



YOUTH • AGENCIES • ALLIANCE

2018 ART SHOW PROGRAM REPORT

“Word on the Street”



OVERVIEW OF THE PROGRAM

The Youth Agencies Alliance (YAA) annual Art Show brings together youth to work on an art project centered around a specific theme and art medium. Our main goal is to provide youth with an opportunity to work on a meaningful art project that encourages them to find commonality with other participants' ideas and creative expressions. The secondary goal of the program is to expand young people's understanding of art and artistic expression. We accomplish this by exploring a different medium each year, inviting capable artists to guide our participants, and making our program free of charge.

This year's Art Show, "Word on the Street" explored personal interpretations of popular buzzwords frequently heard on the news, on social media, and in conversation of everyday Winnipeggers. Words such as "Reconciliation" and "Diversity" have broad definitions and are often used in a variety of contexts, complicating their meaning to anyone, especially young people, trying to gain a general understanding of the word.

The 2018 Art Show's art medium centered around videography, and also incorporated costume design, hairstyling, makeup artistry, performance art, and interviewing skills. Mimicking a news broadcasting set, the art workshops challenged participants to engage with members of the general public at the Forks to gather a range of perspectives about one of the following 5 words: Community, Power, Reconciliation, Diversity, and Truth. Through participating in this project, youth were also taught about the important, yet often forgotten about, behind the scenes roles of a broadcasting set, with the hope of opening their minds to the various professions that are available to them in the future. The final product of these Art Show workshops was a compilation film similar to a news segment. It showcased the variety of perspectives everyday Winnipeggers have about buzzwords.

PROGRAM IMPLEMENTATION

During the week of July 9th to July 13th, artists from Art City and Graffiti Art Programming led nine, two and a half hour Word on the Street art workshops.

Prior to attending the art workshops, we provided youth-serving agencies with a pre-workshop questionnaire for their youth to fill out. The questionnaire served as a tool for agency staff to use to brief youth about the project theme, get them thinking about the meaning of their buzzword and what broadcasting role they are interested in learning about.

Upon arrival to the Art Show workshop, the art facilitators briefly welcomed and re-introduced participants to the workshop theme and buzzword of the day. Youth were then then divided into groups based on their chosen role and introduced to their mentors. The broadcasting roles were broken down as such: reporter, camera operator and sound technician, costume designer, hair stylist and make-up artist.

For each role, we brought in a working professional in that field to teach the participants all about the role, to answer any of their questions, and to provide the opportunity for each of them directly practice the role. After the mentoring was finished, the groups came back together to organize into working groups comprised of 4 to 5 youth each representing a different role. The costume designer, hairstylist and makeup artist worked together to prep the reporter for their interviews, while the camera operator and sound technician identified the equipment they would need to capture the interviews. The art facilitators helped oversee the interview preparation, providing ideas for costuming, hair and makeup if needed, and ensured each group had what they need for conducting the interviews.

Once they were ready, groups of youth took the project to the streets by walking around the Forks and engaging in conversation with different people. Each working group had between two and three adult supervisors that were present to ensure the interviews were carried out in a fun and respectful manner as well as to troubleshoot any roadblocks the youth encountered.

We set up a confession booth for groups of youth to debrief and discuss what they learned about their buzzword of the day through interacting with individuals at the Forks. Members in the Broadway Neighbourhood Centre's Just TV program videotaped and facilitated the debrief part of the workshop as part of the mini behind-the-scenes documentary they created for the project.

Each workshop concluded with the participants filling out a written evaluation that asked them about their experiences at the workshop and to provide feedback for improvement.

On Thursday, August 9th, YAA hosted the Word on the Street exhibition opening at the West End Cultural Centre, bringing together the youth participants, agency staff, the public, and program funders. The event mimicked a film screening and showcased both the compilation video of the various interviews the youth conducted as well as the Just TV's mini documentary which provided an inside look into the workshop process.

TARGET POPULATION & COMMUNITY INVOLVEMENT

129 youth participants, representing 14 out of Youth Agencies Alliance's 18 member agencies, participated in this year's Art Show. Our member agencies are located in various neighbourhoods in the city including the North End, West End, Maples, Seven Oaks, Downtown and St. Vital.

In order to choose appropriate words for the project, the Art Show planning included two consultations with youth. The first consultation was with members of the YAA Youth Council, which is comprised of youth representatives 14 years old and older from our member agencies. At our February meeting, the YAA Program Coordinator discussed the Art Show theme with the youth members and conducted a brainstorming session to identify 10 key words they hear frequently but have more difficulty in defining/understanding/relating-to. Our second consultation had a broader reach, polling youth who attended the YAA Youth Conference. During this consultation, we provided each attendee with a questionnaire containing the 10 key words identified by the Youth Council and asked them to circle 3 to 4 of the listed words that stand out to them. From this feedback, we narrowed down the list to 5 words.

Throughout the program, we utilized a variety of resources and strengths within our membership. Our art facilitators were from Art City and Graffiti Art Programming and a few of the mentors were from our membership. For example the program staff at the Broadway Neighbourhood Centre's JustTV program mentored youth in the role of sound technician and camera operator. Youth participants from the JustTV program also were hired to produce a mini documentary about the program. For the exhibition opening, youth from Graffiti Art Programming's Studio 393 took photos during the event and the Spence Neighbourhood Association's Youth Crew catered lunch.

This year, our project extended its reach in the public and worked in collaboration with individuals and organizations outside of the YAA membership more than it has ever before. We brought our Art Show project to a new location, the Forks, who was very accommodating to our needs and worked with us to make ensure the project was a success.

We rented costumes from Ragpickers Anti-Fashion Emporium, as well as video and sound equipment from Videopool Media Arts Centre, each of whom worked within our budget to provide our youth with high quality materials and equipment to work with throughout the workshops.

The mentors were a variety of local working professionals each specializing in the role they mentored. The mentors were great in making sure each youth had a chance to practice and carry out their role during in the interviews as well as provided support when needed. They met youth where they were at and worked to help them feel comfortable in their role.

Through incorporating a broader variety of partnerships, we were able to provide our participants with new, well-rounded experiences to support their learning and development, and broaden their knowledge about professions available to them in their future.

FINANCIALS

Please see attached budget.

EVALUATION SUMMARY

Out of 129 participants we had 126 evaluations returned.

98% of youth that attended the Art Show workshops had fun!!

96% of youth like working with the other youth.

92% of youth learned something new.

96% of youth agreed that the facilitators were helpful.

97% of youth agreed that the mentors were helpful.

96% of youth felt that the art workshops were a good use of their time.

Here are a few examples of what youth indicated was their favourite part of the Art Show workshops:

- “How to work the camera because I’ve always wanted to learn.”
- “Getting to know and talk to other people. Being a shy person, this was an amazing experience.”
- “The makeup.” (x 34)
- “That I got to interview random people and gain some confidence”
- “How sweet and friendly everyone is. My favourite part was interviewing and preparing for the interview.”
- “Seeing people express themselves.”
- “Interviewing people.” (x 15)

Among the multiple “Nothing!” comments, here are a few examples of the least favourite part of the Art Show workshops for the youth:

- “The weather. It was too hot.” (x 18)
- “When it was clean up.”
- “Wearing costumes because it was sweaty.”
- “Holding the camera because it was too heavy.”

Youth were given the opportunity to provide additional comments. Here are some examples:

- “I really loved the art show. I want to come back next time.”
- “I love this place.”
- “Thank you!” (x6)
- “I had a really fun experience.”
- “Please do it again!”

What we feel really took this project to the next level were the mentors. Each of them did an incredible job in teaching our participants about their role in a fun and engaging way. Being able to learn from professionals working in the field allowed participants to gain a genuine understanding of the role and realize that what they were doing as part of an art project, is an actual profession in which they could one day pursue. Many of the roles explored during the art workshops are not usually taught about in traditional school and programming settings, so incorporating these roles into our project broadened our participants knowledge of the many jobs they could explore as a career.