

The Jeffrey Rubinoff Sculpture Park

Inaugural Forum Symposium Director's Report

Prepared by

Karun Koernig

Symposium Director

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Hornby Island BC

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Goals and Objectives of the Inaugural Forum

The purpose of the Jeffrey Rubinoff Sculpture Park (JRSP) enable the general public, young artists and art students to learn about the work and ideas of Jeffrey Rubinoff. In advance of the official opening of the Park, a three day Inaugural Forum was held to open the planning to members of the potential future audience.

The goal of the Inaugural Forum was to involve a diverse group of participants in a planning exercise to develop high quality activities for the benefit of a variety of audiences.

Its specific objectives were as follows:

- 1) To gain critical feedback on a planned series of symposia from a potential future audience
- 2) To gain critical feedback on current and future JRSP communication materials
- 3) To plan interpretive activities suitable to members of the public of varying experience levels
- 4) To plan activities suitable to engage young artists and art students
- 5) To tap into the networks of a diverse group of participants to enable us to reach an interested audience
- 6) To gain a pool of individuals who can help implement activities
- 7) To orient the local community to the values of, and vision for the future of the park

NOTE

The suggestions contained within this report are a summary of the opinions of the participants of the Inaugural Forum on potential activities in the Park. They will be considered at the discretion of the Jeffrey Rubinoff Sculpture Park, but do not constitute policy at this time.

RECOMMENDATIONS FOR OBJECTIVE I

To gain critical feedback on a planned series of symposia from a potential future audience

When polled, the idea of a symposia series was found to be the most popular activity among participants of the Inaugural Forum. The recommendations of the working group addressing the symposia were as follows:

- Symposia should be focused around a narrow theme. The current range of themes are far too broad to secure the interest of a group of professionals who would all be interested in meeting each other.
- Symposia should involve experienced practitioners, senior level academics, mature artists, and other individuals who can articulate new knowledge to the group on a selected topic.
- In an interdisciplinary symposium it is not necessary to require participants generate new research. The leading edge of each discipline will be new to the interdisciplinary group.
- Post symposium collaboration cannot be forced, but will occur naturally between interested participants, or with funding of specific follow up activities.
- Real collaboration during a symposium takes more than three days. JRSP was asked to consider working symposia formats of 10 days to one month if a collaborative product is desired.
- It is possible that other organizations are looking for a venue to hold symposia or other events that address some of the inherent values of Jeffrey Rubinoff's work. Developing an online application form may lead to future symposia that are funded entirely by external parties.
- Future symposium participants should respond to a call for abstracts, present papers during the symposium and be prepared to have their work subsequently published in various media.

RECOMMENDATIONS FOR OBJECTIVE 2

To gain critical feedback on current and future JRSP communication materials

A working group was dedicated to providing critical feedback on JRSP communications materials. These materials were supplied prior to the Forum and included:

- The 'Symposia in the Company of Ideas' brochure; which outlined the insights that evolved with and from Jeffrey Rubinoff's work.
- 'The Historic Role and Significance of the Sculpture of Jeffrey Rubinoff' essay by Mark Daniel Cohen which situated Rubinoff's work in the continuum of art history, elucidated the artistic ambition of abstract art, and presented the contemporary value of the Sculpture Park.

The following are the recommendations of the working group on the communications materials as well as observations by the symposium director:

- It was recommended that JRSP publicly state its mandate and program in communication materials such as a website, brochure and application forms.
- Many of the artists and arts educators at the Inaugural Forum wanted to delve more deeply into the ideas within the Symposium brochure. This indicates that the brochure communicates well to an arts audience.
- Some of the non-arts candidates for the Inaugural Forum were intimidated by the brochure. Mainly those participants without an arts background found it difficult to penetrate the insights, or felt themselves intellectually inadequate to participate, in spite of their high level professional status. This indicates the Symposium brochure may not adequately communicate the insights to a non-art audience.
- It was recommended that JRSP have a staged approach to communications so that information and concepts are communicated to the various audiences appropriate to their experience levels.
- Participants agreed that Jeffrey Rubinoff's artist talks were highly interesting. They indicated that recorded interviews and other explanations of the insights would increase audience access.
- Some of the other ideas for additional communication materials are: an expanded book on the central concepts in the brochure, a coffee table book of the work, a short bio on Jeffrey Rubinoff, and a DVD or audio interview of Jeffrey.

RECCOMENDATIONS FOR OBJECTIVE 3

To plan interpretive activities suitable to members of the public of varying experience levels

The following are the recommendations of the working group on the interpretive activities :

- There should be a range of activities enable a member of the public to start to engage in the work at their level of the understanding or experience.
- To quote the working group “*The first level of experience is the visceral understanding of the work alone.*” This was interpreted to mean that the tour should start with an individual exploration of the work before any didactic sessions.
- There should be two separate publications: an individual guide book and one for docents. Various formats were suggested depending on budget, however a technology based guide was considered to provide expansion potential.
- It was proposed that the content within this tour and other interpretive materials would need to be developed over a period of several years, and it was suggested that a communications director might be hired to facilitate this.
- It was strongly suggested that there be alternative pathways to navigate through the work. This could be done through coding using colours or symbols, or a menu system for electronic interpretive systems. The following is a suggestion for a conceptual framework to guide the creation of the various layers of interpretive and communications materials:

| | |
|--------------------------------|--|
| <i>The work itself</i> | As explored by each individual park visitor |
| <i>Structure of collection</i> | Series, chronology, linear relationship, evolution of pieces |
| <i>The Park</i> | Features of land, the site as sculpture, history of site and relation to the environment |
| <i>Ideational aspects</i> | Art history background, historical “place and time” |
| <i>Biography</i> | The arc of Jeffrey Rubinoff's journey |
| <i>Community</i> | Friends, family, collaborators |
| <i>Process</i> | Fabrication process, physical materials, technical aspects |

RECOMMENDATIONS FOR OBJECTIVE 4

To plan activities suitable to engage young artists and art students

This objective was addressed by two working groups. The Education group focused on activities that are geared to fine art and art history students, whereas the Performance group addressed how other artists might use the facilities.

The following are a summary of the recommendations of the Education working group.

- The following potential educational audiences were considered: 1. University and college students, 2. adults in the arts community outside the educational system 3. high and elementary school.
- An Education director might be hired as a consultant to plan and organize educational activities at the JRSP. It is recommended that the director investigate existing BC visual arts curricula, establish relationships with instructors, and investigate educational programs of other similar institutions.
- A specific JRSP educational package including samples of interpretive materials and educational activities could be developed and sent to interested educational or arts organizations.
- Send the JRSP educational package to a list of specific schools, departments, institutions, sculpture parks and individual teachers who share a focus on modernism, sculpture, and collections of Canadian art.
- Hands on art activities are suggested for students and interested adults to build their visual art vocabulary and spatial awareness through concepts such as negative space, composition, scale, movement and repetition. This could be done using blocks, maquettes or using their own bodies.
- It was recommended that a specific program be developed for MA and PhD art history students to come to the JRSP to write their theses.

The following are a summary of the recommendations of the Performance working group.

- The group suggested that the JRSP be a venue which support artists who are making high quality works of art. Specifically it was thought that music, dance, visual art, poetry, and theatre would work well either in the park, or at the interpretive building.
- An application to show or perform at the JRSP could be developed and linked to the website.
- It is recommended that a group of trusted advisors could vet performance proposals with Jeffrey Rubinoff making the final decision as artistic director.
- Another way for artists to apply to show at the JRSP would be subsequent to attendance to symposium. Their work address a theme from the event.
- It was recommended that proceeds from visiting special events go to the artist or company.

OUTCOMES RELATED TO OBJECTIVE 5

To tap into the networks of a diverse group of participants to enable us reach an interested audience

During the launch phase of any institution it is important for the community of people one hopes to engage to build a stake in its future. New people bring crucial knowledge of and connections to new networks of other potentially interested individuals and institutions. Over twenty individuals participated in the Inaugural Forum, and many have already indicated their interest in assisting JRSP to reach a larger interested audience.

OUTCOMES RELATED TO OBJECTIVE 6

To gain a pool of individuals who can help implement activities

A diverse group of people bring valuable skills to the table, which are useful in an isolated setting such as Hornby Island. Given the complex nature of the Park it is very important that anyone implementing activities here, understand the inherent values of the work. The Inaugural Forum sensitized and oriented a new group of young people to the JRSP and there are now plans to engage them in various projects.

OUTCOMES RELATED TO OBJECTIVE 7

To orient the local community to the values of and vision for the future of the park

Many participants were residents of the local community: an architect and business owner; a landscaper; three artists; and the a chair of Hornby Island Regional Park committee. It was seen as important for islanders to familiarize themselves with the purposes and mandate of the JRSP. Since the Park is in their community it is important for them to perceive their stake in the future of the JRSP.

Suggested Priorities for Implementation

- Activities with a low cost high benefit ratio
- Activities that are pre-requisites for many other activities
- Activities that highly leverage financial resources

Areas of prioritization

Communications plan

- Hiring communications consultant(s)
- Sculpture Park brochure
- Website about the sculpture park
- Other presentations (Book, prints, etc)

Interpretive materials

- Mapping of the site
- Means of storing and retrieving layers of interpretive data
- Interpretive content for individual and docent guides

Education

- Hiring education consultant(s)
- Activities and Tours package for educators
- An academic program for graduate students

Symposia

- Choosing one theme for the upcoming symposium
- Writing an in-depth elucidation of the theme
- Solicitation of papers on that theme by experienced practitioners, academics, and artists
- Invite cross-fertilization between symposia and the activities of the Education and Performance group

NOTE: The symposia have been given special consideration by the directors. Special planning meetings were held subsequently to the Inaugural Forum to determine the theme as: *“The Value of Art at the End of the Age of Agriculture.”* A special working group has been set up to write a foundational document to this symposia series, and to pose related questions to which participants will respond. Anticipated outputs would be a compendium book and synthesis articles.

Summary of Inaugural Forum Proceedings

For a detailed record of the proceedings of the Inaugural Forum please see the following appended documents:

- Participant Biographies Text
- Inaugural Forum Agenda Text
- Introductory Remarks from Symposium Director Karun Koernig Text
- Sculpture Park Talk and Tour with Jeffrey Rubinoff Video, photos
- Landshaping Talk and Tour with John Kirk Video, photos
- Architecture Talk with Michael McNamara Text, audio, and images
- Participants Feedback Session Audio
- Breakout Group Brainstorming Session Text, audio
- Presentation Regarding the Goals for the Park by Jeffrey Rubinoff Text, audio
- Breakout Group Presentation: Park & Education Text
- Breakout Group Presentation: Performance Space Text
- Breakout Group Presentation: Park & Documentation/Communications Text
- Breakout Group Presentation: Park & Artists Text
- Breakout Group Presentation: Park & Symposia Text, powerpoint
- Prioritization exercise Text

Participant Biographies

Jeffrey Rubinoff, Artist and Chair of JRSP

- Creator of the park as we see it today along with partner Betty Kennedy, Landscaper John Kirk, and architect Michael McNamara
- Has been shaping the land since the early 1970's and with John Kirk since the late 1980's
- Built the JRSP Foundation over past 4 years, and has been developing a JRSP symposia series along with daughter Leba Haber Rubinoff and Symposium Director Karun Koernig for past 2 years

Betty Kennedy, Secretary of JRSP

- Partner of Jeffrey and collaborator in developing the park

John Kirk, Park Curator of JRSP

- Collaborator in the landscaping of the Park and creating the symposium facility
- Born and raised on neighboring Denman Island, began excavating business, starting working with Rubinoff in 1980's to "move mountains" and shape the land

Michael McNamara, Designer

- Principle for Blue Sky Design
- Designer of the JRSP symposium facility
- Has worked on Hornby Island since early 1970s

Karun Koernig, Manager, consultant

- Symposium Director, has worked with Rubinoff since 2006 to organize symposium
- Environmental Consultant, in partnership with Nicholas Lamm
- Currently working in Kenya with UN-HABITAT to manage youth entrepreneurship for the urban poor

Jess Conn-Potegal, Artist and Consultant

- Music consultant for luxury hotel properties
- Musician, interested to explore the connection between art and ideas, via Rubinoff's work

Jessica Demers, Artist and Art Educator

- Sculptor and installation artist
- BFA from Nova Scotia College of Art and Design
- Currently an instructor at Arts Umbrella, a youth arts education resource

Robert Denning, Art History Student

- MA Art History student at University of Victoria, BC
- Enjoys context behind art and what it says about an age and a people

Leba Haber Rubinoff, Filmmaker

- Rubinoff's daughter and collaborator in creating symposium
- Interactive filmmaker of socially conscious online media content
- Resides in New York, though currently located in India

Sam Hasinoff, Researcher

- Computer science research scientist, received Ph.D from University of Toronto, Ontario.
- Studies photography and computer visualization, engaged with visual art and technical expansion

Nicholas Lamm, Environmental Consultant

- Principle of Environmental Consultancy dedicated to greening the workplace, in partnership with Karun

Eesmyal Santos-Brault, LEED Assessor

- Co-owner of Re-Collective, a green building design and certification company

Kentaro Toyama, Research manager

- Manager of Microsoft Research India
- Currently working on the possible applications of computer technology for poor communities and rural communities

Sara Vipond, Artist

- Artist working in variety of media including metal and ceramic
- Received MFA from York University, Ontario in drawing and printmaking
- Full-time resident of Hornby Island for past 3 years
- Currently employed as studio technician at North Island College

Maia Love, Interning MD

- Dance choreographer with an interest in Deep Ecology
- Recently graduated from medical school specializing in Psychiatry

Vaughn Neville, Artist

- Painter, lives and works on Hornby Island
- Neighbor and long-time friend of Rubinoff

Matthew Walker, Sculpture Facilitator, Banff Centre

- Sculptor working in variety of materials including ceramic, steel and wood
- MFA with minor in Art History (renaissance)
- Currently employed as Sculpture Facilitator at the Banff Centre

Christine Tully, Researcher and Writer

- BA in Art History from University of Victoria, BC; currently taking graduate courses in cultural resource management
- BA in Education
- Most recently, developed educational manual about art history and culture

Heather Emery, Arts Educator

- Artist, writer, educator; art practice is mostly photography as well as drawing
- BFA and MA in Media and Communications
- Seminar leader in critical studies at Emily Carr Institute, Vancouver, BC for a few years
- Current day job is as administrative assistant at Vancouver Film School
- Interest in arts and educational administration is to hopefully affect greater institutional change than can necessarily be done in the studio or classroom alone

Inaugural Forum Agenda

REVISED AGENDA Version - April 28, 2008

Friday May 2nd

| Start | Stop | Activity | Where | Responsible |
|-------|-------|---|--------------------|-------------|
| 6:30 | 8:00 | Horseshoe bay ferry (be there by 6 am for reservation) | Horseshoe Bay | Rapporteurs |
| 8:00 | 9:15 | Drive up to buckley bay | Island Hwy Buckley | Rapporteurs |
| 9:15 | 10:00 | Breakfast at Buckley Bay | Bay | Rapporteurs |
| 10:00 | 10:15 | Buckley bay ferry | Buckly Bay | Rapporteurs |
| 10:40 | 11:00 | Hornby Ferry | Denman Is | Rapporteurs |
| 11:00 | 13:00 | Symposium building: Familiarize with building & technical check | Building | Karun |
| 13:00 | 15:00 | Drive to Jan's café for lunch | Jan's café | karun |
| 13:00 | 15:00 | Go over agenda over lunch & assign tasks | Jan's café | karun |
| 15:00 | 15:30 | Drive to Ford's cove to see the Float plane pick up point | Fords Cove | karun |
| 16:00 | 17:00 | Go to Seabreeze to see where cabins are & check into cabins | Seabreeze | Karun |
| 17:00 | 18:45 | Discuss meeting outcomes & Prepare Seabreeze dining room | Seabreeze | Rapporteurs |
| 18:00 | 18:45 | Go back to symposium building for last minute preparations | Building | Karun |
| 18:45 | 19:00 | Meet floatplane at Ford's cove | Ford's cove | Rapporteurs |
| 19:00 | 19:15 | Check-into rooms and welcome dinner | Seabreeze | Rapporteurs |

REVISED AGENDA Version - April 28, 2008

Saturday May 3rd

| Start | Stop | Activity | Where | Responsible |
|-------|-------|--|--------------------|--------------------|
| 8:30 | 9:30 | Breakfast | Seabreeze | Group |
| 9:30 | 9:45 | Drive to Symposium Building | Van | Rapporteurs |
| 9:45 | 10:30 | Karun Koernig on why we thought it was important for you to come | Building | Karun |
| 10:30 | 11:30 | Jeffrey Rubinoff on the integration of the great ideas & art • Introduction to viewing sculpture in the Garden: Series I & early work | Building Garden | Jeffrey Jeffrey |
| 11:30 | 12:00 | John Kirk on landshaping of the sculpture park | Park | John |
| 12:00 | 13:00 | Michael McNamara on the building as an example of modernism | Building | Michael |
| 12:30 | 13:00 | Participants opportunities for dialogue and questions | | |
| 12:00 | 13:00 | Set up for lunch | Building | Jeff Bishop |
| 13:00 | 14:00 | Lunch | Building | Group |
| 14:00 | 14:45 | Karun Koernig on a non-art practitioners relationship with art | Building | Karun |
| 14:45 | 15:00 | Participants opportunities for dialogue and questions | Building | Group |
| 15:00 | 15:30 | Coffee and tea break | Building | Rapporteurs |
| 15:30 | 16:30 | Sculpture park tour: Series 2-3 & insights evolved with the work Dialogue based on participants reaction to the insights and the work | Park | Jeffrey |
| 16:30 | 17:45 | | Building | Group |
| 18:00 | 18:15 | Drive to Seabreeze | Van | Rapporteurs |
| 18:15 | 18:45 | Relax and freshen up | Seabreeze | Group |
| 18:45 | 19:00 | Please be at dinner | Dining hall | Jeff Bishop |

REVISED AGENDA Version - April 28, 2008

Sunday May 4th

| Start | Stop | Activity | Where | Responsible |
|-------|--------|--|-------------|-------------|
| 8:30 | 9:30 | Breakfast | Seabreeze | Group |
| 9:30 | 9:45 | Drive to Symposium Building | Van | Rapporteurs |
| 9:45 | 10:45 | Participant comments, thoughts and questions from the previous day | Building | karun |
| 10:45 | 11:45 | Sculpture park series 4 & insights evolved with the work Karun on initial vision for symposia series and other park activities | Park | Jeff |
| 11:45 | 12:00 | | Building | Karun |
| 12:00 | 13:00 | Plenary brainstorm audiences and activities | Building | Karun |
| 12:30 | 13:00 | [potential to break up into small group to brainstorm] | Building | Karun |
| 12:00 | 13:00 | Set up for lunch | Building | Jeff Bishop |
| 13:00 | 14:00 | Lunch | Building | Group |
| 14:00 | 15:30 | Break out into groups to develop ideas generated in brainstorm | Building | Group |
| 15:30 | 15:45 | Coffee break | Building | Rapporteurs |
| 15:45 | 18:00 | Small group presentations to plenary | Building | Karun |
| 18:00 | 18:15 | Drive to Seabreeze | Van | Rapporteurs |
| 18:15 | 18:45 | Relax and freshen up | Seabreeze | Group |
| 18:45 | 19:00 | Please be at dinner | Dining hall | Jeff Bishop |
| 20:00 | onward | A Fine state of Affairs: Live Blues Evening | Dining hall | Jeff Bishop |

REVISED AGENDA Version - April 28, 2008

Monday May 5th

| Start | Stop | Activity | Where | Responsible |
|-------|-------|---|-------------|-------------|
| 8:30 | 9:30 | Breakfast | Seabreeze | Group |
| 9:30 | 9:45 | Drive to Symposium Building | Van | Rapporteurs |
| 9:45 | 10:15 | Introduction of art & practice as existential moral act | Building | Karun/Jeff |
| 10:15 | 11:00 | Private exploration of the sculpture park | Park | Group |
| 11:15 | 12:00 | Contemplate personal existential moral act | Building | Group |
| | | • A <u>private</u> reflection on a specific set of questions | | |
| 12:00 | 13:00 | Revisiting the ideas for symposia & park activities • Revisit Symposia & park activities in light of your personal reflections | Building | Group |
| 12:00 | 13:00 | Set up for lunch | Building | Jeff Bishop |
| 13:00 | 14:00 | Lunch | Building | Group |
| 14:00 | 15:30 | Rework ideas for Symposia & park activities in small groups | Building | Group |
| 15:30 | 16:00 | Coffee break | Building | Rapporteurs |
| 16:00 | 17:00 | Presentations and discussion on Symposium series & park activities | Building | Karun |
| 17:00 | 17:15 | Symposium closing | Seabreeze | Group |
| 17:15 | 17:30 | Drive to Seabreeze | Van | Rapporteurs |
| 17:30 | 18:15 | Relax and freshen up | Seabreeze | Group |
| 18:15 | 18:30 | Please be at dinner | Dining hall | Jeff Bishop |

REVISED AGENDA Version - April 28, 2008

Tuesday May 6th

| Start | Stop | Activity | Where | Responsible |
|-------|-------|--|------------|--------------|
| 8:30 | 9:30 | Breakfast | Seabreeze | Group |
| 9:45 | 10:00 | Participants departure for Hornby Island Ferry | Ferry | Participants |
| 10:40 | 11:00 | Denman Island Ferry | Ferry | Participants |
| 11:00 | 12:00 | Drive to Nanaimo Ferry | Island Hwy | Participants |
| 12:30 | 13:00 | Ferry trip to Vancouver | Ferry | Participants |

| | | | | |
|-------|-------|--|------------|-------------|
| 9:00 | 11:45 | Meeting with rapporteurs | Building | Rapporteurs |
| 11:45 | 12:10 | Participants departure for Hornby Island Ferry | Ferry | Rapporteurs |
| 12:45 | 13:00 | Denman Island Ferry | Ferry | Rapporteurs |
| 13:00 | 14:00 | Drive to Nanaimo Ferry | Island Hwy | Rapporteurs |
| 15:00 | 16:30 | Ferry trip to Vancouver | Ferry | Rapporteurs |