

Improving the outcomes & incomes of cultural workers

Executive Director's greetings:

Welcome to our fall newsletter! It's been a busy and productive season as we continue our efforts to improve the outcomes and incomes of cultural workers on Prince Edward Island. In this edition you can read about the province's successful Culture Days campaign, Culture PEI's collaboration with The PEI Writers' Guild and the Confederation Centre Art Gallery to provide *The Art of Critique* workshop, and the creation of new resources and tools to assist aspiring artists, artisans and performers in their career path and search for post-secondary education and training programs.

We also renewed our partnership with the PEI Association of Newcomers of Canada to build a bigger and better *Connecting Cultures Through Culture* business showcase earlier this month, and in October we hosted our annual Cultural Forum to provide an opportunity for our members to learn about marketing, social media and the impact of digital technologies and platforms on the creation, distribution and audience experience of arts and culture. We're excited that our discussions with Holland College and The PEI Crafts Council have yielded the addition of a *Business of Crafts* short course at the college, and we're now working with the Island Film Factory to provide a suite of hands-on workshops for Island film and media arts professionals.

Since our last newsletter, we've added a couple of great voices to Culture PEI's Directors of the Board. At our Annual General Meeting in June, we officially welcomed Jesse Cousins and Susan Christensen to the team. Jesse hails from New Dominion, where he runs *hourglass*, a frameworking hot glass studio. Susan is a painter, printmaker, illustrator and designer, and runs an art gallery in Cavendish. You can check out the bios of all our board members at www.culturepei.ca, where you can also access regular news and developments about our multidisciplinary and creative sector. You can also follow the action on Facebook and Twitter @ Culture PEI. Hope to chat with you there, or at one of our upcoming events!

Best,
Henk van Leeuwen

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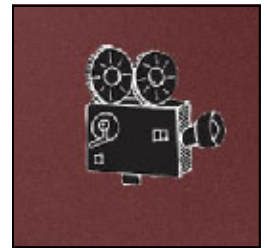
The Business of Crafts



The crafts sector spoke, and Holland College has listened. After several months of discussions and planning involving the school, Skills PEI, The PEI Crafts Council and Culture PEI, Holland College will offer a short course, *The Business of Crafts*, in January, 2012. About a year ago, we distributed a survey to the cultural community, asking for input on training needs. 91% of the survey respondents – the highest rate of response coming from the crafts sector – indicated a desire for training pertaining to business and career management requirements for self-employed cultural workers. *The Business of Crafts* will run 12 classes with a curriculum focusing on business skills such as marketing, contract and price negotiation, taxation, copyright, grant writing and budgeting. Holland College is fielding registrations on a “first come, first serve” basis. For full details please visit <http://culturepei.ca/pdfs/business%20of%20crafts.pdf>

Training for media arts and film professionals

Culture PEI is working with The Island Film Factory and Skills PEI to design a hands-on training program for filmmaking and media arts professionals on PEI. The objectives are to heighten skills for various production and post-production positions, to grow media arts projects on Prince Edward Island, and to enable the sector’s creative workforce to secure more Island-based employment. For Island and off-Island production teams, having access to multi-disciplinary and skilled crews rooted in this province is critical to their creative and technical process, and it grows PEI’s ability to compete with other provinces in attracting video projects. This fall, we distributed a survey to members of PEI’s filmmaking and media arts community, and the overwhelming majority of respondents support this training initiative. Trainers would offer hands-on workshops for positions such as director of photography, production manager, field audio recording, and online editing and editing for long-form drama and comedy. The timeline for this training project’s rollout will be the early winter months of 2012. Follow Culture PEI’s newsfeed at www.culturepei.ca or on Facebook @ Culture PEI for updates.



N3XT TV award nomination!

We salute the cast and crew of N3XT TV as this made-in-PEI production has secured a Digi Award nomination! The Digis honour excellence in Canadian digital productions and multimedia pioneers. N3XT received its nomination in the category of Best Web Series, Entertainment. N3XT TV is an online production featuring the exploits of five young Islanders helping other young Islanders sift through the exciting, wonderful, and at times intimidating puzzle of career paths! Check out what Kalyon, Dylenn, Ben, Sabrina and Celia are up to at <http://n3xt.ca/>. Culture PEI supports the N3XT TV production through Innovation PEI’s *Community Service Bursary* program. The bursary encourages Island youth to volunteer their time in serving Island communities, so eligible high schoolers working on N3XT TV webisodes earn post-secondary bursary dollars by volunteering with a not-for-profit such as Culture PEI. We’re pleased to support this excellent initiative! Learn more about the Digis at <http://www.thedigiawards.com/>.



The talk at our Cultural Forum this year revolved around the impact of digital and social media on our Island's cultural workforce and arts and cultural industries. Our forum took place on October 14th at the Confederation Centre of the Arts in Charlottetown. One of our signature events, the forum is a rare opportunity for PEI's cultural employers, employees and industry association representatives to network, acquire knowledge and skills, and to learn about industry trends and developments unique to the Island's arts and cultural community. An audience of 120 took in our guest speaker's presentation. Evan Jones of *Stitch Media* illustrated the impact of digital and online technologies on the creation, distribution and experience of arts and culture. Slides from Evan's address, *Ten Interesting Things that Happen When Art Goes Digital* can be viewed here: https://docs.google.com/a/stitchmedia.ca/present/view?id=dhdpkfdg_201dftkkrd5&ndplr=1



A trio of Island storytellers followed Evan's talk with a panel discussion on how the digital era is influencing their creative efforts. Filmmakers Cheryl Wagner, Millefiore Clarkes and painter Stephen MacInnis were candid with their take on the challenges and opportunities presented by digital technologies, and how they're exploiting these tools to design and grow their creative works.

The business of marketing was at the forefront of a workshop featuring writer/publisher Patti Larsen, retail and entrepreneur trainer Bill Martin, and glass artisan Susana Rutherford. Some tangible, practical examples of marketing know-how emerged, and all three of our panellists offered tips and strategies pertaining to audience research, pricing, marketing and online sales. Susana has compiled a terrific list of online resources for artists and artisans. Check out her blog post from October 14th: <http://firehorsestudios.ca/posts-2011>.



Dave Cormier, an educational researcher and online community manager, sparked an excellent discussion about social media and their best uses. He facilitated a workshop which examined the best applications and uses of Facebook, Twitter, Linked In and Youtube, and our participants were able to share their own best experiences with these platforms.

Thanks to everyone who participated in and attended our forum. Culture PEI would like to acknowledge and thank our sponsors Prevail Creative, the Charlottetown Club of Charlottetown Royalty and CIBC Wood Gundy. These sponsorships enabled us to grow our range of workshops and our number of excellent panellists and speakers.



Connecting Cultures Through Culture

On November 7, the gymnasium at Murphy’s Community Centre in Charlottetown was energized with the diverse work and performance of newcomer artists and artisans for our *Connecting Cultures Through Culture* collaboration with the PEI Association for Newcomers to Canada. Nearly 30 newcomer artists set up tables to showcase works ranging from painting, jewellery, weavings and pottery. Several representatives and buyers from Island galleries, studios, exhibitors and gift shops came and visited the displays. Connections were made, and in several instances, business was conducted and opportunities created for newcomer artists! The goal of this event is to support the artistic and creative path of newcomers to PEI, to provide them with this opportunity to connect with the business and cultural communities, and to grow our province’s creative sector. Thanks to the PEI Crafts Council, Music PEI, The PEI Symphony, The Confederation Centre Art Gallery, The PEI Museum and Heritage Foundation and Innovation PEI for answering questions about their own programs, and for providing assistance and feedback to participants. Culture PEI and the PEI Association for Newcomers thank the Murphy’s Community Centre for its sponsorship of *Connecting Cultures Through Culture*. The gymnasium proved to be an excellent venue for facilitating this business mixer and showcasing the talents of Oksana Yang, the Raonzena Korean Samul Nori Drum Band, Rakesh Subba and the Nepali dance group.



Charlottetown MP Sean Casey and Newcomers’ E.D. Craig Mackie



Raonzena Korean Samul Nori Drum band



Suzanne Scott of the PEI Crafts’ Council shares tips with jeweler Haeyon Beck.



Robert McMillan’s pottery

Connecting Cultures Through Culture, cont'd



Monique Lafontaine, David Keenlyside, Katy Baker



Scrabble-inspired work by Maritza Vessey.



Crocheted hats by Yu Ying Chen.



Dan Rowswell of Music PEI and the PEI Symphony chats up a potential member.



The Art of Critique – September workshop

Culture PEI sponsored *The Art of Critique*, a workshop led by Ray Cronin at the Confederation Centre Art Gallery on Sept. 29 in Charlottetown. A collaboration of the gallery, The PEI Writers' Guild and Culture PEI, *The Art of Critique* was held in response to a longstanding appetite for the development of skills needed for critical writing and peer review within the Island's cultural community. Ray, Executive Director of the Art Gallery of Nova Scotia and well-versed in the writing of arts' reviews himself, led a full class in the workshop. The group explored exhibition reviews, peer review, and critical writing with arts and performance description, content, and audience impact in mind.



Ray Cronin

Culture Days Prince Edward Island

The weekend of September 30th was jam-packed with arts and cultural action across PEI! From Ellerslie to Souris, Island artists, artisans, municipalities, studios, stages and heritage sites opened their doors so the public could participate in hands-on creative and cultural activities. Culture Days is Canada's largest arts and cultural public participation event with a mission of improving the accessibility of and participation in the arts. It provides an opportunity for PEI's cultural community to engage in a show and tell with all Islanders, and a chance for Islanders to experience and celebrate the diverse and inter-disciplinary range of artistic and cultural creativity, innovation and expression in our province. This year's Culture Days campaign featured 38 Island events, an increase from the 13 activities registered for the inaugural program for 2010. This fall's Culture Days weekend featured open houses at studios and galleries in Cavendish, New London, Stratford and Kinkora, art workshops at public libraries and the Confederation Centre of the Arts, and heritage tours in Summerside and Orwell. Congratulations to everyone who hosted an event, and thanks to everyone for taking the time during Culture Days weekend to engage with artists, performers and storytellers in your community! You can still check out the full roster of 2011 PEI Culture Days activities at <http://pe.culturedays.ca/en/activities/list>.



Aspiring artist at Susan Christensen's Cavendish gallery.



Possibly PEI's youngest Culture Days participant at Village Pottery, New London



Spotlight Theatre Company drama workshop in Summerside



Knitting workshop in Wellington

Careers in Culture brochures

In tandem with our new online post-secondary education search engine, we've published a brand, spanking new *Careers in Culture* guide. We're sharing this booklet with high school students, career exploration instructors and anyone else interested in pursuing (or directing those interested in pursuing) a career in arts and culture. The guides were produced with the objective of steering people towards the resources, information and *Careers in Culture* videos at www.culturepei.ca. You'll find the familiar faces of those Island artists, artisans, designers, storytellers and performers featured in our videos within the pages of our new guide as well: Boyde Beck, Patti Larsen, Joel Gallant, Suzanne O'Callaghan, Cheryl and Harmony Wagner, Cindy and Darryl Lentz, Patrick Ledwell, and David MacDonald of the Paper Lions. We've also printed a run of *Careers in Culture* guides in French. Please let us know if you want some for your school or event!



Post-secondary Education Search

Have you ever wished for a one-stop shopping destination to cover your queries or searches concerning arts and culture-related post-secondary education in Canada? Know someone who's interested in the pursuit of an arts education and who wants to explore the range of available post-secondary options? If your answer to either of these is "yes", read on! Culture PEI has designed a new online search engine which anyone can use to find universities and colleges that offer education or training within the disciplines of visual arts, media arts, crafts, museums and heritage, design, music, live performing arts and writing. Check it out: <http://culturepei.ca/training.html>. In the "School or Discipline" field, type in a keyword such as film, painting, or crafts. Or search by the name of a school, such as UPEI, Holland College, Ryerson or Concordia. Click the "Search" button, and within a second or two, our database will churn out its list of possible answers. Is there a program or a school that's missing, one you think we should have in our system? Give us a call and let us know. 902.367.4460, or email kristine@culturepei.ca.

Improving the outcomes and incomes of cultural workers. GO

HOME ABOUT CALENDAR TRAINING RESOURCES & RESEARCH CAREERS NEWS INDUSTRY LINKS MEMBERS VIDEOS CONTACT

our tweets

about 3 days ago we said, Members of tourism and cultural sectors invited to the new minister's Christmas reception, Dec. 9: <http://t.co/he79SK6w>

about 3 days ago we said, RT @PECraftsCouncil: Set up for the big event has begun & will run until 8pm. Just over 24 hours til the Xmas Fair at

training database

Cultural Sector Post-secondary Education Database

Welcome to the **Culture PEI** post-secondary education database. This database is a tool designed to connect the cultural community and aspiring cultural workers with arts and culture-related programs at universities and colleges on PEI and across Canada. This database is aimed at those considering a career in the multi-disciplinary cultural sector and designed to facilitate information-sharing about post-secondary programs for arts and cultural disciplines. We encourage you to contact us and participate in the expansion and enhancement of this database by submitting information about your

photo gallery

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Become a member of CulturePEI

Learn more about our resources and our activities. To become a member, just go to <http://www.culturepei.ca/> and click on our “members” link. Input received from our members helps inform what projects, events and research we undertake.

Here’s how you can reach us:

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What we do

CulturePEI is a leader and voice for the cultural industry. It exists to improve the outcomes and incomes of cultural workers. CulturePEI is a not-for-profit sector council, whose mandate is to strengthen the Island’s cultural sector by addressing its labour market and human resource needs and identifying solutions. We strive to support the needs of the following cultural disciplines: writing & publishing, visual arts, crafts, music, performing arts, digital & interactive media, media arts, museums, archives & heritage.

We are the voice for the Island’s cultural sector which engages and collaborates with governments, educational institutions and the private sector in growing the skills of cultural workers and growing the creative economy. We elevate the profile of culture and the creative economy by communicating with community, industry & business leaders and Island media.

We work to ensure appropriate developmental opportunities exist for aspiring and current cultural workers, and that this training matches what cultural employers and employees need. We pool all available information on cultural skills education, training & workshops at www.culturepei.ca. We also provide online information about careers and employment opportunities within PEI’s cultural sector, about relevant training and post-secondary education in the Maritime provinces and about available grants. We host and coordinate public events to facilitate the distribution of knowledge, research and tools about and for the cultural sector. We research and illustrate labour market trends, challenges and opportunities as they pertain to the Island’s cultural workforce.

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