



A proposal to create 50 original visual explorations of prominent Canadians in celebration of Canada's 150th birthday

In 2017 Canada will celebrate its 150th birthday as a nation. To celebrate our success, diversity and emergence as an International community, we will create 50 original portrayals of Canadians who have defined the cultural, social and economic fabric of our country. The pieces will be colourful, accessible and thought provoking.

As Canadians, we hesitate to publically celebrate our heroes and their accomplishments. Not since 1967 has our country openly and joyfully proclaimed our pride, confidence and sense of wonder and hope for Canada.

Meanwhile, the face and character of our country has undergone dramatic change. Immigration, political, economic and cultural forces have re-shaped Canada and its presence on the International stage.

What better time than 2017 to re-engage Canadians in a national dialogue about the values and responsibilities in a renewed National and International community.

The process of celebration has begun.

- In June 2012, a group of Canadians met to begin the planning process for Canada's Sesquicentennial. The group formed as IMAGI Nation 150 and

have published a handbook to guide Canadians in creating their local action plans.

- In Calgary, imagination 150 Calgary was formed to realize projects at the grassroots level.
- In March of 2014, Canada 2017 Give Back / Redonner was formed. This not-for-profit foundation and fund will raise private monies to generate projects designed to “Give Back to Canada.”
- And in June 2014 an on-line survey was conducted to identify a Top 10 List of Canada’s greatest heroes. 12,000 Canadians participated. The Canadian Heritage Department subsequently provided a briefing note to Minister Glover containing names such as Pierre Trudeau, Terry Fox, Tommy Douglas, Lester B Pearson, Chris Hatfield, David Suzuki, Jack Layton, Sir John A, Wayne Gretzky and Romeo Dallaire. Cabinet ministers have also held over 20 roundtables asking participants to name their Canadian heroes and their accomplishments.

As Canadians, we continue to be challenged through an increasing barrage of International media imagery, obsession with celebrity and instant gratification.

“ ... the Dominion Institute national poll of 2009 asked 1,000 Canadians to identify iconic figures from photographs. Almost 90% could name Terry Fox and Celine Dion, 75% knew Wayne Gretzky and Pierre Trudeau ... less than half could recognize Michaele Jean and only 19% could name Tommy Douglas.”

“50 Canadians Who Changed the World “, Ken McGoogan

50@150 has been created to focus our conversations on becoming great Canadians and how we translate this into successful nation building for the next 150 years. This “visual novel”, comprised of 50 different chapters, will challenge us to develop and crystallize our changing identity through the celebration of some remarkable citizens – Canadians dedicated to practising tolerance, compassion, ingenuity and plain hard work.

Our Heroes Matter

- They help create the stories which propel us forward as we become a nation to be envied and emulated
- They live lives full of courage, resilience and determination
- They challenge us all to become better citizens in our own country and around the world
- They leave behind a legacy full of successes and failures, of chances taken and visions realized
- And in so doing, they force us to examine our own values, make better choices and become fulfilled human beings

Art Matters

- It creates awareness, dialogue and tolerance across all ethnic and cultural communities in Canada
- It challenges our beliefs and value systems in a world dominated by pervasive, instant communications
- It intensifies our conversations through public dialogue and interaction
- It asks the difficult and uncomfortable questions, and in the process creates action and accountability

We believe 50@150 will become a cornerstone project across Canada, engaging citizens of all ages and backgrounds in creating a vision for Canada for the next 150 years. It is a gift to and for all Canadians; a legacy to be enjoyed, re-visited and debated for generations to come.

Project Timelines

Sept. '13 - Dec. '14

Project Development/Funding

Jan. '15 – Oct. '16

Image Completion

Project Touring Plan

Project Publicity Plan

Project Reporting

Art Book Completed

Jan. '17 – Dec. '17

50@150 National Tour

National Gallery Proposal

Project Budget

\$750,000

- 1. Legal and Administration **\$75,000****

 - a. Image research
 - b. Trade Mark registration
 - c. Incorporation costs
 - d. IP related costs for imagery
 - e. Touring contracts and costs

- 2. Production Costs **\$250,000****

 - a. Creative material costs
 - b. Stretching and framing
 - c. Artist fees
 - d. 3D and Hologram costs

- 3. Project Operations **\$175,000****

 - a. Travel
 - b. Corporate presentations and fund raising
 - c. Accounting, Reporting, Client and donor management
 - d. Art book preparation and design
 - e. Art book production

- 4. National Touring Costs **\$250,000****

NOTE: The intent is to raise \$500,000 from the private sector with an additional \$250,000 provided by Government funding

We have secured our first corporate funding partner with Shaw Communications agreeing to provide \$100,000 to the project

The Artists

Paul Scott Birnie: (Calgary, Alberta)

By combining elements of his first love (painting in a variety of natural media), with his considerable talents in photographic arts and technology, Paul Scott Birnie has been highly successful in creating unique, artistic, multi-media images.

Painting in oils, acrylics and watercolors since he was a youngster, Mr. Birnie won an art scholarship through the Edmonton Art gallery. He graduated with First Class Honors in Photographic Technology from the Northern Alberta Institute of Technology (NAIT) and complemented this with a Masters of Photographic Arts.

His works hang in the Public Archives Loan Collection in Ottawa, as well as the Travelling Loan Collection of America, the gallery at Epcot Center in Orlando Florida and the International Museum and Photographic Arts Hall of Fame in the United States.

His images have been reproduced in National Geographic, Vogue, Sports Illustrated, Playboy and several photographic arts magazines.

Over the past 20 years he has mastered Painter and Photoshop and uses these digital tools in combination with natural painting materials, to produce creations that are uniquely his.

Mr. Birnie is also a recent teacher/instructor at the Alberta College of Art and design (ACAD) in Calgary.

The Artists

Alex Park: (Calgary Alberta)

Alex Park graduated from Centennial College in Toronto in 1970 with diplomas in Radio and Television Arts and Journalism. His career has been focused mainly in the television and film production industries.

Mr. Park operated his own independent television production company, creating productions for CBC, TSN, Access Alberta and The Knowledge Network in BC.

He also had a successful corporate career as Vice President of Programming with Shaw Communications in Calgary.

In the late 90's, he began to experiment with photographic techniques utilizing the successful instant film process of the Polaroid SX70 camera system. This led to successful exhibitions with the Alliance Francaise Galleries across Canada and sale of works to private collectors and corporate clients.



House Standing Committee on Finance

Executive Summary 50@150

The Project: The creation of 50 original visual explorations of prominent Canadians in celebration of Canada's 150th birthday celebrations

The Budget: \$750,000

- \$500,000 Private Sector
- \$250,000 Government Funding

The Request: \$250,000

The Timelines: September 2013 – December 2017

The Artists: Paul Scott Birnie and Alex Park (Calgary Alberta)

The Outcome: The creation and touring of this exhibit across Canada during 2017 and possible charitable donation to the National Gallery in Ottawa. The production of a coffee table art book.

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