

Connecting Canada  
Through Leadership  
in the Arts



 CONFEDERATION  
CENTRE OF THE ARTS



# SHARED VOICES

A Capital Campaign  
to Revitalize Confederation  
Centre of the Arts





**Confederation Centre of the Arts**...is dedicated to the fostering of those things that enrich the mind and delight the heart, those intangible but precious things that give meaning to a society and help create from it a civilization and a culture.

**Prime Minister Lester B. Pearson** | Opening Ceremonies, 1964

## A Canadian Centre for All

Almost 60 years after the creation of Confederation Centre of the Arts, we are at an important inflection point in our organizational history. Established as a memorial to commemorate the Fathers of Confederation, the Centre has evolved over time into an important space for learning about how this nation was formed, and how our identity continues to evolve—with the arts as our messenger.

Through world-class art exhibitions, original theatrical performances, music, dance, education, and heritage programming, millions of visitors from Canada and around the globe have had the opportunity to experience the myriad of cultures, identities and stories that shape the Canada of yesterday and today.

Now, as we look ahead, this living monument is poised for its most significant transformation to date.

### AS CANADA EVOLVES, SO MUST THE CENTRE

As this nation continues to learn, grow, and improve, the Centre has a duty to do the same. We believe in learning from the voices of all Canadians. We lead by listening.

Part of this journey began with our most recent strategic planning process, in which, together with a chorus of voices from a broad representation of stakeholders including Indigenous and non-Indigenous communities, we refined the Centre's priorities under three pillars: Artistic Excellence; Engaged Diverse Communities, and Organizational Sustainability. This road map expands on the Centre's rich cultural heritage and guides us as we plan for tomorrow.

More than ever, we are committed to realizing these important goals. We can do this by increasing the ways we connect to one another.

### A NATIONAL CULTURAL HUB AND CONVENOR—FUELED BY INNOVATION AND SUSTAINABILITY

We must continue to tell stories in new ways, provide spaces for diverse cultural experiences and perspectives, and remove barriers to participation for all communities. This is the inspiration behind our largest capital infrastructure initiative since inception: the creation of the Centre's National Culture Leadership Institute (NCLI).

Integrated into the Centre, this new Institute will engage greater audiences through performing and visual arts, reflect our vibrant and rich cultural communities, ensure accessibility, and represent our shared voices—all while reducing carbon in a facility redesigned to showcase Canada's commitment to energy efficiency and sustainability.

This is the moment to define our role as a convener for exploring an evolving Canada; responding to increasing divisiveness with initiatives focused on intercultural understanding, sharing and learning from one another through excellence in arts and heritage programming. A focal point—for all.

Thank you for adding your voice to this important undertaking.

**Steve Bellamy**  
Chief Executive Officer

**Robert Sear**  
Chair, Board of Directors

Confederation Centre of the Arts operates on Epekwitk, in the traditional, unceded territory of the Mi'kmaq. We respect the history and culture of the Mi'kmaq people, and work in collaboration and friendship with First Nations, Inuit, and Métis artists and storytellers from across Canada.



# Our Mission

Inspire and engage, through visual and performing arts, to celebrate an evolving Canada.



The Centre is opened by Queen Elizabeth II and PM Lester B. Pearson in Charlottetown, PEI, commemorating the historic Charlottetown Conference 100 years prior in 1864

John Wayne and Frank Shuster star in the opening season of **The Charlottetown Festival**

*The Rowdyman* premieres at the Charlottetown Festival featuring Gordon Pinsent

The Centre establishes the **Symons Medal**

The **Confederation Centre of the Arts Foundation** is established for endowments

*Anne of Green Gables—The Musical™* is recognized by Guinness World Records as the longest running annual musical theatre production in the world.

The *Story of Confederation* exhibition opens

The **Culture Development Fund** is established for long-term investment in the creation of new Canadian works for theatre, visual arts and cultural learning programs

1964



1965

1976

2004



2010

2014



2015

2021



1964



1974

1996

2007

2010

2014



2018

Oscar Peterson performs the concert premier of his *Canadiana Suite* as part of the centennial celebrations at the Centre

Karen Kain stars with the National Ballet of Canada in *Giselle*, her first of many appearances at the Centre

The Centre Art Gallery commissions Jane Ash Poitras to create the mural *Those Who Share Together, Stay Together*, challenging Canadian roots, history and heritage

The Centre's Youth Choir performs for the official dedication of the newly restored **Canadian National Monument** at Vimy, France

**Atlantic Canada House** curated by the Centre for the Vancouver Olympics

The 1,100-seat **Homburg Theatre (now Sobey Family Theatre)** is substantially restored and modernized

Contemporary artist Kent Monkman's *Shame and Prejudice: A Story of Resilience* is exhibited at the Centre's Gallery, acclaimed for its unorthodox approach to Confederation and its sobering perspective of 150 years of Indigenous experience in Canada





**266,000**  
VISITORS  
to the Centre annually

**33,950**  
TEACHING HOURS  
each year through arts  
education programming

**10,000+**  
ART COLLECTION  
holds many  
Canadian stories

**400+**  
JOBS  
created in arts, culture,  
tourism and other  
industries

**DID YOU KNOW**  
that the Centre has created  
more than 85 original Canadian  
musical theatre productions since  
opening in 1964?



**FROM ONSTAGE  
TO BACKSTAGE.  
FROM COMMUNITY  
TO CULTURE.  
FROM LISTENING  
TO LEARNING.**

The Centre is where doors  
open to an evolving Canadian  
story. Where impressions  
of past, present and future  
go beyond performance.  
And where what we showcase  
is projected unto the world.



**Because there are more stories to tell**



## A Centre for the Future

As a national historic site, the Centre has a responsibility to reflect the many identities in an evolving nation through arts and heritage programming, to understand and share the truth about all aspects of Canadian confederation, and to contribute to reconciliation by acting as a convener of voices.



Confederation Centre of the Arts is holy ground for a kid from Petty Harbour. For a young Atlantic Canadian like myself, I needed a place close to home that showed me that we out here on the edges of the country could make great art, too. Maybe I would not have to move to Toronto or Chicago to make it. Maybe I could tell my own stories and sing my own songs. One step down the hallowed halls of this place and I knew I could be me.

**Alan Doyle** | Musician and actor



# Convene

At the heart of Phase I of the Shared Voices Capital Campaign is the launch of the **National Culture Leadership Institute**—a first in Canada that blends the creation of new work with discussion of national identities and community and professional learning. Adding to the Centre’s world-class theatre and gallery programming, the new Institute will enable the Centre to lead through three central levers and their respective spaces:

## Create

The **Arts Innovation Hub** will significantly support the growth and development of new Canadian work in theatre, visual arts, and artist residencies.

## Collaborate

The **Arts Academy** will actively strengthen the national arts sector as a training ground for artists and arts industry professionals, while building capacity in the Atlantic region, and serving the local community with accessible arts classes for everyone.

## Connect

The **Charlottetown Forum** will provide a dedicated space and events for the discussion of Canadian Confederation and national identities. Whether a more inclusive account of our shared history or wide-ranging perspectives on Canada’s potential for the future, the Charlottetown Forum will facilitate a deeper understanding of the many identities of Canada.



The future National Culture Leadership Institute, view from Queen Street



## Re-engaging the nation through technology and outreach

Building on 60 years of programming excellence and innovation, the Centre will also:

- Strengthen its digital video and network technologies to increase accessibility for all Canadians
- Reach further across Canada to feature even more voices from more communities
- Continue to increase engagement with more Indigenous communities across Canada
- Provide open, available and accessible community services



Filling a gap in the Canadian cultural landscape, the **Arts Innovation Hub** will improve the availability and condition of these community buildings, providing essential resources for the creation of new Canadian work. It will feature an expanded theatre creation studio, artist-in-residence studios, rehearsal rooms, and digital capability enhancements, all for the development of original Canadian content.

**\$30M**  
TARGET  
INVESTMENT

The **Arts Innovation Hub** will enable us to:

- | More consistently create new and diverse Canadian content in the performing and visual arts
- | Develop innovative educational experiences
- | Increase Indigenous and French language programming
- | Expand reach of education with technology
- | Prioritize new partnerships within the national and international arts community
- | Support growth in the culture sector for Atlantic Canada and role as a national and international gateway
- | Prioritize emerging artists and youth artist development
- | Build on momentum of successful programming in Gallery, Theatre, and Arts Education

CREATE | The Arts Innovation Hub



...the Centre has been a very important contributor to the success of my artistic career over the years and as an artist whose Island paternal roots go back to 1812, I continue to be most grateful for the Centre's support.

**Allan Harding MacKay** | Artist



A formalized **Arts Academy** will position the Centre as a leader in arts industry training, providing mentorship and professional development through renewed resources to a greater number of Canadian culture sector professionals. Building on 40 years of training programs in dance, music theatre, and visual arts, the Academy will expand to include mentorship in technical production, arts administration, fundraising, and human resources. This will also help address a skills gap in the Atlantic region where opportunities for professional training is limited in some disciplines.

**\$20M**  
TARGET  
INVESTMENT

The **Arts Academy** will enable us to:

- | Expand impact across Canada through in-person and online delivery
- | Address skills shortages and build industry capacity through professional mentorship
- | Drive sector innovation, leadership development and product development coast to coast
- | Increase capacity to deliver Artist-in-Residence programs
- | Establish the Cultural Leaders Circle, with mentorship opportunities for future generations of arts industry professionals
- | Expand access and training programs for artists from more communities
- | Increase learning spaces to meet demand for community programs and training

COLLABORATE | The Arts Academy



It is through institutions such as Confederation Centre of the Arts that our national identity is forged and handed down to all generations.

**Edward Burtynsky** | Photographer



Located at the site of the Charlottetown Conference, the renowned Symons Medal event has, for 20 years, engaged Canada in an annual conversation about an evolving Confederation. Expanding this event into the **Charlottetown Forum** provides the ideal convening place for diverse voices to share perspectives and ideas about Canada; a national focal point for listening, learning, and finding our way forward together.

**\$15M**  
TARGET  
INVESTMENT

The **Charlottetown Forum** will enable us to:

- Convene annually in Charlottetown during the Symons Medal for a conference
- Designate a dedicated interpretive space at the Centre to tell the complete story of Confederation; a “joining story” through the perspectives of the provinces and territories, Indigenous peoples, Acadians, francophones, early settlers and more recent newcomers
- Gather artists, leaders, and the public to discuss matters of importance to Canadians such as the environment, economy, truth and reconciliation, and Canada’s role in an evolving world
- Promote the learning and sharing of multiple perspectives and facilitate conversations in a number of contexts, forms and artistic disciplines
- Engage students across Canada to participate in these conversations through writing, presentations or artwork

CONNECT | The Charlottetown Forum



**The Symons Medal**

For over two decades, the Centre’s Symons Medal is awarded annually by the Centre and recognizes an individual who has made an exceptional contribution to Canadian life. Laureates include, among others, **Louise Arbour, Stephen Lewis, Antonine Maillet, Beverley McLachlin, Bob Rae, Mary Simon** and **David Suzuki**. The medal ceremony and its associated lecture offer a national platform for an eminent Canadian to discuss the nation’s current state, shared histories, and prospects for the future using themes related to their professional pursuits. In 2019, laureate, **Murray Sinclair**, presented *Confederation: We Could Have Done Better*, focusing on residential schools, their intergenerational impact, and the critical path of reconciliation.



Confederation Centre for the Arts has always been a place of inspiration and connection. A lively venue for the sharing of our stories, historical, and contemporary, and imagined. A place where we can come together to talk about who we are, where we’re at, and how we will create a brilliant future. Where we rejoice in the arts and in dialogue that will make us think, talk with each other, listen to each other and celebrate culture in all its forms.

**Shelagh Rogers** | Journalist and Symons Medal Recipient



# Looking Forward

Working with nationally-recognized architectural firm, Abbott Brown, the revitalization of Confederation Centre of the Arts will remove barriers to entry and engagement, and provide welcoming spaces for diverse communities. The original Brutalist architecture will be updated to reduce greenhouse gas emissions, improve energy efficiency, and integrate the structure more seamlessly into its surroundings. The resulting spaces will be inviting, transparent, fluid and inclusive.

Key to this new-generation sustainable addition is not only *what* has been planned for the future, but *how* we get there. The entire project prioritizes sound environmental stewardship through leading carbon-reduction standards for retrofits of historic buildings, maximizing the Centre's ability to reduce our carbon footprint.



## COMMUNITY PAVILION, RICHMOND STREET VIEW

The protruding glass structure of the Community Pavilion within the National Culture Leadership Institute. It will house the Arts Academy, the Arts Innovation Hub and the Charlottetown Forum. Built originally in classic Brutalist style, the Centre will benefit from more open, accessible, transparent and welcoming architectural additions.

## VIEW OF REHEARSAL HALL

The Arts Academy will provide a permanent home for increased professional training and remove barriers for community access to arts and heritage learning programs.



## SUSTAINABLE SPACES

Revitalizing an existing national historic site from the inside out means improving the availability and condition of the buildings and systems while reducing greenhouse gas emissions and improving energy efficiency. Green enhancements and spaces, including a rooftop terrace, will provide an additional 20,000 square feet of gathering space to explore and connect.



## EXTERIOR CLADDING

The new facade will evoke the cultural mosaic of an evolving Canada through the use of textural terracotta and multi-hued cladding.







### THEATRE CREATION SPACE

A flexible theatre creation space will support the development of original Canadian work, and double as a stunning event space in the heart of downtown Charlottetown.



### PLAZA LEVEL AND ATRIUM, LOOKING WEST

A barrier-free, street level atrium will welcome visitors to the Centre directly from Richmond Street. It will feature an information centre, refreshments, retail, and social space for patrons discovering the Centre or parents waiting for a child in one of many arts education programs.



### ACCESSIBLE WAYFINDING

Accessibility and barrier-free movement have been guiding principles of the entire design, improving the availability and quality of these community buildings.

## Phase II



Art Gallery entrance, Grafton Street



Art Gallery lobby interior



Theatre entrance and lobby, Grafton Street

Phase II of our Capital Campaign will **expand the entrances of the Theatre and the Art Gallery**, prioritizing accessibility and transparency by reaching out to invite people in.



# A Cultural Engine

The Centre plays a central role in the economic and social well-being of the Atlantic region, and beyond

**CURRENT AVERAGE ANNUAL ECONOMIC IMPACT\* BENEFITS INCLUDE:**

- | \$27M contribution to the GDP of PEI
- | \$6.4 tax dollars generated
- | 403 FTE jobs
- | \$16.9M labour income

**THE PROPOSED REVITALIZATION WILL INCREASE THE ABOVE IMPACT BY:**

- | Creating more jobs for artists, teachers, and other culture sector workers
- | Increasing accessibility both physically and digitally
- | Increasing digital reach nationally (revenue generating and free programming)
- | Diversifying revenue streams through IP investment and training program growth

\* Source: Nordicity Report, 2017



## Let's add to our stories. Together.

The arts play a crucial role in uniting us, challenging us, and in helping people understand the experiences of others. The **Shared Voices Capital Campaign** will enable the Confederation Centre of the Arts to build on the dream established six decades ago—to create a place where our country's history and multicultural character are celebrated, and where the artistic talent of our people is nurtured and showcased—and go even further.

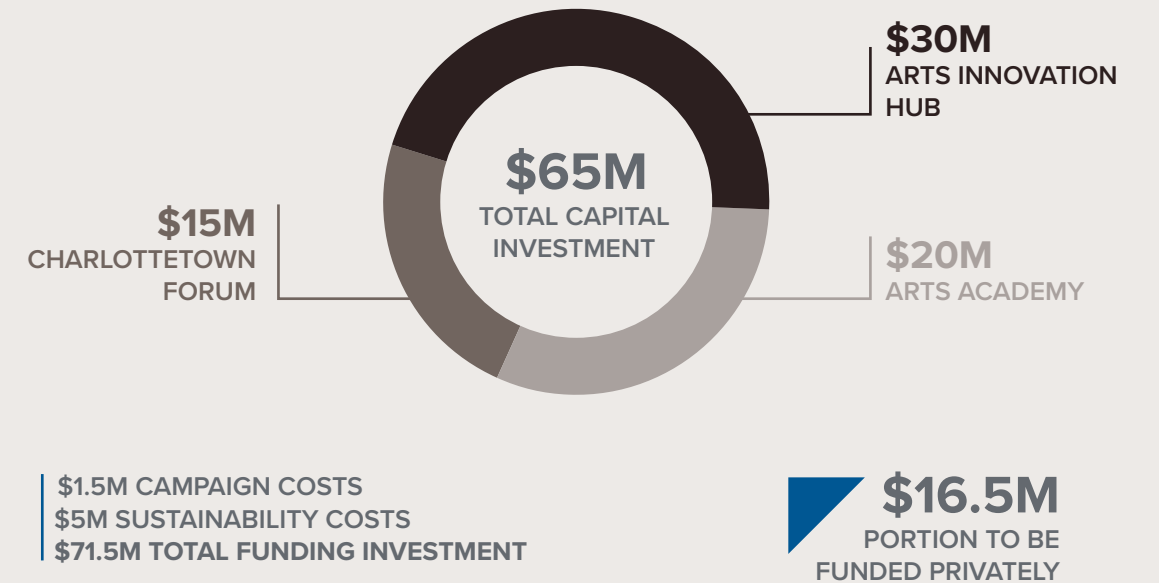
More than a centre for the arts, we are a cultural convenor, a forum for dialogue, a national stage for thriving artistic expression. The establishment of the National Culture Leadership Institute will revitalize the Centre for generations to come and prioritize our commitment to Canadian creativity, community leadership, accessibility and continuous improvement—ensuring the long-term viability of the Centre, and its impact on the arts, an evolving Canada, and the world.

**ADD YOUR VOICE TO THIS IMPORTANT CHORUS.**

**FOR MORE INFORMATION**

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## An Important Investment Phase I







CONFEDERATION  
CENTRE OF THE ARTS

**SHARED VOICES**  
Capital Campaign

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