

## FROST @ Downtown Poetry Hut Statement

January 30, 2026

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At Regina Downtown Business Improvement District, supporting artists and creative collaboration is a core part of how we activate downtown spaces. FROST @ Downtown is built on partnerships with artists, cultural organizations, and creative groups, and we continue to work closely with both local and visiting creators to bring meaningful art experiences to the community.

The Poetry Hut is an interactive art installation created by [Lucion](#), a Montreal-based multimedia art company known for blending storytelling, technology, and public engagement. Lucion's artistic team designed the Poetry Hut as a collective experience that invites participants to respond to the question, "What does your dream world look like?" Through this interaction, visitors help generate short poems and visuals that evolve throughout the festival, reflecting the imagination and voices of the community.

The decision to incorporate digital tools, including AI, was made by the artists as part of their creative practice. In this context, AI functions as a responsive tool, guided by human intention that transforms participant input into poetic moments. Regina Downtown BID does not direct or dictate the artistic methods used; our role is to support the artists' vision, provide space for experimentation, and ensure the work remains accessible to the public. The Poetry Hut is a human-led, artist-driven project shaped by the creators who built it and the people who take part in it.

The Poetry Hut is just one example of the many art collaborations featured during FROST @ Downtown. At Regina Downtown Business Improvement District, we work with artists year-round to animate downtown spaces, and a selection of our recent collaborations with local artists can be found in the appendix. This year's festival includes the Art Shack, organized by Creative City Centre, offering free, drop-in creative activities for all ages; Wearable Art workshops presented by New Dance Horizons, inviting participants to explore movement and design; programming at the RPL Film Theatre, including a curated film festival; and Bridge the Gap, a hip hop dance competition and festival produced in partnership with Vibes YQR, connecting street dance and studio practice through battles, performances, and community exchange. The festival also features local musicians and bands bringing energy and entertainment to downtown pubs and restaurants through FROST After Dark.

Together, these projects reflect our ongoing commitment to working with artists and arts organizations to animate downtown Regina, support creative labour, and create spaces where art is participatory, inclusive, and community-driven. FROST @ Downtown is proud to be a platform for these collaborations, and we look forward to continuing this work with artists across disciplines.