

VMF

VMF PRESENTS:

**BLACK
STRATHCONA
RESURGENCE
PROJECT**



OUR STORY

Vancouver Mural Festival is the world class evolution of a grassroots initiative to transform the way art is experienced in Vancouver.

VMF is dedicated to artistic and cultural development in our city. We create experiences that connect art and people in public space.

Since 2016, VMF has created **320+ murals**, grown our annual summer festival into one of Vancouver's premiere events, and continues to reimagine public art and events in our city.



VMF 2021

VMF supported even more local communities, artists and businesses by safely expanding to 11 neighbourhoods with a reimagined festival featuring 65+ murals, 40+ tours, and a 40+ events over 3 weeks of live performances.

CONTEXT & VISION

PROJECT VISION

The Black Strathcona Resurgence Project (BSRP) reasserts Black visibility in the Hogan's Alley Neighbourhood

Over the course of 2020/2021, VMF engaged with local Black artists, curators, businesses and communities to embark on a multi-mural project that centred Black storytelling, artistry and curation through the visual impact of public murals and public programming.

Together we completed 11 murals, 5 events, and 6 neighbourhood tours as part of this program.



THE IMPORTANCE OF PEOPLE AND PLACE

Although dispersed, Vancouver is currently home to new generations of growing Black communities, initiatives, and businesses. The revival of the Black Lives Matter movement in June 2020 has provided the visibility and connection to these Black individuals, including an array of Artists and Curators.

The origins of the **Strathcona neighbourhood** are directly correlated with early Black migration. The first Black communities arrived to BC predominantly from California as early as 1858, and from Alberta in the early 1900s. Over the next few decades, Black settlement and establishments grew across Strathcona, including the city's first Black-owned church: the Fountain Chapel. This location, a hub for Black communities, was ultimately dubbed Black Strathcona. The area included (but wasn't limited to,) the block known as **Hogan's Alley** and the city's main Railway Station which predominantly hired Black men as Porters.



FOUNTAIN CHAPEL PICNIC, 1935 (PHOTO CREDIT: GIBSON FAMILY)

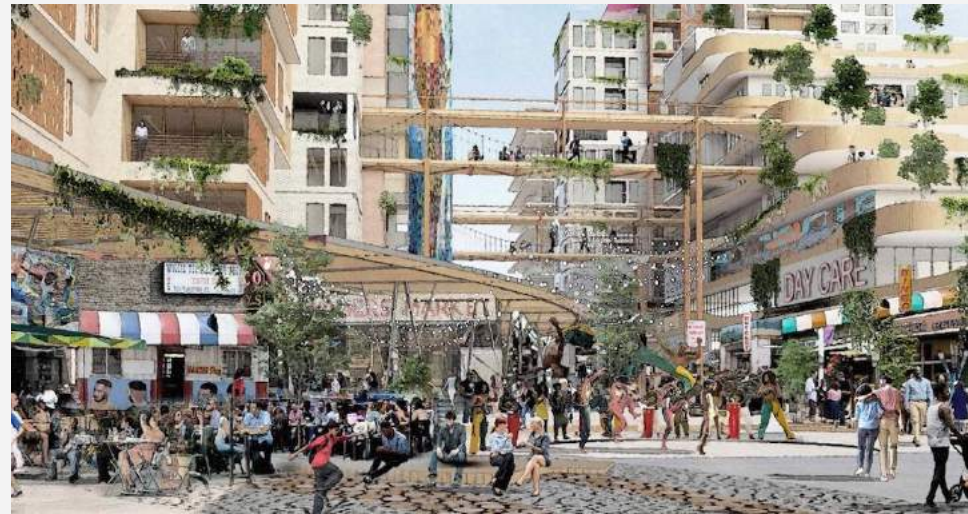
As the Black population grew in the 1940s, so did the contempt of the city, fuelled by the media. This turned into a determination to impose further systemic barriers for Black people in the form of housing and economic discrimination, forcing Black people to relocate. The catalyst for the complete dismantling of Black Strathcona occurred in the early 1970s when the City of Vancouver moved to build the Georgia Viaduct freeway through the Hogan's Alley neighbourhood. The rich Black Canadian history rooted in Vancouver is rarely taught or acknowledged.

PREPARING THE WAY

The City of Vancouver has indicated the intent to establish a Cultural Centre in Strathcona

Approved under the North East False Creek plan Section 4.4 and 10.4, the City of Vancouver has indicated the intent to establish a Cultural Centre in Strathcona, with the intention of centralizing the Black Community through programming, food, gathering and celebration, education and empowerment, art, music, dance, research and knowledge of Black Canadian history.

Murals create the opportunity to publicly acknowledge the history of the area, while promoting the visibility of Black communities prior to the pending developments. A 2D coat of paint can make a remarkable transformation while this area awaits community-led investment and transformation.



BLACK STRATHCONA AREA

Hogan's Alley

The Hogan's Alley neighbourhood has historically shared its borders with Strathcona and Chinatown on the unceded territory of the Musqueam, Squamish, and Tsleil-Waututh peoples.

The project was a collaboration across the diverse groups that make up this part of Vancouver by featuring curation and artists from each of these communities.

Note: The demarcated area denotes the general vicinity of where the murals were painted in Hogan's Alley and are not intended as the official area of Hogan's Alley.



SUPPORTING INTERCULTURAL RELATIONS

Building Solidarity between Black and Indigenous communities is the future of our city.

Afro-Futurism and MST Futurism are the re-imagining of a future filled with arts, science and technology seen through a Black and Indigenous lens. The unification between these marginalized groups will ensure that reconciliation is supported beyond movements like Black Lives Matter and Land Back.

Leaders from these communities are currently working towards uplifting and celebrating visions for the future of Vancouver. There is a chance to make history by bringing the message of solidarity together through mural art. This project engaged with these movements directly via online public programming and in the curation of the artwork and performances.



VMF 2020 Guest Curators: Krystal Paraboo and Sierra Tasi Baker.

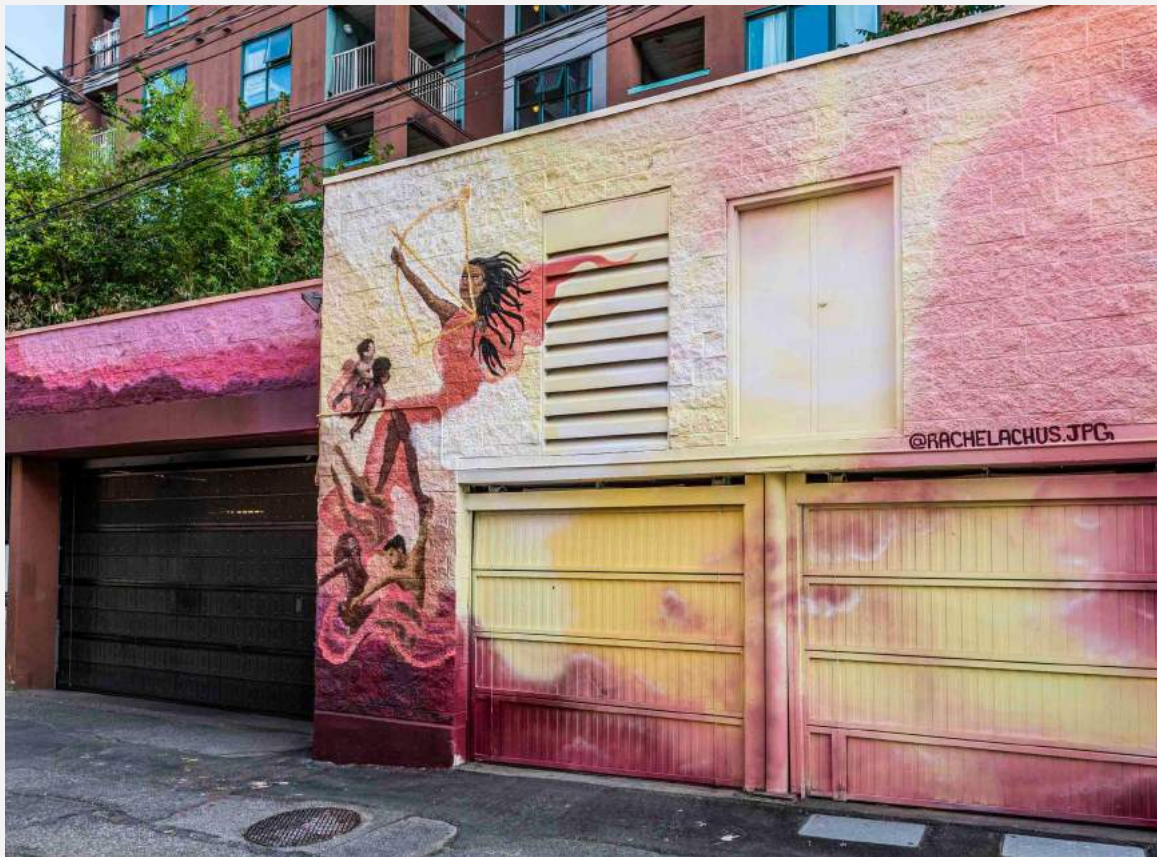
2021 BSRP MURALS

Artists: Odera Igbokwe & Paige Jung

BC HOUSING | 251 UNION STREET

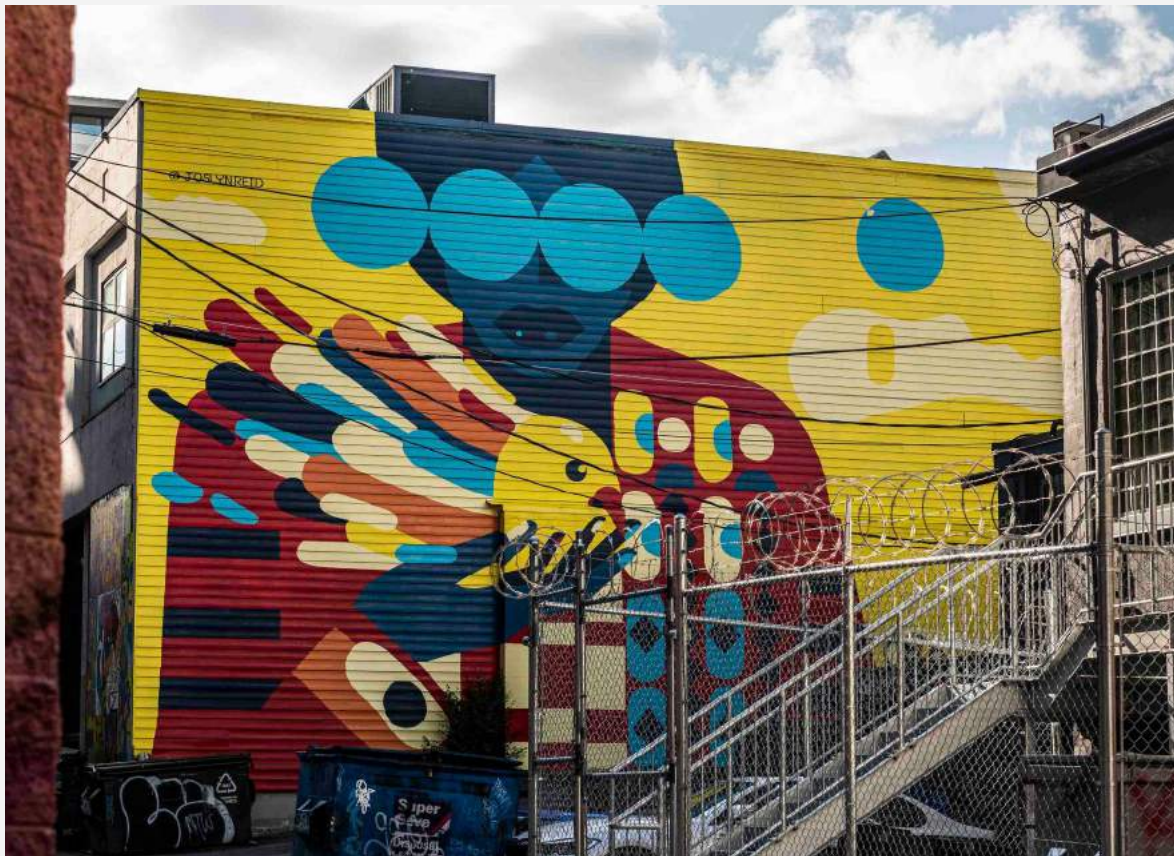


Artists: Rachel Achus, Zac George
BC HOUSING | 251 UNION STREET



Artists: Joslyn Reid, COMO HOMBRE

236 E GEORGIA | ALLEY



Artists: Yaimel Lopez, Sasha Mbabazi

NORA HENDRIX PLACE | 603 POWELL STREET



Artist: MEDIAH

700 Main Street | BC Hydro Murrin Substation



Artists: Emma Xie, Chase Gray, John Sebastian

BC HYDRO | MURRIN SUBSTATION



Black Strathcona Resurgence Solidarity Mural

ARTIST / CURATOR STATEMENT “Solidarity Storytelling” was produced to reflect the support of intercultural relations on the Black Strathcona Resurgence Project. The location of this building is at the intersection of Chinatown and Hogan’s Alley, and is ultimately on the unsundered ancestral territories belonging to the Skwxwú7mesh (Squamish), Səlilwətaʔ/Selilwitulh (Tsleil-Waututh) and xʷməθkʷəy̓əm (Musqueam) Nations. The vision for this mural was to interweave Chinese, Black and Indigenous culture and presence in a vibrant and dynamic manner that honours the past, present and future generations of these communities building towards a decolonized future collectively. In solidarity with one another, each panel depicts layers of storytelling from the aforementioned communities that reflect elders, youth, queer & 2-Spirit identities.

Left Panel : Emma Xie depicts one of Tibet’s most renowned meditation masters of recent times, named Akhyuk Rinpoche (1927-2011). He revitalized the study and practice of Buddhism in Eastern Tibet beginning in the 1980s, eventually drawing tens of thousands of students from across Tibet and China to his Buddhist encampment of Yachen monastery. It was inspired by a mantra from the Tibetan tradition, which translates to “help us clarify, or purify, our Body, Speech, and Mind.” It is pronounced as “Om Ah Hum”. By reciting this mantra, you are also purifying the environment, as well as yourself and all other beings within it. This image is important to the Chinese and Asian cultures present in this neighbourhood to go on a journey of healing, and moving forward.

Middle Panel: The Indigenous section of this mural includes the Coast Salish design on the top frame, and the middle panel. The top border is a Coast Salish design that reflects my Musqueam heritage, and how salmon are an important part of history and wealth. There are many symbols of protection, strength, and peace within northwest coast Indigenous art; including the copper shield, eagle feathers, and cedar. My goal was to make this piece reflect unity. The copper shield is brought out to assert hereditary rights and privileges, and represents an ancestral being, with the ribs and backbone shown in the “T” shape. The top figure is my representation of a Two-Spirited person or ancestor, mixing the traditionally gendered colours of red and black. The sun and moon are a perfect representation of being harmoniously different, and creating an endless, equal flow of time. Night and Day; an ever present constant to keep us going.



BLACK STRATHCONA RESURGENCE PROJECT // Chase Gray.

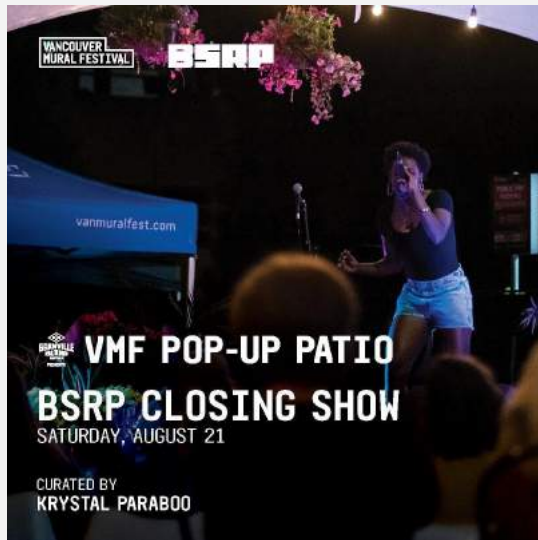
Right Panel: The last section of the mural is an ode to the young, Black femmes who have been at the forefront of the Black Lives Matter movement, making endless contributions to activism as a whole. This portrait depicts a young Black woman in an orange-patterned garment. She is intentionally portrayed wearing her natural hair, and looks over her shoulder with a stoic expression. Black women are always being told to smile and are judged when they do not, yet society doesn’t take the time to account for the emotional labour and exhaustion they go through on a daily basis. This side of the panel honours and centres the humanity of Black femmes.

PROGRAMMING

PROGRAMMING

Black Strathcona Resurgence Project: Live

Over three weeks, VMF hosted eight unique pieces of public programming supporting the BSRP project that included, online talks, tours, workshops, live music, dance and drag.



TEAM

LEADERSHIP WORKING ALONGSIDE THE VMF TEAM:

Black Strathcona Resurgence Project: Team Lead and Advisory Committee



KRYSTAL PARABOO

Role: Curator and Project Lead
After working as a curator at VMF 2020, Krystal brought a vision for BSRP to VMF and worked to bring the work and vision to life.



JAHMIRA LOVEMORE

Role: Advisory Committee
Black Lives Matter Vancouver,
Hogan's Alley Society



CHANTAL GIBSON

Role: Advisory Committee
Artist, SFU Educator



BERTHA CLARK

Role: Advisory Committee
Descendant of Vie Moore,
Poet



ADAM RUDDER, PhD

Role: Advisory Committee
Vancouver-Based Historian,
BC Community Alliance



AMINA YASIN

Role: Advisory Committee
City of Vancouver, Planner,
Hogan's Alley Society



BRIAN MCBAY

Role: Advisory Committee
Board of Directors, Chinese
Canadian Museum,
Executive Director, 221A

IMPACT

With your support, we have demonstrated the transformative power of art in our communities.



PRIORITIZING SAFETY

Reducing vandalism and increasing safety in Chinatown & Strathcona

Addressing the complex socio-economic issues Strathcona and Chinatown face is a big challenge to take on alone. A community-led public art project can demonstrate support for a community that prioritizes safety and inclusion, while reducing vandalism.

Safety for for women and BIPOC communities:

Studies in Vancouver have proven that transforming and maintaining public spaces and underutilized alleyways with mural art promotes the perception that these are safe places, especially for women who are increasingly more likely to use these spaces. Positive activities such as interactions with the art installations create a sense of trust amongst viewers in the community.*

Graffiti Protection:

Murals created as part of BSRP will be coated in a special anti-graffiti coating applied by Goodbye Graffiti. The coating makes the aerosol easier to remove and can translate into significant savings. In addition to the coating, the artwork deters vandals as well.

*DVBIA x CoV x HCMA Architecture + Design Case Study: Leveraging Our Laneways, 2019



TESTIMONIALS
Working together



"I always used to draw, but after participating in the Black Strathcona Resurgence Festival, I began seeing my drawings with a purpose and hope that I can create positive change in my community."

- **Enia Sitole, BSRP Artist @ Hogan's Alley**



"**BC Housing** is grateful for the opportunity to support this project because it helps reclaim Black visibility while honouring the importance of the Chinatown community and Indigenous peoples. Community building projects like this help us re-establish historic roots and a sense of belonging that is vital to healthy communities,"

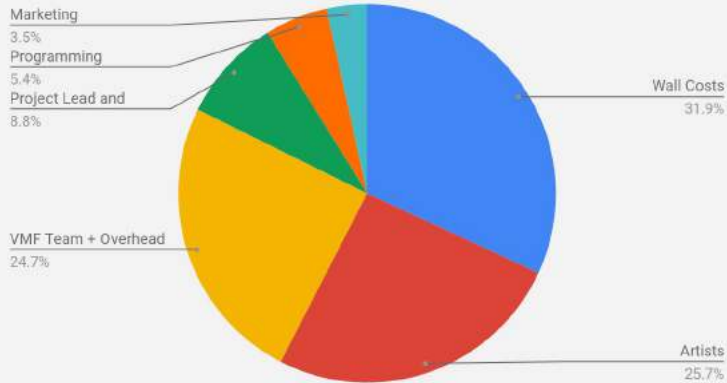
- **Vincent Tong, BC Housing's VP, Development and Asset Strategies.**

Budget Summary

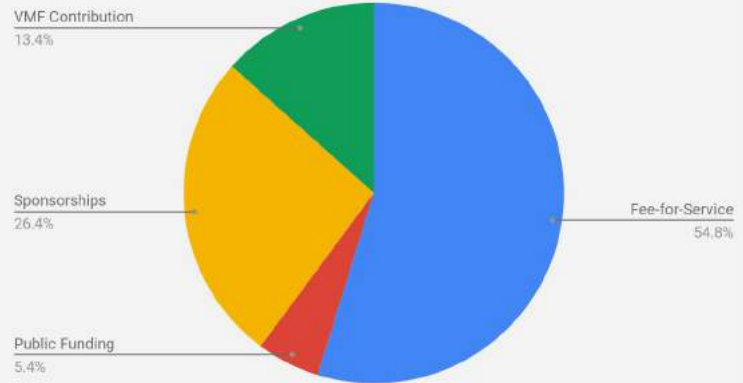
There are many costs to go into mural painting. Costs range from curation to community engagement, project management and marketing, to equipment rentals, supplies, permits, and anti-vandalism coatings.

The charts below give a breakdown of where the funding for the project came from and how it was used. (*Fee for Service* is a term we use for clients who pay to have art on their buildings.)

BSRP Expenses



BSRP Revenues



GRATITUDE

SUPPORT

The artists want to thank our partners and sponsors

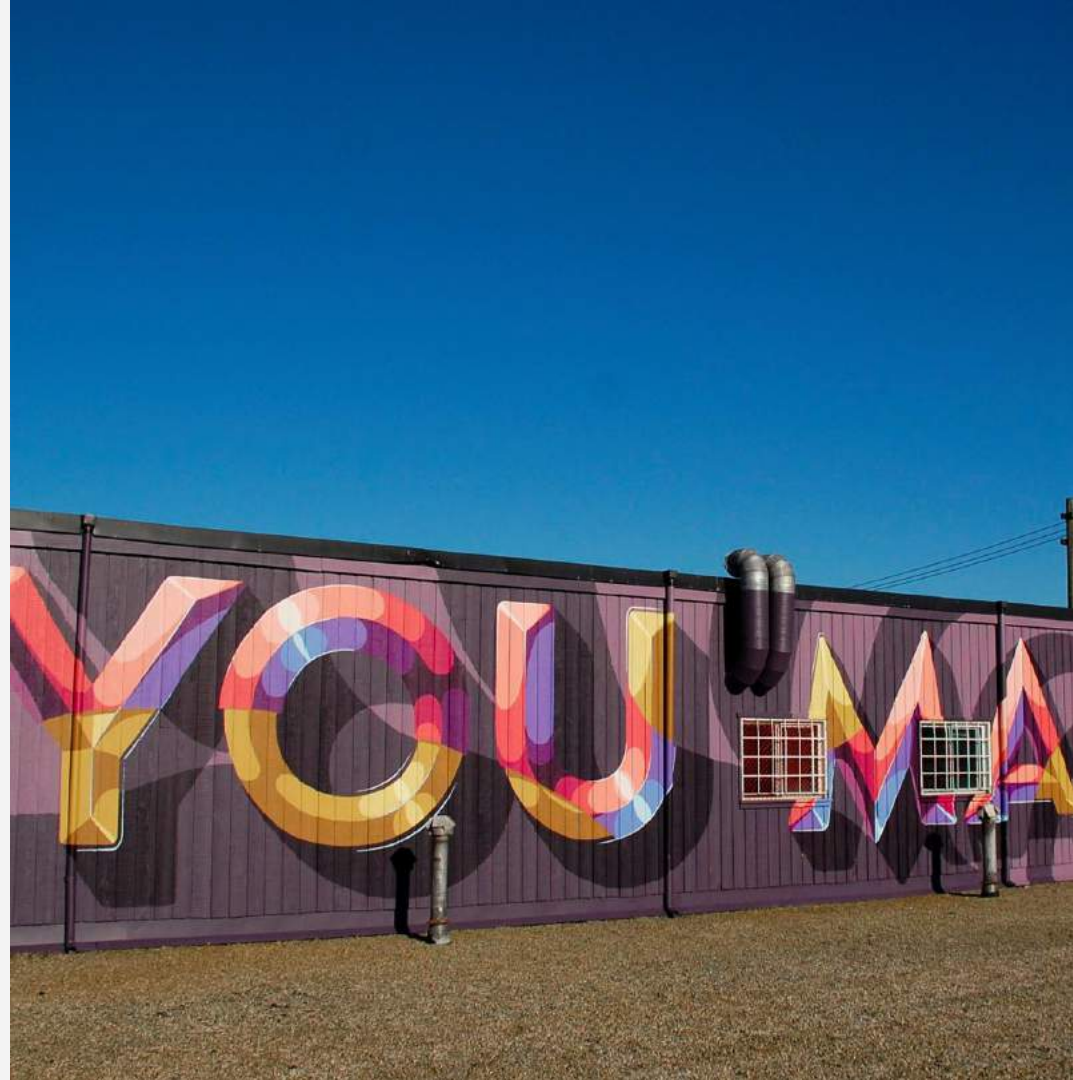


THANK YOU!

For more information please contact:

VANCOUVER MURAL FESTIVAL

hello@vanmurfest.com



APPENDIX

2021 MARKETING

Marketing

Outdoor Advertising

- 5000 street posters throughout Vancouver
- 30 bus shelter ads across the city
- 11 Festival Towers in every mural neighbourhood
- Signage on each new mural

Digital Advertising

- Paid Facebook, Instagram and Google campaigns

Over \$300,000 Media Partner Value



Campaign
Impression:
2.98M



Unique Monthly
Visitors: 1.9M
Campaign Reach:
675K



Daily CUME:
239K



Daily CUME:
238K



Daily CUME:
85K



2021 EARNED MEDIA

Media Highlights

50+ media features:

Vancouver Sun
 The Province
 Georgia Straight
 Global TV
 CTV
 CBC + CBC Radio
 Radio-Canada
 Daily Hive (x15)
 Vancouver Is Awesome
 CityTV
 CKNW
 News1130
 Inside Vancouver
 North Shore News
 Fairchild TV
 The Art Newspaper
 Times of India
 Magzoid
 +many more!



+ MUCH MORE

2021 EARNED MEDIA

BSRP Media Highlights

10+ media features:

- Vancouver Sun
- Georgia Straight
- Global TV
- CTV
- CBC + CBC Radio
- Radio-Canada
- Daily Hive (x3)
- Vancouver Is Awesome
- The Art Newspaper
- +many more!

URBANIZED
TRANSPORTATION | ARCHITECTURE

Vancouver Mural Fest spotlights intercultural solidarity with massive new murals

By [David Chen](#) | Aug 20, 2021, 11:08am

Submitted by Kristyral Paraboo for the program on the City of Vancouver's Urbanized website. © Kristyral Paraboo (2021)

A massive trio of murals unveiled during Vancouver Mural Fest (VMF) is highlighting the importance of representation by the festival and the city.

British Columbia

Black muralists reclaim walls of Vancouver's Strathcona neighbourhood

[f](#) [t](#) [v](#) [e](#) [in](#)

Project curator says she wants to use mural to push back against erasure of local Black community

by [Jordan Wilson](#) | CBC News | Posted: Aug 18, 2021, 8:51 PM PT | Last Updated: August 8

Three of the Black Strathcona Resurgence Project artists, Rogan Ling, Rachel Akhua and Erik Soto stand in front of their completed mural near Main and Keefer in Vancouver. (Cristina Wilson/CBC News)

Kristyral Paraboo lays out of the artists she approached to create a mural for the Black Strathcona Resurgence Project responded with other learn, teach or disabled.

VANCOUVER SUN

Black Strathcona Resurgence Project part of Vancouver Mural Festival

The Black Strathcona Resurgence Project brings more critical representations of Black life and history to the 2021 Vancouver Mural Festival

By [Karin Griffin](#) | Jul 16, 2021 | [Reviewed](#) | [Join the conversation](#)

Kristyral Paraboo is the project manager and curator of Black Strathcona Resurgence Project. She is surrounded by local artists who helped her create the mural. (Cristina Wilson/CBC News)

In 2020, when Kristyral Paraboo worked as guest curator at the Vancouver Mural Festival.

Vancouver Mural Fest launches Black Strathcona Resurgence Project for 2021 festival

By [David Chen](#) | Jul 20, 2021, 9:48am

Artist, Rogan Ling, 'I Hope Through Art, I Reconnect Myself to Myself' mural for Vancouver Mural Festival. (2021)

Vancouver Mural Fest (VMF) has announced its latest community endeavour that was created to reclaim visibility and reconcile the erasure and systemic racism that Black people have historically endured in Vancouver.

Hogan's Alley reclaimed in Black Strathcona Resurgence Project

The project displays Black history and art in the Vancouver Mural Festival

August 7, 2021 | [Sobia Morwan](#)

Listen to Post

When Kristyral Paraboo was a guest curator for the Vancouver Mural Festival in 2020, she was disappointed that only two of the 250 artists featured were Black.

Though VMF began in 2016, it has since failed to do a good job of proportionally representing Vancouver's Black population. This understanding led to the birth of the Black Strathcona Resurgence Project, which designated 14 artists and 11 murals to be created representing Black and BIPOC folks.

"We want this to be its own community project and focus on expanding artistic capacity for Black artists, and continue to reconcile the systemic erasure that Black people have faced in this province since the late 19th century," says Paraboo.

The BSRP is showcasing Hogan's Alley in Strathcona, which was home to Vancouver's first significant Black community until they were displaced. The alley also intersects with Chinatown and is ultimately an Indigenous land, which is why Paraboo has made an effort to include Chinese and Indigenous artists in the BSRP.

John Sebastian's mural for the Vancouver Mural Festival. unlit. (submitted)