

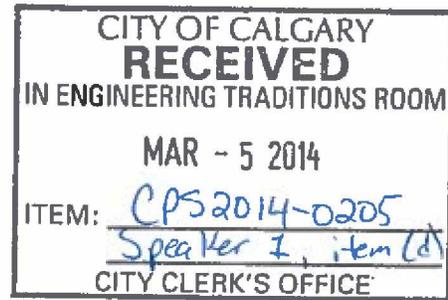
**Brookfield
Residential**

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Emiko Muraki
Director, Impact and Engagement
Calgary Arts Development
Suite #501, 237 8th Ave. SE
Calgary AB T2G 5C3

Via: Email



Dear Calgary Arts Development:

Thank you for the opportunity to present at the Living a Creative Life panel as part of Calgary Arts Development.

Brookfield Residential is a strong believer in community art, and we have been involved in incorporating a wide variety of art pieces into our communities since in the 1980's. To date, elements such: wooden hand carved fencing, artisan crafted benches, hand carved rock statues, and custom glass art have been integrated into our communities to help encourage a unique experience and deeper connection between Calgarians and our arts community. In fact, Brookfield has employed numerous local, Calgary area based artists to create public art alternative arts spaces.

- Allows local artists the opportunity to display their work in areas outside of galleries or displays.
 - work is presented in public areas- allowing for residents to enjoy art during a walk
 - gives artists the opportunity to network outside of the "norm"
- Art pieces are unique to each community, however still fitting within the individual community themes.
 - increases quantity and diversity found in purpose-built and alternative arts spaces
 - iron benches in New Brighton to match the setting; structural features of the entrance and gates of the community, as well as branding items such as the New Brighton logo
 - limestone statue in Cranston to depict the natural setting in Cranston. The sculpture was created to evoke a sense of family and community.
- Increases resident awareness of the local art community through public displays- not limited to galleries or inner city. Access to immediate art throughout Brookfield communities.
- Increases the aesthetics of the area chosen for the art.
 - mile markers around a lake in the form of glass fish.

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- Pay homage to historical origins.
 - stone carving of a buffalo in Tuscany along a walking trail in Tuscany.
- Opportunity to provide upscale greenspaces. Increases the aesthetics of the area through art- not relying solely on site furnishings, plantings, or playground structures.
- Opportunity for resident involvement in the artist and art selection. Provides residents a further sense of community pride:
 - Perhaps offer art/dance/music classes at our RAs, bring in artists to teach and perform, etc.
 - Outdoor concerts etc.

Brookfield wants to create "The best places to call home". By partnering with CADA through Living a Creative Life, we are able to bring the arts to our communities and enrich and connect the daily lives of Calgary's residents, visitors and its vast artistic community

Sincerely,
Brookfield Residential (Alberta) LP



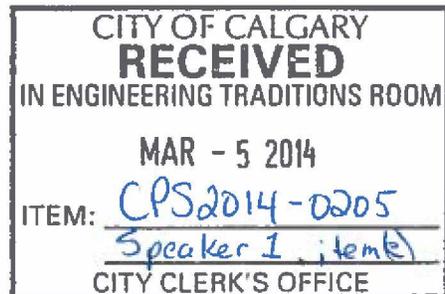
David Allen
President, Calgary Communities
Brookfield Residential

Cc: G. Danis
D. Leighton
J. Palacsko
T. Edwards



**Calgary Board
of Education**

1221 – 8 Street S.W., Calgary, AB T2R 0L4



March 4, 2014

Letter of Support: Living a Creative Life: An Arts Development Strategy for Calgary

Dear City Council members:

Calgary Board of Education (CBE) welcomes the opportunity to be a signatory to *Living a Creative Life: An Arts Development Strategy for Calgary*. The CBE commits to working with you to build a strong, vibrant and sustainable creative community. Through this alignment we can more fully support and encourage youth to engage in the arts and live their passions, becoming engaged thinkers, ethical citizens, with an entrepreneurial spirit.

Exposure to and participation in the arts enhances student's creativity, critical thinking, and problem solving abilities, as well as improves student's performance in other core disciplines. The arts enable students to build self-esteem and self-discipline, to work cooperatively with groups and to effectively express themselves. Integrating the arts into other subject areas improves achievement, motivates attendance, increases test scores and promotes engagement. The arts contribute to building a productive and forward-thinking workforce by teaching skills and competencies required by an information-based economy. The arts serve as an essential bridge across language and cultural differences and build linkages, both within and between communities.

Presently we are embracing an opportunity to co-design curriculum for Alberta Education, which values the arts as a vital and an indispensable part of education for all students. This curriculum identifies several competencies that are practiced throughout the arts. In collaboration with 19 other Albertan school jurisdictions and with many business and community partners this new curriculum will for the first time incorporate the arts as a core discipline from kindergarten to grade twelve.

Our growing art partnerships help us ensure our students have opportunities to have authentic encounters with art and artists. We recognize that we will need to work with the art community to effectively teach in and through the arts. In our media-driven society, knowledge of the arts is a necessary part of cultural literacy. Each of us is exposed daily to a myriad of images, which we must be able to read and discern if we are to make informed choices as consumers and as citizens.

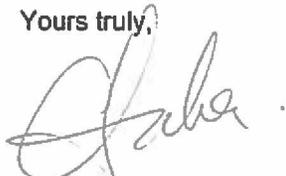
The *Living a Creative Life Strategy* brings us out of our traditional silo or isolation and holds us accountable not only for the students who are in our

learning | **as unique** | as every student

schools but extends our commitment to youth throughout our communities. We look forward to sharing our expertise and facilities to ensure youth have art opportunities in and out of school. A strong and vital arts sector will have a positive impact not only on students, parents and schools, but also on post secondary institutions, the private sector and the community at large.

Please accept our commitment to the arts, youth and education in Calgary.

Yours truly,



Cathy Faber
Superintendent, Learning Innovation
Chief Information Officer



Calgary is an economic force ~~and a community for today's~~
~~trailblazers~~. There's an intense, urban vitality in Calgary
that unleashes the bold, can-do spirit of entrepreneurs and
innovators, (slight pause) artists and athletes. Our city's
vibrancy and competitive spirit drives business and
commerce. And our creative energy nurtures a vibrant,
ever-changing cultural scene.

Being named Canada's cultural capital in 2012, brought
increased national and international media attention to the
thriving arts scene in the city. Calgary Arts Development
and other arts organizations are continuing to build on the
legacy left as a result of the designation.

So the question you are asking is why am I standing here
representing Calgary Economic Development to promote
an arts strategy? The answer is simple – place making is
key in Economic Development. Place making is process
and a philosophy that works towards continually improving
community well-being and prosperity while also fostering

conditions to define, draw attention to and distinguish a city on a global scale. For Calgary - more so than other cities - this is critical as we NEED to attract and retain the brightest people from all over the world.

(Slight pause) The best and brightest people look for more than just a house or a job. They look for a community with rich cultural experiences and places, urban vitality and creativity.

While the traditional definition of creativity may have been limited to the promotion of culture and the creation of artistic endeavours - new technologies and a demand for creative design are broadening the definition of Creative Industries to include other sectors of the economy such as architecture, drafting and digital media. All subsectors of the creative industries use imagination, inspiration and innovation to encourage the development of Calgary's cultural and creative community.

Having a community built arts development strategy will also ensure we continue to encourage conditions for

creativity, leading to innovation in all sectors, not just the arts sector, and ultimately benefiting all Calgarians.

Creating a strong arts sector CAN and WILL lead to building a vibrant and prosperous city – just as the arts strategy CLEARLY articulates.

Calgary Economic Development is the primary steward leading the update to the Economic Development Strategy for Calgary entitled Calgary: Building on our energy. One of the six key areas of focus is our creative energy – fostering Calgary as a city of vibrant, livable and sustainable communities.

The presence of an arts development strategy in alignment with an economic development strategy, a tourism strategy, and other city development strategies will ensure we are, together, building a strong city where people want to visit, do business or are proud to call home. This is why Calgary Economic Development is a proud signatory of LIVING A CREATIVE LIFE.