



BREASTFEEDING ART EXPO

A COMMUNITY ART PROJECT
across Canada's British Columbia Interior
(Thompson Cariboo Shuswap, the Okanagan
and the Kootenays)
INFLUENCING CHANGE THROUGH ART

15
COMMUNITY
ART PROJECTS

35
community partners

200
project participants

100
independent artworks

KEY ACTIVITIES

01 02 03 04 05 06 07

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15 COMMUNITY ART PROJECTS:

Call for Professional Artists (juried)

Professional Artists to partner with community organizations

Select 5 or more Project Participants to be mentored within each art project



2 INDEPENDENT ARTWORKS:
Anyone from the community can submit an art piece (juried)



3 VIGNETTES:
Production of a series of short film vignettes that will capture community and independent Breastfeeding Art Expo stories



4 DEVELOP RESOURCES:
Art Catalogue, PowerPoint Presentation, Teachers Guide and How-To Guide



5 LAUNCH WEB & MEDIA CAMPAIGN:
Much of the information will be placed online to reach a wider audience.



6 ART EXPO TOUR:
The Expo will be travel to 5 cities and one Aboriginal community across the Interior Health Authority region. Hire a local curator for each location.



7 EVALUATIONS:
Pre and post Expo evaluations of the impact on Artists, Project Participants and Community Partners. Conduct surveys of audience responses and online statistics.



The Exhibition

A celebration of community, art and breastfeeding:

- Paintings
- Sculptures
- Photography
- Aboriginal artwork
- Poetry
- Dance
- Collage
- Video vignettes
- Live art
- And more!

5000+
PUBLIC ATTEND
THE EXPO
(online or on location)

6 LOCATIONS ACROSS
INTERIOR BRITISH COLUMBIA

TEAM MEMBERS

Kelowna Community Resources
& Interior Health

12 Member Steering Committee

18 Professional Artists

35 Community Partners
(organizations)

Over 200 Project Participants
(mothers + fathers, youth + children,
multigenerational, multicultural + Aboriginal)

Videographer, Expo, Media &
Promotion, & Evaluation Teams

PROJECT TIMELINE

2013-2018

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2013-2014 START-UP

- Project research
- Broad stakeholder and community consultations and partnership development
- Project planning by Project Coordinator
- Steering committee formation
- Website launch

2015 FRAMEWORK

- Call for, and selection of, community art projects, and develop partnerships with community organizations
- Call for, and selection of, videography team
- Secure matching project funding (2015-2016)
- Steering committee meetings and reports

2016 ART WORK

- Artists and videographers work with community partners and project participants to develop art pieces and vignettes
- Call for, and selection, of independent artworks
- Begin art catalogue, teachers guide and how-to guide
- Begin evaluations

2017-2018 TOUR

- Complete 15 art projects, 20 vignettes, and resources
- Plan Expo logistics, curation, volunteers and promotion
- Take the Expo on tour across the region and launch online Expo
- Complete evaluations

KCR Kelowna Community Resources would like to extend a thank you to our project sponsors:

vancouver
foundation

BRITISH COLUMBIA
ARTS COUNCIL
An agency of the Province of British Columbia

Interior Health

CENTRAL OKANAGAN
FOUNDATION
empowering generations to give.

First Nations Health Authority
Health through wellness.

HF
THE HAMBER
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