



## MEDIA RELEASE II

*February 28, 2008*

### **Show Them The Money!** **Financial Model Diversity Addresses Different Needs**

**Event:** The Creative Construct: Building for Culture and Creativity Symposium

**Dates:** April 28 to May 01, 2008

**Venue:** Fairmont Chateau Laurier in Ottawa

**Information:** [www.cultureandcommunities.ca](http://www.cultureandcommunities.ca)

We can't all partner with the Guggenheim Museum and the Louvre to build a multi-billion dollar cultural Xanadu in the Persian Gulf, but that's the sort of bigger-than-life venture that can inspire more modest financial approaches to creating cultural infrastructure.

Delegates gathering in Ottawa April 28 through May 1, 2008 to take part in the Creative Construct: Building For Culture and Creativity symposium will hear about Abu Dhabi's already celebrated Saadiyat Island Cultural District, and a number of admittedly more readily adoptable models as well.

With the aim of helping transform the way our community planners, educators and elected leaders think about our cultural future, Creative Construct, organized by the Centre of Expertise on Culture and Communities at Simon Fraser University and the City of Ottawa, will bring together noted speakers, experts and artists from across Canada and around the world to examine the role and importance of cultural infrastructure in furthering culture and creativity in cities and communities.

Felix Reinberg, project director for the Saadiyat Island venture, will give Creative Construct delegates some unique insights into this spectacular project, where four renowned architects are creating an arts centre which will position the UAE capital as a world-class cultural destination. Tadao Ando is designing the Maritime Museum, Frank Gehry the Guggenheim Abu Dhabi, Zaha Hadid the Saadiyat's Performing Arts Centre, and Jean Nouvel the Classical Museum.

Of course, except for those with the vast resources of the emirate of Abu Dhabi, this project example will offer more in the way of inspiration to dream big and aim high!

On a more applicable note, finance and financial models will feature in many of the Creative Construct workshops and panel discussions, but the topic really comes into focus with a number of workshops and plenary presentations, including:

- **Case studies in public-private partnerships:** Tools for local government to create partnerships for new facilities, with presenters as diverse as representatives from the Manotick Mill Development Corporation, the Great Canadian Theatre Company, and the Department of Canadian Heritage.
- **Restructuring physical and business support for the creative industries:** Jason Schupbach, Director of Massachusetts' ArtistLink, will share his experience working with arts organizations and real estate developers (both for and non-profit) in creating affordable mixes of work, live-work and living spaces for artists.
- **Alternate financing and partnership models at the regional level:** Led by Jay Paget, project director of the Massachusetts Cultural Facility Fund, and Celia Smith, Executive Director of ArtsBuild Ontario. The Massachusetts Fund was created to increase investments in cultural facilities throughout the state, with Fund grants matched by cash contributions from the private or public sector. ArtsBuild Ontario, an initiative of several arts organizations, conducts research on facility finance mechanisms. Its goal is to develop a non-profit arts capital fund to meet the needs of Ontario's small to mid-sized arts organizations.
- **Understanding Capital for organizations, facilities and funders:** Led by Catherine Gill of the Non-profit Finance Fund (NFF), a leader in financing non-profits throughout the United States. With NFF's help, non-profits build and renovate facilities, fund growth needs, and expand and sustain operations over time.

With all these sessions, and the inspiration of Saadiyat Island, delegates to Creative Construct will explore numerous innovative cultural infrastructure finance models and leave the symposium with many useful tools for applying those models to their own infrastructure challenges.

Attending Creative Construct will be cultural planners and policy-makers, civic leaders and elected officials, and educators and urban theorists interested in sharing ideas and learning about the latest innovations and developments from around the world.

Workshops and panel discussions on such themes as convergence between culture, industry and science, urban renewal, and alternative financing and partnership solutions will attract cultural sector leaders and entrepreneurs.

The symposium promises to be a turning point in the way we understand the importance of Canada's cultural infrastructure.

For further information visit [www.cultureandcommunities.ca](http://www.cultureandcommunities.ca).

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**Research References:**

Saadiyat Island	<a href="http://www.arcspace.com/architects/agnh/agnh.html">www.arcspace.com/architects/agnh/agnh.html</a> <a href="http://www.nytimes.com/2007/02/01/arts/design/01isla.html">www.nytimes.com/2007/02/01/arts/design/01isla.html</a>
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ArtsBuild Ontario	<a href="http://www.artsbuildontario.ca">www.artsbuildontario.ca</a>
Massachusetts Cultural Facility Fund	<a href="http://www.massculturalcouncil.org/facilities/facilities.htm">www.massculturalcouncil.org/facilities/facilities.htm</a>