

A Creative City of Ideas

ARTS AND CULTURE—THE FOUNT OF CREATIVITY

People all over the world are increasingly aware that creativity—the impulse and ability to think, feel and express something original and meaningful—must be a cultural priority for a city hoping to grow and distinguish itself on the international stage.

In Vancouver, our creative city is nourished by the diversity of cultures and traditions that have found a home here. Contributions come from people of all ages and from around the world. Whether a practicing artist, an audience member, a volunteer for a cultural institution or a worker in the cultural sector, every participant is contributing ideas and building the economic and social health of the city.

Arts and culture are essential at many levels—for healthy individuals, engaging neighbourhoods and progressive communities. Vancouver's physical spaces, buildings and processes all benefit immeasurably from the work of artists and creative thinkers, and from their perspectives, opinions and influence.

PUTTING CULTURE CENTRE STAGE

Vancouver is establishing itself as a city on the cutting edge of art, culture, education, and entertainment. The City's Culture Plan 2008–2018, by supporting the creative industries, aims to enhance the creative and innovative capacity of the whole community.

In 2005 the Creative City Task Force (Councillors, community representatives and City staff) sought to lay out goals and directions for the City's long-term support of arts and culture. They extensively consulted the community, through focus groups, a Creative City public hot line, and an online survey. Finally the City's first forum on the power of culture, creativity and community brought together 485 artists, arts administrators, creative sector workers, and members of the public. The Strategic Cultural Plan was the result.



Three Watchmen by Jim Hart located in Quilchena Park in Arbutus Ridge.



Adoption of the Strategic Cultural Plan signals the priority given to supporting and investing in creative sectors. Of course investments in the arts, culture and cultural tourism have a well-documented financial return. Beyond that, a thriving cultural scene is essential in a city of international distinction, and serves to attract and engage creative and entrepreneurial people from all over the world.

ON AND OFF STAGE—CREATIVE EVENTS THRIVE IN THE CITY

Vancouver is alive with arts and cultural events. Every year more than three million people attend live performances, exhibitions and special events in the city, including 1,700 festival performances, 750 productions by music, dance and theatre groups and 600 exhibitions in museums and galleries.

Moving art outside the traditional confines of theatres and museums, the City’s Great Beginnings project funnels \$10 million to a variety of initiatives in the historic Downtown Eastside. This unique program is building a legacy of improved physical, social and economic conditions, through projects including greening public spaces with flower boxes and community gardens, restoring iconic neon signs, replacing graffiti with murals designed by local artists and funding the Heart of the City Festival, which showcases the work of emerging performing artists.



VANCOUVER’S THRIVING CULTURE IS NO ACCIDENT

CULTURE PLAN STRATEGIC THEMES:

Innovation: a place of creative innovation and ideas—a city that harnesses the creative power of the authentic voices from all its diverse communities.

Learning: learn as a city through cultural exchanges and development, giving all citizens opportunity to pursue and express their creative passions.

Connecting People, Ideas and Communities: Cultivate a seamless flow of ideas between people and communities, by facilitating dialogue and artistic and cultural enterprises.

Neighbourhoods: vibrant neighbourhoods—highlighting the talent, enterprise and diversity of our artists and communities.

Valued and Valuable: culture, creativity, and innovation accessible to all—to experience the value, both economic and social, that arts and culture bring to our city.

