NAME OF ORGANIZATION: Oceanside Community Arts Council	AMOUNT REQUESTED: **$ 25,524.00**

MAILING ADDRESS:
PO Box 1662, 133 McMillan Street, Parksville, BC V9P 2H5

CONTACT PERSON: Jennifer Bate, Executive Director, McMillan Arts Centre	TELEPHONE NUMBER: ▮▮▮▮▮▮ FAX NUMBER:	E-MAIL ADDRESS: info@mcmillanartscentre.com

PROJECT TITLE:

McMillan Arts Centre Digital Media Art Gallery

PROJECT DESCRIPTION:
Please see attached document Section One

(Please attach any supporting materials and documents produced as a result of the project.)

PROJECT AREA (SELECT ALL THAT APPLY):

☑PARKSVILLE   ☑QUALICUM BEACH   ☑EA E   ☑EA F   ☑EA G   ☑EA H

DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR:
Please see attached document Section Two

(Please attach additional pages as necessary.)

LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES:
Grants applications are pending to Coastal Community Credit Union ($5000), and Parksville Qualicum Foundation ($2500) - no other sources of funding have been applied for

(Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:

This project supports the Innovation & Technology principles by creating a state-of-the art technical performing and exhibit space, unique to our area. It also supports the priority areas of Arts, Culture & Media, by supporting our community arts centre programs and cultural events as well as providing local digital artists and educators the opportunity to create unique innovativew arts and cultural experiences for our community and visitors, enhancing our local regional tourism industry.

(Please attach additional pages as necessary.)

LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:
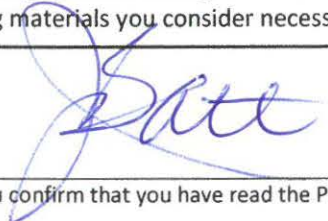
A digital gallery offers the opportunity to present digital media artists with the opportunity to explore their medium and share their innovative vision in this exciting new artform. Through these experiences we will attract more community and visitors to the arts centre, providing direct economic benefit through sales of art, educational workshops, and performances.

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

- ☑ An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- ☑ A copy of a bank statement showing your organization's name and address.
- ☑ A copy of your organization's financial statements for the current year and one year prior.
- ☑ A copy of your organization's budget for the current year and one year prior.
- ☑ Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE	DATE:
	2019-04-12

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

SUBMIT HARD COPIES TO: NORTHERN COMMUNITY ECONOMIC DEVELOPMENT PROGRAM
REGIONAL DISTRICT OF NANAIMO
6300 HAMMOND BAY ROAD
NANAIMO, BC V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:	
DATE RECEIVED:	**RECEIVED BY:**
COMMENTS:	
FUNDING AWARDED: ☐ YES ☐ NO	**AMOUNT AWARDED:**

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

MCMILLAN ARTS CENTRE DIGITAL MEDIA ART GALLERY

SECTION ONE: PROJECT DESCRIPTION

The Oceanside Community Arts Council serves the communities of Town of Qualicum Beach, City of Parksville and Areas E, F, G & H. As its flagship, the McMillan Arts Centre is a community artist hub supporting artists and educators from these areas and beyond. With over 550 active members and subscribers, the MAC offers concerts, workshops and classes, community events, gallery exhibits and other celebrations throughout the year. Our educational programming supports youth, seniors and emerging artists through our MAC Lab Creative and School for the Creative Arts programs.

Digital Media Art is an exciting new creative conversation, and the McMillan Arts Centre will be pleased to present this new conversation to the Oceanside Community.

With a new digital media gallery we are excited to be able to offer to the Oceanside and Vancouver Island communities a state-of-the-art facility celebrating new technologies in digital and media arts.

Our Concert Gallery will be able to entertain 100+ guests with a huge variety of performance and visual experiences with improved seating. Existing programs at the McMillan Arts Centre include a popular music concert series, a nationally recognized adult storytelling (spoken word) series, artists in residence programs, author readings and book signings, as well as our ongoing educational programming for youth and seniors.

With enhanced media technology the Mac will now be able to offer opportunities for digital media art experiences for all ages in our community. Photographers, multi media digital artists, videographers and filmmakers, musicians, performance artists will use our state of the art presentation systems to explore their artistic vision and offer it to our community.

Incorporating a digital gallery into existing gallery space will include the preparation of the Concert Gallery's storage area, formerly the cloakroom of the classroom in the McMillan School. This walk through area was used as a key component of an installation exhibit for Robert Held's Monet ReVisited exhibit of 2018.

SECTION TWO: FUNDS WILL BE USED FOR:

Upgrades and preparation of this area include electrical installation of new lighting and sound systems, replacement of existing windows and install new blackout system. Preparation of gallery walls and ceiling area, including painting of new rafters. Installation of projection equipment including interactive flat panel, and smart tvs, sound system and cabling.

Upgrades and preparation of the Concert Gallery will include new blackout window capabilities, electrical installation of enhanced lighting and sound systems, installation of projection support grid, projector, speakers and 2 pull down screens.

The control center will consist of laptop, and associated applications, soundboard and lighting board applications.

DIGITAL MEDIA ART

Digital art is an artistic work or practice that uses digital technology as part of the creative or presentation process. Since the 1970s, various names have been used to describe the process, including computer art and multimedia art. Digital art is itself placed under the larger umbrella term new media art.

After some initial resistance, the impact of digital technology has transformed activities such as painting, drawing, sculpture and music/sound art, while new forms, such as net art, digital installation art, and virtual reality, have become recognized artistic practices. More generally the term digital artist is used to describe an artist who makes use of digital technologies in the production of art. In an expanded sense, "digital art" is contemporary art that uses the methods of mass production or digital media.

Lillian Schwartz's Comparison of Leonardo's self portrait and the Mona Lisa based on Schwartz's Mona Leo.

The techniques of digital art are used extensively by the mainstream media in advertisements, and by filmmakers to produce visual effects. Desktop publishing has had a huge impact on the publishing world, although that is more related to graphic design. Both digital and traditional artists use many sources of electronic information and programs to create their work. Given the parallels between visual and musical arts, it is possible that general acceptance of the value of digital visual art will progress in much the same way as the increased acceptance of electronically produced music over the last three decades.

Digital art can be purely computer-generated (such as fractals and algorithmic art) or taken from other sources, such as a scanned photograph or an image drawn using vector graphics software using a mouse or graphics tablet. Though technically the term may be applied to art done using other media or processes and merely scanned in, it is usually reserved for art that has been non-trivially modified by a computing process (such as a computer program, microcontroller or any electronic system capable of interpreting an input to create an output); digitized text data and raw audio and video recordings are not usually considered digital art in themselves, but can be part of the larger project of computer art and information art. Artworks are considered digital painting when created in similar fashion to non-digital paintings

but using software on a computer platform and digitally outputting the resulting image as painted on canvas.

WARHOL

Andy Warhol created digital art using a Commodore Amiga where the computer was publicly introduced at the Lincoln Center, New York in July 1985. An image of Debbie Harry was captured in monochrome from a video camera and digitized into a graphics program called ProPaint. Warhol manipulated the image, adding colour by using flood fills.

Digital visual art consists of either 2D visual information displayed on an electronic visual display or information mathematically translated into 3D information, viewed through perspective projection on an electronic visual display. The simplest is 2D computer graphics, which reflect how you might draw using a pencil and a piece of paper. In this case, however, the image is on the computer screen and the instrument you draw with might be a tablet stylus or a mouse. What is generated on your screen might appear to be drawn with a pencil, pen or paintbrush. The second kind is 3D computer graphics, where the screen becomes a window into a virtual environment, where you arrange objects to be "photographed" by the computer. Typically a 2D computer graphics use raster graphics as their primary means of source data representations, whereas 3D computer graphics use vector graphics in the creation of immersive virtual reality installations. A possible third paradigm is to generate art in 2D or 3D entirely through the execution of algorithms coded into computer programs and could be considered the native art form of the computer. That is, it cannot be produced without the computer. Fractal art, Datamoshing, algorithmic art and real-time generative art are examples

3D graphics are created via the process of designing imagery from geometric shapes, polygons or NURBS curves to create three-dimensional objects and scenes for use in various media such as film, television, print, rapid prototyping, games/simulations and special visual effects.

There are many software programs for doing this. The technology can enable collaboration, lending itself to sharing and augmenting by a creative effort similar to the open source movement, and the creative commons in which users can collaborate in a project to create art.[citation needed]

Pop surrealist artist Ray Caesar works in Maya (a 3D modeling software used for digital animation), using it to create his figures as well as the virtual realms in which they exist

Computer-generated animations are animations created with a computer, from digital models created by the 3D artists or procedurally generated. The term is usually applied to works created entirely with a computer. Movies make heavy use of computer-generated graphics; they are called computer-generated imagery (CGI) in the film industry. In the 1990s, and early 2000s CGI advanced enough so that for the first time it was possible to create realistic 3D computer animation, although films had been using extensive computer images since the mid-70s. A number of modern films have been noted for their heavy use of photo realistic CGI.
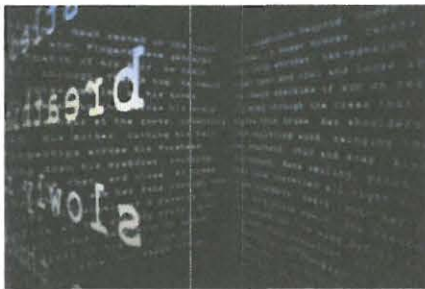
Noah Wardrip-Fruin's "Screen" (2003) is an example of digital installation art which makes use of a Cave Automatic Virtual Environment to create an interactive experience.

Digital installation art constitutes a broad field of activity and incorporates many forms. Some resemble video installations, particularly large scale works involving projections and live video capture. By using projection techniques that enhance an audience's impression of sensory envelopment, many digital installations attempt to create immersive environments. Others go even further and attempt to facilitate a complete immersion in virtual realms. This type of installation is generally site-specific, scalable, and without fixed dimensionality, meaning it can be reconfigured to accommodate different presentation spaces.

The McMillan Arts Centre was proud to host local digital artist, Brian Middleton, for his exhibit in 2018. Brian is one of a growing number of local digital artists who began their artistic careers in traditional mediums, photography, acrylic and then

moved into the digital media field in recent years. Middleton's latest artistic method is via iPad.

"Five years ago a friend arrived with a tablet and an app, not the one I'm using now, but I was intrigued and I played around with it for a week while she was here, and at the end of the week, I decided I need to buy an iPad and some apps and found out about what it could do."

The way Middleton explains it, the software he now uses, called Procreate, allows him to do anything he could with a physical art studio, and some things he couldn't. He can download digital "brushes" that allow the touch of his finger to smear digital paint mimicking various kinds of paintbrushes, he can layer different images and paintings to create unique collage work and depth, he can even take a photo with colours that he likes and liquefy it, allowing him to paint with those same colours but create something completely new.

"The possibilities are endless with it," said Middleton. "And I get a chance to experiment to a far greater degree than I used to."

That's because working digitally has solved a big problem for him, and many other artists: where to put all their paintings. For Middleton, all his work is stored as digital files, either on his iPad or on the internet. It also means that there's no cost to experimenting, as he doesn't waste canvas or paint.

In the Still Evolving show, Middleton has prints of his work in a variety of sizes, some on canvas and others set to glass surfaces. The subject matter spans everyday objects to big mountain landscapes where a hint of flowers, a shelf of books and urban streets ghost in and out of the work.

Another unique aspect of working digitally means Middleton also has a new method of displaying his work: for each painting he creates, there's a sped-up video showing his progress, meaning people could watch as the artwork creates itself before their eyes. That's one way Middleton hopes to display his work in the future, but for this show, he'll be putting on a demonstration.

Middleton's images were printed on canvas and framed for the exhibit. A Digital Media Gallery would enable the McMillan Arts Centre to exhibit digital work as it is meant to be seen – on digital screen, video, image projection, soundscape whiteboard and more, as technology in the field of artistic creation evolves. Digital Media Art is an exciting new creative conversation, and the McMillan Arts Centre will be pleased to present this new conversation to the Oceanside Community.

DIGITAL MEDIA GALLERY
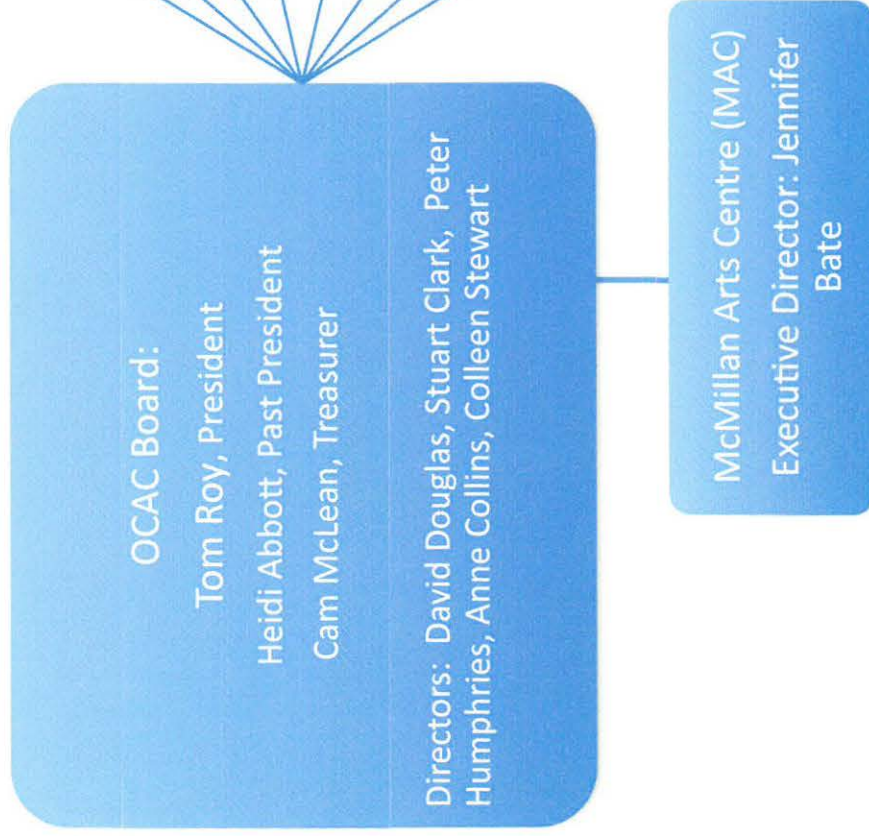**MCMILLAN ARTS CENTRE**
PROPOSED BUDGET 2019

PRODUCT/NAME	DESCRIPTION	PRICE
48:" interactive flat panel		4,000.00
42" high res smart tv		700.00
28" smart tv X5		1,500.00
Yamaha Portable PA System		1,170.00
Mics, Stands and Speakers	As above	1,195.00
iMac 3.5GHz		2,399.00
BenQ Projector		2,000.00
Elite Projection Screen		1,180.00
Quartet Melamine Whiteboard		1,180.00
Costco black stacking chairs (100)		2,700.00
Lighting systems		
Enhanced gallery lighting	IKEA	1,800.00
Event/theatre lighting systems		1,200.00
LABOUR		
Electrical installation sound & lighting systems		2,500.00
Preparation and painting of gallery		2,000.00
TOTAL		25,524.00

Committees: Chaired by an OCAC board member

- Community Collaborations
- Finance
- Fundraising
- Public Relations
- Volunteer Engagement
- Governance
- Programs/Initiatives
- Legacy Fund

Oceanside Community Arts Council
Organizational Chart
April 2019

OCAC Board:
Tom Roy, President
Heidi Abbott, Past President
Cam McLean, Treasurer

Directors: David Douglas, Stuart Clark, Peter Humphries, Anne Collins, Colleen Stewart

McMillan Arts Centre (MAC)
Executive Director: Jennifer Bate