

## PROGRAM INFORMATION

### FRIDAY October 16

- 1:00 - 3:00 pm Registration  
Set up of delegate display material in Burgundy Ballroom
- 3:00 - 4:30 pm **Session 1: The Big Picture: Current Trends in Wall Art** continues from last year's "History of Mural Art". An illustrated look at murals in the current context, including contemporary styles and the role of today's murals in the community. With Karin Eaton, Executive Director, Mural Routes
- 4:45 pm Free bus transfer to Downtown Midland
- 5:00 - 6:30 pm **Walking Tour: The Murals of Downtown Midland** - Bill Smith, author and Meredith Forrest, Downtown Midland BIA lead a tour through 34 murals in the downtown core, including the largest historic outdoor mural in North America.
- 6:30 pm **Welcome reception** at Scully's Crab Shack, overlooking Georgian Bay, 177 King Street. Followed by free bus transfer back to Hotel.

### SATURDAY October 17

- 8:00 am Breakfast Buffet (Lower Atrium)
- 9:00 - 10:45 am **Session 2: Keynote address** - Public and performing artist **Mat Hand** will reference his own arts practice in order to explore portraiture within the public realm, the possibility of working off the wall with non-traditional media, the merits of temporary murals and challenges posed by the client-led brief.
- 11:00 - 12:15 pm **Session 3: The Entrepreneur and Mural-Making** - Serge Malenfant, artist and President of M.U.R.I R.S., shares the story and strategies behind his successful not-for-profit community mural program in Sherbrooke QC.
- 12:30 pm Lunch (Lower Atrium)
- 2:00 - 3:30 pm **Session 4a (For Artists): From the corner of your eye, to the back of your mind** - A little something can make a huge difference. That something just might be the right typeface for your mural. Let's talk typestyle from Trajan to Frutiger and have some fun along the way. With Cameron Stewart, Sign Specialist, District of North Vancouver

- OR
- Session 4b (For Administrators): The Fellowship of the Wall** - An interactive session that will take your mural project from concept to completion, streamline the process and clarify the roles for organizer, artist(s), property owner and funder.
- 3:45 - 5:15 pm **Session 5: Our Space, Our Stories** - a delegate roundtable. An opportunity to share news about your own projects, ask questions and learn from each other - the experts in the field.

### SUNDAY October 18

- 9:00 - 10:30 am **Session 6: Off the Wall (Part II)** - Working with alternative materials, an introduction to techniques used in mosaic murals and non-woven material.
- 10:45 - 12:30 pm **Session 7: The Writing on the Wall** - Understanding the graffiti art culture and its eclectic history. Includes a hands-on workshop to create your own tag.
- 12:30 pm Buffet brunch (Upper Atrium)  
Adieu

### Symposium Venue & Accommodation

*Changing the Landscape: 12th National Mural Symposium* will be held at the Best Western Highland Inn & Conference Centre, the premier full service hotel in the Southern Georgian Bay area of Ontario. At its centre is a Garden Atrium that includes a swimming pool, hot tub, sauna and fitness room. Newly-renovated guest rooms feature wireless Internet access, cable TV, desk/work area, refrigerator and coffee maker. Visit the hotel website at [www.bestwesternmidland.com](http://www.bestwesternmidland.com)

Special hotel rates are available for Mural Symposium registrants: To book call Best Western Highland Inn at 1-800-461-4265 or email [hotelinfo@bestwesternmidland.com](mailto:hotelinfo@bestwesternmidland.com).

### Getting there:

The Best Western Highland Inn & Conference Centre is conveniently located at 924 King Street, at the corner of Highway 12 and King Street in Midland ON.

Midland is only 145 km or 90 minutes north of Toronto ON; 675 km from Montreal QC; 580 km from Ottawa ON; and 490 km from Windsor ON.

For Midland's bus station location and information, see <http://centraleastontario.cioc.ca/record/MID0733>. For bus schedules to downtown Midland, call Greyhound Canada at 1-800-661-TRIP (8747) or see their website at [www.greyhound.ca](http://www.greyhound.ca).

## REGISTRATION FORM

- Full symposium registration rate** \$170  
**Mural Routes members' registration rate** \$150
- Includes all sessions and refreshment breaks;
  - Friday evening reception (cash bar), Saturday breakfast and lunch, Sunday brunch
- Friday only** \$50
- Includes Friday session, walking tour and reception
- Saturday only** \$125
- Includes Saturday sessions, meals and breaks
- Sunday only** \$50
- Includes Sunday sessions and brunch
- Guest/spouse rate** \$90
- Includes walking tour, reception, meals and breaks

Please submit your registration by October 1, 2009. After this date, a late fee of \$10 applies.

**TO REGISTER:** Complete the information below and return by mail with payment, or you can register online at [www.muralroutes.com](http://www.muralroutes.com).

First name \_\_\_\_\_

Last name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Postal/Zip Code \_\_\_\_\_

Phone(day) \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

My interest in murals is:  artist  administrator  student  
 consultant  other \_\_\_\_\_

Please complete and total:

Full registration fee (non-member) \$170 \_\_\_\_\_

Full registration fee (member) \$150 \_\_\_\_\_

Friday only \$50 \_\_\_\_\_

Saturday only \$125 \_\_\_\_\_

Sunday only \$50 \_\_\_\_\_

Guest/Spouse \$90 \_\_\_\_\_

Late fee (after Oct. 1) \$10 \_\_\_\_\_

Please enroll me as a member of Mural Routes (\$35 individual, \$50 group, \$100 corporate) \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED** \$ \_\_\_\_\_

Circle payment method: Cheque Visa MasterCard

Credit card # \_\_\_\_\_

Expiry date \_\_\_\_\_

Cardholder signature \_\_\_\_\_

**Make cheques payable to Mural Routes**

**Mail to:** Mural Routes,

1859 Kingston Road, Scarborough ON M1N 1T3 Canada

## Changing the Landscape: 12th National Mural Symposium

**Murals**, as part of the urban environment, shape the way that we look at our surroundings. This year, we ask you to consider how public art murals change the landscape. Walls are perfect canvases for new perspectives and collective experiences. Murals remind us of our past, share the present and consider the future.

The 12th National Mural Symposium offers a wealth of ideas and inspiration to artists, administrators, educators - anyone with an interest in murals. Sessions provide practical information, motivation and encouragement for your own projects. As at past symposia, there will be valuable time to network and learn from the speakers and delegation. We also invite delegates to bring a display of their own projects and promotional material.

For 11 years, Mural Routes has presented the National Mural Symposium in communities across Ontario. This year, we are hosted by Downtown Midland BIA, home to an outdoor gallery depicting its rich history. We invite you to join us at our annual gathering of mural enthusiasts.



### Keynote speaker: **Mat Hand**

Following school and some time traveling, Mat Hand worked as an actor and appeared in several small independent films. He went on to study Contemporary Arts at Nottingham Trent University where he graduated in 2001. Since then he has worked in the UK and Germany as a painter, performer and public artist. ([www.handmademurals.com](http://www.handmademurals.com))

Mat's paintings and installations have been commissioned by various public arts organizations, local authorities, social initiatives, construction companies and private individuals.

Between 2001 – 2005, he presented a series of World Record Breaking Live Art performances ([www.mathand.co.uk](http://www.mathand.co.uk)). He also works and performs with the Arts Collective Gob Squad ([www.gobsquad.com](http://www.gobsquad.com)).

Mat currently lives and works in Berlin, Germany. Mural Routes is delighted to welcome him to Canada.



Inspired by murals in Chemainus, B.C., the Murals of Downtown Midland project was started in 1990 by the Downtown Midland Business Improvement Area. Each mural represents a significant time in the history of the Georgian Bay area. Many tell the story of Midland's pioneers and business leaders.

Many of the murals were created by artist Fred Lenz in conjunction with BIA chair Dennis Brabant. Other artists included Fred Lenz's two sons Robert and Stephen Lenz, Michele Van Maurik, Scott Frandsen, Dan Sawatzky, Gillian Smith, Paul Adamson, Norm Hawley, Dave Templeton Jr., Paul McCaig, Ruth Hurdle, Terry-Lee Milley and Sonja Rathke.

The Midland BIA is proud to host the 12th National Mural Symposium in partnership with Mural Routes, and welcomes you to Georgian Bay.



Mural Routes is a not-for-profit, charitable, membership-based organization dedicated to the promotion and development of wall art as a public art form for the general benefit of communities and artists. While many of our projects are Toronto-based, Mural Routes serves mural communities across Ontario, and maintains connections with mural artists and organizations around the world. Our aims are:

- to educate, engage and enhance communities through public art murals;
- to share information that will help to elevate the quality and status of mural art;
- to secure a place for murals of all kinds within the larger context of the arts in Canada.

The Mural Routes network is international and provides opportunities for those who share an interest in mural art to access information and learn from each other. The Mural Map of Canada is an online resource of mural projects across Canada - find out how to put your project on the map at [www.muralroutes.com](http://www.muralroutes.com).

### Mural Routes

1859 Kingston Road, Scarborough ON M1N 1T3 Canada  
416-698-7995 fax 416-698-7972 info@muralroutes.com  
[www.muralroutes.com](http://www.muralroutes.com)

Mural Routes gratefully acknowledges the hard work and generosity of many individuals, volunteers, groups and agencies which help to achieve its goals.

Mural Routes thanks the following for their generous support:



# Changing the Landscape



**To teach,  
learn and share**  
valuable insight  
in mural art

**Friday October 16 to  
Sunday October 18, 2009**

**Best Western Highland Inn  
& Conference Centre**  
924 King Street, Midland ON  
L4R 4L3 Canada

Presented by

