

MEDIA RELEASE

For Immediate Release

Sept 2, 2020



Regina Downtown Business Improvement District (RDBID) Presents the 2020 Urban Canvas Downtown Regina Artwork Installations

In partnership with the City of Regina, Regina Downtown Business Improvement District (RDBID) is inviting you to tour (virtually or in-person) the newest additions to our Urban Canvas Downtown Regina art program. Originally part of the Downtown Regina's response to deter unwanted vandalism, this program has grown to fulfill other valuable functions, adding value and vitality to this dynamic and diverse neighbourhood - at the heart of the city!

"Public art adds colour, life, and a sense of vitality and growth to the downtown," said Judith Veresuk, Executive Director of the Regina Downtown Business Improvement District (RDBID).

With the help of the experts at Sleek Signs, RDBID has installed thirteen vibrant and diverse artworks by artists from Saskatchewan and beyond on alley doors in Regina's downtown. Artwork was selected by a panel of adjudicators representing the local arts community and the City of Regina. This year's featured artists are:

Amber Armstrong
Brianna Urzada
Clara Chen
Cristian Barreño

Ingrid Van Opstal
Madison Pascal
Marilyn Nelson
Nicole Chen

Pepito Escanlar
Phyllis Poitras-Jarrett
Rosa Cruz
Stephanie Bellefleur

Art was installed as vinyl “wraps” on doors in and around the alley between the 1900-blocks of Scarth and Hamilton Streets (between Copper Kettle and Victoria’s Tavern), and new artwork by artistic duo Rawry & Pohly was installed on the alley door of ComicReaders (2125 11th Avenue).

RDBID Urban Canvas Program Coordinator, Janell Ranae Rempel, has witnessed the positive impact of this program firsthand, “Even as we were installing the artwork on this year’s doors, passersby and people working or shopping in the area were stopping with positive comments and excitement to see the art and how it brightens these spaces that are often forgotten and less cared for; when you choose to put art somewhere, it says that place is important. This is certainly true of Regina’s downtown.”

Artist Madison Pascal speaks to the benefits of public art – for artists, the city and everyone in it, “Having art so readily accessible to the public is such a great way to engage the people of Regina with its artists. Artists are the life blood of a city, they are responsible for our culture and entertainment. I feel people are less intimidated to seek out public art rather than the stigma of a stuffy gallery (which isn't a true representation of galleries). The pieces chosen for the Urban Canvas project beautifully complement our diverse city and brighten up our downtown. Being chosen to participate in this program also gives validation to artists, including myself that we are creating important pieces that need to be seen.”

Downtown Regina is everyone’s neighbourhood – a valued asset that equally embraces our community and is embraced by our community. As we continue to position Regina’s downtown as a unique, attractive and desirable place for visitors, residents, and businesses, we see added value in public art as part of our evolving culture and history, and as a way of strengthening our economy through supporting paid creative work.

For more information, including artist bios and concept statements, visit <https://reginadowntown.ca/alley-door-art-artists-2020/> . Watch for Artist Spotlight videos to be added over the coming weeks!

- 30 -

Urban Canvas Downtown Regina Project Lead:

Lindsay DesRochers

RDBID Manager, Visitor Services

LDesrochers@reginadowntown.ca

(306) 359-7520

Please forward interview inquiries to:

Dominika Deneve

RDBID Manager, Marketing and Communications

ddeneve@reginadowntown.ca

(306) 526-9291