



101 Queen Street North  
Kitchener, ON  
N2H 6P7  
www.kwag.on.ca



Local Area Network project with Community Artist Facilitator Devon Mordell, mixed media, 58" x 57", *KidSpark*, Victoria Park, August 18 and 19 2007. Photo: T. Ethelston, KW|AG.



Participants at last year's *KidSpark* build structures using connectistix. Photo: T. Ethelston, KW|AG.

**Gallery Hours:**

Mon - Wed 10 a.m. - 5 p.m.  
Thurs 10 a.m. - 9 p.m.  
Fri - Sat 10 a.m. - 5 p.m.  
Sun 1 -5 p.m.  
Open Labour Day, Mon Sept 1 10-5

## Ignite Your Creativity at *KidSpark* on Aug 17<sup>th</sup>

*Kitchener, Ontario, Canada* – Get fired up and ignite your creativity at this year's *KidSpark* in Victoria Park on Sunday, August 17 from 11 a.m. to 5 p.m.

Celebrating its 20th year, *KidSpark* will commemorate the "joys of childhood" through hands-on activities for young people and their care-givers. Each year Victoria Park comes alive with colorful tents, performing artists and entertainers, and creative activities for youth to enjoy. *KidSpark* also provides the opportunity for families to develop an awareness of services and organizations that improve quality of life for children.

Young people of all ages are invited to drop by the Kitchener-Waterloo Art Gallery (KW|AG) and *ArtsAccess* tent to enjoy a variety of fun, imaginative art projects including:

- **Special keepsakes and secret things** - Mold mini sculptural "secret things" and special keepsakes using your own package of colourful modeling clay. Then decorate a paper receptacle for your new treasure.
- **Make a fashion statement** - Show off your unique style with a mixed media headband that you can wear at *KidSpark*.
- **Collaborate and dream together** - Using soft chalk pastels, add to our vibrantly coloured mural as it grows along the park grounds.
- **Build your own cityscape** - Create your own imaginative structures and sites in our collaborative cityscape using connectistix (straws and connectors).

And, back by popular demand...

- **Bleeding tissue painting** - Paint a real or imagined landscape with "bleeding" art tissue paper, diluted glue and brushes.

Community Artist Facilitators from *ArtsAccess* will also engage participants in a collaborative sound and visual art project, *The Sonic Observatory for the Study of the Immediate Environs*. Drawing inspiration from artist Bill Burns' *Bird Radio*, currently on view at KW|AG, participants can contribute to a live sound recording right in the park. Seven different sound recording sessions will be scheduled throughout the day including voice, footsteps, air, water, traffic, birds, and other animal sounds in a playful effort to replicate the sound environment of *KidSpark*. A schedule of recording sessions will be posted on the Gallery tent.

Participants will also be invited to share a story about sounds that they used to enjoy hearing in an urban environment, but that they rarely experience anymore. These stories will be mixed with the other sound recordings electronically to preserve the *KidSpark* soundscape. Visitors



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KW|AG volunteers help hang paintings done at *KidSpark* 2007. Photo: T. Ethelston, KW|AG.



*KidSpark* 2007 participants gather in the tent to begin their creative art activities. Photo: T. Ethelston, KW|AG.

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can also create schematic drawings to illustrate how to recreate their sounds.

“We really felt inspired by Bill Burns’ work, *Bird Radio*, which plays with mimicry and the authority attached to scientific, schematic drawings,” explains Mosa Neshamá McNeilly, *ArtsAccess* Lead Community Artist Facilitator. “Bird songs are one example of sounds that we are losing through the urbanization of our environment. Although *Bird Radio* seems playful, there is also a sense of loss associated with trying to re-create these sounds, which were heard as a part of our daily surroundings at one time, but perhaps are not experienced so readily in an urban environment.”

Devon Mordell, *ArtsAccess* Community Artist Facilitator, also commented: “Our *Sonic Observatorium for the Study of the Immediate Environs* is an ironic ‘pseudo-scientific’ investigation into the importance of sound as a means of experiencing our world. In an information culture that increasingly emphasizes the visual, our aural environment tends to be overshadowed. We are drawing attention to sound and its relationship to knowledge and memory, as well as its significance as a creative medium in contemporary arts practice.”

**Resource Links**

Learn more about Bill Burns’ [Bird Radio](#)>  
Learn more about [KidSpark](#)>

**About the Kitchener-Waterloo Art Gallery**

Through thoughtful and engaging programs, the Kitchener-Waterloo Art Gallery (KW|AG) connects people and ideas through art. The Gallery’s exhibits and programs are built on the mission that art is the catalyst for shared experience, dialogue and imagination. The Gallery emphasizes contemporary art, often premiering works by Canadian and international artists. Exhibitions frequently draw upon selections from the 4 000 -work permanent collection to provide a forum for dialogue. KW|AG plays a vital educational role in the community, offering a full spectrum of artistic experience for adults, children and families alike. Established in 1956 and operating within Centre In The Square, KW|AG is the oldest and largest public gallery in Waterloo region: roots in the community, eyes on the world. For more information, contact [mail@kwag.on.ca](mailto:mail@kwag.on.ca) or visit [www.kwag.on.ca](http://www.kwag.on.ca).

**About ArtsAccess**

Kitchener-Waterloo Art Gallery’s (KW|AG) participation in *ArtsAccess*, a three year provincial partnership between KW|AG, the Art Gallery of Ontario, Thunder Bay Art Gallery, and Woodland Cultural Centre, provides an alternative approach to programming that draws from community arts practice, with values congruent to the Gallery’s goal of transforming the “institutional box” into a catalyst for community development. Over 6300 people have already participated in initiatives through *ArtsAccess*, the majority of whom represent new audiences for KW|AG. Current



KITCHENER - WATERLOO  
ART GALLERY

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community partners include: Anishnabeg Outreach, The Children's Museum, Downtown Community Centre, Forest Heights Collegiate Institute, Kitchener Public Library, Kitchener Youth Action Council, the Kitchener Waterloo Multicultural Centre, Open Sesame, St. John's Catholic School, St. Mary's High School, University of Waterloo, and The Working Centre.

**Media Contact**

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