the digital media on display is as captivating as the current artwork – "Transience" by Flicker Art Media (Aleksandra Dulic and Kenneth Newby) – the effect can be mesmerizing.

Rich with change and diversity
But don't expect audiences to get bored with the current installation that runs until April 30, 2011. Inspired by the daily travels of commuters and the rich diversity of Surrey's community, Transience combines thousands of images in dozens of different patterns for a new experience each time. Transience also offers a unique multimedia aspect, with an audio soundtrack being broadcast on 88.9 FM.

Returning public discussion to the public
As a critical response to the growing commercialization of public spaces – what some call visual pollution – urban screens are a dynamic new phenomenon in North America. While a small number of European and Australian cities have urban screens, Surrey's newest public art venue is making waves across the country for its ingenuity.

What's the potential for this exciting mixture of high-powered media devices and competing public artwork? Hard to say. But experts hold out considerable hope that venues like Surrey Urban Screen will restore the role of public spaces as a vital location for stimulating social discussions and idea exploration.

Time for a look?
Surrey Urban Screen exhibits will change three times per year, with the screen going dark in the summer. With the need for darkness to see the on-screen artwork, viewers will find the venue operating 30 minutes after sunset and continuing well into night daily.

Surrey Urban Screen venue
Chuck Bailey Recreation Centre
13400 107A Avenue Surrey, BC V3T 0G4
Tel: 604-595-5050

Surrey Urban Screen is an outreach venue of the Surrey Art Gallery and is the Public Art feature of the Chuck Bailey Recreation Centre. The venue can be viewed from the SkyTrain between Gateway and Surrey Central stations.

www.surreyurbanscreen.ca

To receive updates about exhibitions and related programs, sign up for e-bulletins at www.surrey.ca/art.

Surrey Urban Screen was unveiled in February 2010 as part of the Vancouver 2010 Cultural Olympiad with an artwork developed as part of Surrey's award as a Cultural Capital of Canada.

Image: Flicker Art Media (Aleksandra Dulic & Kenneth Newby), Transience (2010), installation image. Courtesy of the artists, photographed by Sharon Doucette.

Surrey Art Gallery | SURREY | Canadian Heritage | Patrimoine canadien | BRITISH COLUMBIA ARTS COUNCIL | Greater Council for the Arts | Council des Arts de Canada



Fiction Façade was inspired by video games and treated the surface like a pinball machine

straight.com
Surrey's Online Source

Surrey Art Gallery goes digital in a big way with Transience
By Robin Laurence
Published: October 29, 2013

'Electric Speed' and the future of urban screens
By Tom Zillich, Surrey News
Published: 28, 2013 11:37 AM

On the west façade of the Chuck Bailey Recreat
The Surrey Art Gallery has gone digital in a big way. It's TechLab—the first of its kind in the country—dedicates housing residences for artists working in the digital media art program of electronic sound art, and is currently...

ARTS & LIFE

Visual art
Final chance to see Wong's 'Year of Gif'

Tom Zillich
Now and
Twitter @tomzillich

Before Paul Wong's Year of Gif exhibition closes at Surrey Urban Screens, people will have a chance to meet the celebrated multimedia artist at an evening event Saturday, April 27.

The exhibit closes Sunday evening (April 28) at the outdoor digital art venue, located on a side wall at Chuck Bailey Recreation Centre, 13458 107A Ave., North Surrey.

Pixelated colours projected on the 30-metre-wide wall create a backdrop for a spectrum of GIFs, or Graphics Interchange Format images, in Wong's video work. His collection of more than 300 smartphone GIFs made over the past...

Artist Paul Wong's Year of Gif video in Urban Screens captured in photographs

digital flipbooks.

Year of Gif can be seen at Surrey Urban Screens 30 minutes after sunset until midnight. A meet-the-artist event will be held on Saturday starting at 10 p.m.

The video installation is also a social network project, with more of the artist's prolific GIF production...

SurreyLeader.com mobile

Surrey North Delta Leader
Sights – and sounds – of Transience
By Buck Press - Surrey North Delta Leader
Published: September 14, 2013 7:00 AM

Imagine cascading poetic phrases, three-dimensional geometric drawing, hundred different people recomposed into new figures, all dancing before urban screens.

Surrey Urban Screen changes the landscape of arts
Lara Dalton, manager of local community arts in Surrey, explains how digital technology has changed how we view and experience things.

Surrey rec centre wall turned into giant arcade game

A digital display called Fiction Façade, which responds to movement and has accompanying sound, is currently projected on the Chuck Bailey Recreation Centre in the evenings.

Staff Writer - Surrey North Delta Leader
Published: September 30, 2013 6:00 AM

Colourful abstract geometric shapes and patterns bounce off the window perimeters and explore the outside surface of the Chuck Bailey Recreation Centre, appearing to get stuck where there is no space available to let them out.

The digital artwork display, called Fiction Façade, is activated by movement in front of the Surrey Urban Screen, and projected on the side of the recreation centre.

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OTHERS ALSO READ...

- COLUMBIA: Surrey in net-centred
- Surrey has taken steps to help all
- Smokers' cloud: Surrey cancer centre

PAUL WONG: YEAR OF GIF



Paul Wong transformed Surrey Urban Screen into a colourful, glittering quilt of animated gifs with his project Year of Gif .



INTERNATIONAL EXHIBITION: JOSEPHIN BÖTTGER: TRAPEZ



Trapez was featured in the New Forms Festival 13 (NFF13), an event which focuses on international contemporary digital and interactive art and music and was curated by grunt gallery.

CURRENT EXHIBIT: SYLVIA GRACE BORDA: AERIAL FIELDS



This project working with local farmers was realized during an artist residency in the Gallery's TechLab her experimental technology and was supported by two innovation grants.

UPCOMING: MOBILE PRESENCE



This stage set was created by Melbourne media artist Matthew Gringold with SFU's Philippe Pasquier and Thecla Schiphorst to film dancers performing actions to be controlled by mobile devices when installed on Surrey Urban Screen. The wall has "cut-outs" that match the windows of the urban screen facade.

NEXT FOR SURREY URBAN SCREEN

- Upgrades to all equipment
- Addressing light spill issues
- Continue to work with the Urban Screen Advisory Committee

Kwantlen Polytechnic University
Surrey School District
Simon Fraser University
Heritage Canada
UBC
Emily Carr University
City of Surrey IT Department
Chuck Bailey Recreation Centre
Surrey Art Gallery Association
Surrey Public Art Advisory Committee
Independent Digital Media artists
Artist-run Digital Media Associations

Who is the audience for Surrey Urban Screen?

- **Local residents:**
 - Those who live in the neighbourhood of City Centre
 - Those who travel along University Boulevard to access 108th or Gateway station
- **Chuck Bailey Recreation Centre evening program patrons:**
 - Seniors programs, youth programs, ongoing fitness and recreation courses and workshops
- **SkyTrain riders:**
 - Over 30,000 people daily transit one way between Gateway and King George Station
- **Tourists:**
 - Surrey Urban Screen is unique attraction in North America as a large architectonic art projection venue
- **Art enthusiasts:**
 - Surrey Urban Screen presents significant work by professional artists who use interactive and digital media – Surrey residents have expressed an interest in interactive and digital media

Why this equipment?

- Enables a monumental scale screen experience
- Stable and secure support mounts
- Owned equipment is a fraction of rental cost
- System supports interactive technology and sound



Why this location?

- Public Art Feature of the Chuck Bailey Recreation Centre
- Accessible and viewable by SkyTrain
- Daycare, Youth Centre, Seniors Centre in facility
- Free and accessible to everyone
- Gateway to the Innovation Boulevard, the Culture Corridor and City Centre
- Included in City Centre Public Art Walking Loop
- Shape of the wall is of interest to artists (not a rectangle)

Issues with other locations

- Light Spill diminishing the projection quality
- Smaller walls, more windows = smaller experience
- Light projection into residential windows
- Challenges to locate a permanent site needed for:
 - Supports, electrical supply, control centre

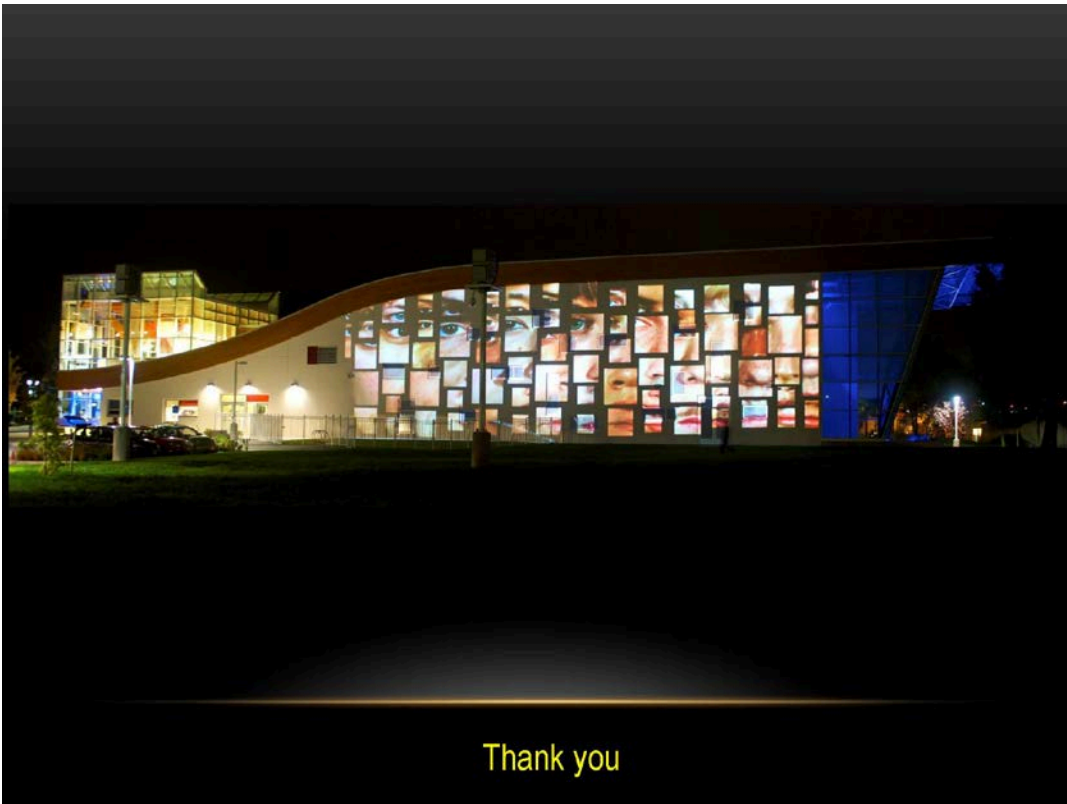
Expense

\$207,200	Projector replacement 2 units, 18,000 lumens per
\$13,440	Housing replacement 2 units
\$2,800	Electrical refit
\$26,880	Bulbs and bulb housing units
\$28,000	Labour (electrical system, projector housings, breakers, focus and blending)
\$11,200	Computer upgrade
\$10,000	Project management support
\$48,928	Contingency (15% of total)
<u>\$29,952</u>	5-year maintenance fund for equipment (10% of total)
\$378,400	Total (2012 quotes)

Revenue

192,000	City of Surrey
<u>192,000</u>	Canadian Heritage Cultural Spaces
\$384,400	(anticipates 2015 costs)

Ideal installation Timeline: Summer



Appendix “B”

Surrey Urban Screen – Public Art feature/outreach venue



Transience exhibition installation by Aleksandra Dulic and Kenneth Newby (Flicker Art Collaboratory) from September 18, 2010 to April 30, 2011, including interactivity and FM transmission of audio soundtrack

Surrey Urban Screen is a cultural destination with regional, national and international significance achieving Surrey Cultural Plan goals and action priorities:

(1) Leading Edge Digital Art: Surrey Urban Screen’s second exhibition featured Transience, a new site-specific artwork inspired by the daily travels of commuters and the diversity of Surrey’s population. As a computer driven artwork drawing from a database of thousands of images and sounds created by the artists, Transience created an infinitely changing presentation of both visual and audio experiences. Each time the SkyTrain passed nearby, the artwork responded to its movement to recombine and present content in a new way.

(2) National and International Recognition: Conferences: Transience artists Aleksandra Dulic and Kenneth Newby along with Liane Davison made the presentation “Surrey Urban Screen: A Collaborative Initiative between Artists and the Surrey Art Gallery” at the international ACM CHI Conference on Human Factors in Computing Systems in 2011. This past spring, Liane Davison and 365 Productions, the technical team who designed the venue’s equipment installation, made separate presentations at the 2013 Creative City Summit in Ottawa.

Partnerships: Surrey Urban Screen’s third exhibition Electric Speed, curated by Kate Armstrong and Malcolm Levy, was presented in conjunction with the McLuhan in Europe 2011 initiative celebrating the centennial birth year of Canadian media theorist Marshall McLuhan. Electric Speed commissioned new works by Canadian artists and was the only Canadian presentation of this international project. Berlin-based Mirjam Struppek, and founder of the International Urban Screens Association and co-initiator of the Media Facades Festivals, gave a presentation on urban screens and city building as part of the public programs for this project.

International artists: Since 2010 two Calls for Proposals have been issued, and the submissions from the last Call demonstrated growing local, national and international interest in the Surrey Urban Screen venue. The 46 proposals submitted by the deadline were not only from emerging and established artists/artists teams in the City and across Canada and North America, but also from England, Denmark, France, Germany, and Australia.

(3) Accessible, Decentralized Art Gallery After Dark: To support the exhibitions, free public programs featuring artist talks and panels have been held in the Chuck Bailey Recreation Centre multipurpose rooms and senior fireside lounge, as well as in the theatres at Simon Fraser

University Surrey and Surrey Arts Centre. Exhibitions on Surrey Urban Screen run thirty minutes after sunset until midnight daily.



Year of Gif exhibition installation by Governor General award winning artist Paul Wong from January 23, to May 26, 2013



Rewrite the Year interactive artwork by Montreal-based artists Melissa Mongiat and Mouna Andraos as part of Electric Speed exhibition from December 2 to March 31, 2012

The Surrey Urban Screen venue achieves Surrey urbanization enhancement goals and action priorities in the Cultural Plan, specifically through:

- Goal A: Enhance the City Centre: A-1 Augment Cultural Focus: Create a cultural destination profile for City Centre Public Art Walking Loop; Host exhibits, shows and performances that draw regionally, nationally and internationally as facilities become available (**Note: In 3.6 Current Situation Overview section, Surrey Urban Screen is identified as a strength: International recognition of programming excellence e.g. TechLab and Surrey Urban Screen**);
- Goal B: Enhance Town Centres: B-2 Use Public Art to Reinforce Unique Town Centre Identities: Continue installation of Public Art in Town Centres based on priorities, themes and locations identified in Public Art Plan; On-going implementation of recommendations from the Strategic Plan for Arts and Heritage presence in Town Centres (**Note: Iconic artwork visible to pedestrians, motorists, SkyTrain commuters are identified and Priority Sites for Public Art in City Centre/Whalley include the artworks in the City Centre Art Walking Loop**);
- Goal C: Enhance Sense of Community: C-2: Expedite Decentralization of Arts and Heritage Services: Implement national and international exhibits in new exhibition space (**Note: To support the delivery of such programs the Urban Screen is identified**).

Surrey Urban Screen is a vibrant social space engaging youth and achieving Surrey Child and Youth Friendly City Strategy goals:
(1) Anticipates Youth Audiences: Urban Screen Advisory Committee member and Youth Park Coordinator Mike Faux (Hippie Mike) brought forward youth interest in screening videos on Surrey Urban Screen for their events. Surrey Art Gallery partnered with the Youth Park Coordinator and the Chuck Bailey Community Committee (including youth and seniors), building in



screening opportunities during scheduled artwork installations for Surrey Urban Screen exhibitions.

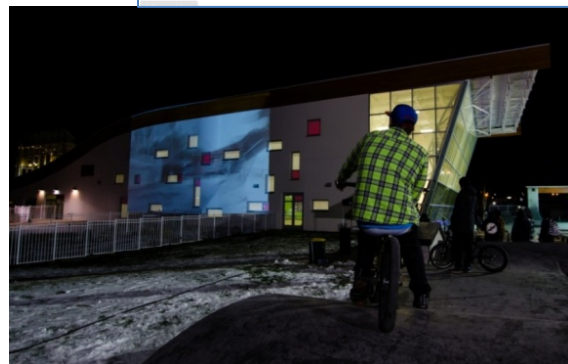
(2) Partners for Youth Events: Over 100 people attended the first summer event which included skate demos, best tricks, and the skate video premiere of Freaks and Geeks with FM transmission of the audio played by the DJ.

Anticipating winter weather, the second event focussed on BMX riders. Despite the snowy conditions over 50 people attended for the demos and Ten Pack & Macneil screenings.

(3) Supports Piloting Youth Initiatives: The upcoming summer event on Thursday, September 5 is expected to bring out youth and their families for screenings of their own videos they've created while in the Youth Park, as part of the new pilot First Thursday's video production program at Chuck Bailey.

The Surrey Urban Screen achieves goals and action points in the Child and Youth Friendly City Strategy, specifically through:

- Providing youth leaders with opportunities to organize child and youth events and activities at both the City-wide and town centre level (Action point 1.1b in Participation – Youth Committees and Engagement, Arts Implementation and implementation in other relevant Departments);
- Expanding the public art program to include art that anticipates young audiences and promotes interaction and play (Action point 2.2c in Public Space - Play Opportunities section, Arts implementation);
- Encouraging the development of neighbourhoods that are compact and walkable, and that enable young people to safely navigate their community on their own. Including way-finding features to encourage safe and easy travel for children and youth (e.g., signage, public art, lighting) (Goal 4 Walkable and Accessible Neighbourhoods and Action point 4.1d in Neighbourhood Design);
- Creating new exhibition opportunities to display art pieces that are created by children and youth. (Action point 6.1b in Program Design - All-Ages Programming section, Arts implementation);
- Supporting inter-generational activities (Action point 6.1d in Program Design - All-Ages Programming section, Arts implementation);
- Increasing opportunities for youth to participate in arts and culture activities by implementing the Youth Arts Strategy (Action point 6.4c in Program Design – Youth Programming 13+ years, Arts implementation);
- Piloting opportunities for youth to develop and run their own projects and events at City facilities with staff support (Action point 6.4d in Program Design – Youth Programming 13+ years);
- Provide intergenerational public gathering places in recreation centres and libraries to provide safe places for young people to socialize (Action point 6.4f in Program Design – Youth Programming 13+ years);
- Make City of Surrey programs and services inclusive and accessible to the diversity of children and youth in Surrey. Increasing inter-departmental communication with respect to programs



Ten Pack & MacNeil screenings at BMX Youth Park event on January 16, 2013

and opportunity for young people (Goal 7 Program Delivery and Action point 7.5a in Interdepartmental Collaboration, Arts Implementation and implementation in other relevant Departments); and

- Promoting social cohesion by animating community spaces through events, arts and culture. Providing opportunities in civic facilities and parks for community groups to animate and program community spaces (Goal 9 Building Social Connections and Action point 9.1d in Activities to Build Social Connections).

The Key Features section of the Child and Youth Friendly City Strategy includes “Building on Surrey’s Strengths” as a strategy to recommend the continuation and further development of innovative and effective programs. If Surrey Urban Screen was continue beyond 2014, areas for growth include:

- Youth Park events to build on success of First Thursdays to premiere and screen work through projects initiated, conceived and produced by youth seasonally;
- Youth representatives on the Urban Screen Advisory Committee; and
- Event presentation of School District 36 Secondary School work on an annual basis (two members of the Urban Screen Advisory Committee are media arts teachers).



Freaks and Geeks screening at SK8 Youth Park event on August 23, 2012