



Art & Advocacy

Devon Ostrom | Select Projects + Process

Cover

Recent curatorial work KGO Mural 2 of 3:
'Palm, Feather, Wing' on the Pan Am
Path by Dan Bergeron, Spectre, East
Scarborough Storefront and Mayor's
Tower Renewal. 126' x 12', latex paint.
2016-2017. Series includes two more
murals of similar size on 1960s tower
blocks and complementary art project
with local youth. [Video here](#).

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DEATHS, MEMORIALS, ARRIVALS, BIRTHS

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ARRIVALS



JUAN CARDAMA

Raised in Venezuela, Juan Cardama saw Canada as a place for personal reinvention after six years in the United States. With his wife and three children, he ventured north in 2007. "I came into this country very humble but bold," Juan says. With equal parts preparation and ambition, he obtained a managerial position within three months of his arrival. Juan credits his optimism, resolve, and strong family bond for much of his success. In December 2011, he became a citizen and has since settled in Thorold, Ontario. Having faced the challenges immigration in two countries, Juan hopes to see more mentorship programs to facilitate easier transitions. Though he misses the salt water of the Caribbean Sea, Juan has embraced Canada as home. "Canada allowed us to dream again," he says.

**Arrivals.ca for TORONTO 2015
Pan Am/Parapan Am Games**

ARRIVALS



LILLIANA MARTINEZ

Lilliana Martinez moved to Mississauga in 2007, joining her Canadian husband a year after they married in Colombia. Through finding meaningful employment, creating bonds with people, and becoming a mother, Lilliana has made Canada her home. She became a citizen in April 2012, and says her most Canadian attribute is a spirit of tolerance and respect. After graduating from Sheridan College in the Enhanced Language Training program and completing her work placement, she found work in her field of Marketing & Communications. She now lives in Milton with her husband and 1-year-old baby girl. "Once you overcome the frustrations and hard times, then you learn that there are lots of very interesting things you can acquire for yourself," Lilliana says, hoping her story will encourage others.

**Arrivals.ca for TORONTO 2015
Pan Am/Parapan Am Games**

ARRIVALS



KAMILLA NIKOLAEV

Kamilla Nikolaev found Canadians to be friendly when she and her family first arrived from Uzbekistan in 2005. But Canadian life was at once frightening, unfamiliar, and exciting. Kamilla has an academic background in linguistics and law, but her true passions lay in the arts, which she pursued once Toronto became home. Kamilla received a diploma in graphic design from George Brown, graduating at the top of her class. She is now an art director at a design firm. Along with her boyfriend, she also started graphic design and printmaking businesses. Kamilla advises newcomers to "go and put yourself out there. This is how you're going to become successful, because you're going to meet people and make connections." Kamilla, excited to vote, became a citizen in 2012.

**Arrivals.ca for TORONTO 2015
Pan Am/Parapan Am Games**

ARRIVALS



ALIN SANCHEZ-RAMIREZ

Seeking change, Alin Sanchez-Ramirez journeyed to Canada in the summer of 2007 from Mexico. She arrived in high spirits, yet with modest expectations. In spite of the challenges of adapting to an unfamiliar place, Alin found Canadian life agreeable to her aspirations for personal growth. "I didn't have a chance to miss Mexico, I was more excited about a new discovery," she says. Alin learned English with time and patience, found fulfillment in volunteering, and became a proud mother. She has a background in marketing and business, and after facing difficulties finding work above minimum wage, Alin is now a Personal Banking Officer at Scotia Bank. As part of her job, she supports immigrants by promoting a banking program geared to newcomers. Alin became a citizen in 2011.

**Arrivals.ca for TORONTO 2015
Pan Am/Parapan Am Games**



Arrivals Canada / Arrivals.ca

[Project Website](#) | [Photo Documentation](#) | [Press](#) | [Download Page 1 of the Star](#) | [Download Page 2 of the Star](#)

Role: Curator & Artist / Concept Designer, 2012

Part 1: 'Fresh Eyes' July 10-30th at City Hall

In an effort to celebrate and include new citizens, Arrivals.ca created an art installation entitled *Fresh Eyes*, a visual composition featuring the eyes of new Canadian citizens on City Hall. *Fresh Eyes* consisted of transparent photos applied to the windows of city councillors' offices that face onto Nathan Phillips Square, allowing our city officials to 'see through the eyes of a new citizen.' The title *Fresh Eyes* also references the value that new and diverse perspectives bring to debate and decision making situations. Over half of citizens, but less than 15% of elected officials are visible minorities in Toronto. Photographed by Che Kothari, the piece is over 100 metres long and 2.5 metres tall.

Part 2: 'Births, Deaths, Arrivals' in the Toronto Star

The individual stories of the new citizens were placed in the Arrivals Section of the Toronto Star, obits on Tuesdays, Thursdays and Saturdays during the month of July 2012. This pilot section featured stories and portraits within the context of Canada's shifting demographics. The piece worked towards a better representation of the voices of newcomers in the Canadian narrative and the value they bring to Canada as whole.

The *Fresh Eyes* art installation and the corresponding Arrivals section in the Toronto Star was the first commission of the TO2015 Arts and Culture Advisory Council and marked the three-year countdown to the start of the 2015 Pan Am/Parapan Am Games.







VOTE!

Mayoral Report Card

Monday, October 27, 2014 is your chance to help choose the next Mayor of Toronto, our collective direction, and how Toronto is represented. Please take a few moments to spread the word, check out the sources below and see where the candidates need to try harder.

1 GET INFORMED!

Visit positionprimer.ca to review your local City Council candidates.

2 SPREAD THE WORD!

Assemble your crew, share this resource and chat with other Torontonians.

3 GO VOTE!

Visit toronto.ca/elections to find your voting location.



**Olivia
Chow**

oliviachow.ca



**Doug
Ford**

dougford.ca



**John
Tory**

johntory.ca

PRIORITIES

Score based on data from:

ACTIVE TRANSPORT

tcat.ca

8.5/12

0/12

6/12

ARTS & CULTURE

artsvote.ca

A

C

A

ENVIRONMENT

torontoenvironment.org

A-

F-

C-

POVERTY, HOUSING & INCLUSION

Poverty-Free Toronto Pledge

Yes

No

Yes

ttcriders.ca

PUBLIC TRANSIT

CBC.ca Panel

3/4

0/4

1.5/4

B

D-

A-

RACIAL JUSTICE

Colour of Poverty -
Colour of Change

B+

Inc.

D

AVERAGE POLLING

As of Oct. 22, 2014
threehundredeight.com

24.5%

30%

42.4%

BeautifulCity.ca

[Project Website](#) | [Photo Documentation](#) | [Press](#) | [Video 1](#) | [Video 2](#) | [Video 3](#) | [Video 4](#) | [BeautifulCity.ca Mandate and Use of BTax](#)

Role: Co-founder / Alliance Coordinator, 2001-2013

"More is being done here by a couple of councillors and a handful of activists to educate people about City Hall and open up civic processes than has been done by the collected mainstream press corps in the last ten years."

Mike Smith, 'Local Motion: The Art of Civic Engagement,' Coach House Books, 2010.

Project Overview

BeautifulCity.ca first introduced the idea of a tax on billboards to enhance public spaces via art during the 2001 Creative City Consultations. Work included policy development, multiple town halls, extensive public relations and coordinating an alliance of over 60 organizations. Membership included organizations ranging from the Art Gallery of Ontario, to the Elementary Teachers of Toronto.

The billboard tax and bylaw improving protection of public spaces passed Toronto City Council 2009. Between 2009 and 2010 the levy was directed to the art by City Council three times and over \$21 million dollars in revenue was put into an art reserve. With the conclusion of a lawsuit at the Supreme Court of Canada in 2013, new funding was phased in using the reserve, with the target of reaching \$25 per-capita. Effort has resulted in an increase to the Toronto Arts Council budget by over 60%.

'B.S. Brand Billboard Lobbyist Sanitizer'

Collaboration between Alexa Hatanaka and Devon Ostrom, Multiples of 3x1" intervention, 2009

In honour of over 80 meetings between billboard lobbyists and city councillors and the economic apocalypse that taxing billboards for art would cause, the Department of Political Hygiene distributed these special hand sanitizers within City Hall in conjunction with illegalsigns.ca. Photographs went twit-viral and the result was a cease-and-desist order as well as inclusion in features on Global Television and various other media outlets.

Mayoral Report Card 2014

Collaboration with Ryan Paterson to assist youth engagement in 2014 election.



Housepaint Phase 2: Shelter at the ROM

Archival Website | Set-up Video | Press

Role: Curator

Project Overview

This exhibition was a distillation of the spontaneity, spirit of collaboration, accessibility and social consciousness from which street art has emerged. Housepaint at the Institute for Contemporary Culture (ICC) at the ROM was the first exhibition of street art in a major Canadian museum, an open-ended exhibition and experiment. Through the run of the exhibition, every month-and-a-half another street artist was invited to respond and add to the canvas houses from Tent City and the previous art work in the sequence — layering the exhibition with meaning and building organic connections between the works.

The exhibition also included seven months of community programming, lectures, workshops and outreach to sustainable housing stakeholders. At the end of the exhibition, the canvas houses were auctioned for Habitat for Humanity Toronto.

Participating Artists:

Starship / Gene Pendon (HVW8) | Specter / Gabriel Reese | Royal / Juan Carlos Noria | Other / Derek Shamus Mehaffey | Lease / Lisa Mansfield | Fauxreel / Dan Bergeron | Evoke / Patrick Thompson | Elicser Elliot | EGR / Erica Gosich Rose | Dstrbo / Dan Buller (HVW8) | Case / Ryan Mackeen | Cant 4 / Amanda Marie







Livingspace / Streetscape

Press | Process Photos | Jamel Shabazz Workshop

Role: Curator, Local Programming (Co-produced with production manager Seema Jethalal.) 2008

“Regent Park, Regent Park / R.P., R.P. / What do people want to think about this small city? / What do people want to think about me? / Regent Park, Regent Park / My park / My R.P. / Cause it’s funny – the only thing that binds us close together down here, under bad weather, is our history / Our history, our roots / Home”

Charita Edwards, Workshop Participant 2008

Project Overview

Livingspace was a process driven exhibition rooted in an earnest attempt to reflect Regent Park – an oasis of diversity and Canada’s pioneering social housing project. The soul of this process was ten-weeks of workshops and collaborations between artists and a group of local youth. This group of ‘kids’ humbled some of the most experienced programmers and street artists with their creative ability, passion for learning and the gravity they have generated at the core of this program. Around this dynamo, artists, documentarians, curators, local community leaders, historians and guest mentors had the opportunity to feed in their ideas, stories, and experiences and explain their creative modes. Some remained in a close orbit of exchange, others have flung off on wide trajectories – all have come away from the workshop sessions amazed, excited, refreshed and highly motivated. From Dan Bergeron’s posters of watchful residents — to Kothari and Paterson’s celebratory echoes of shared paths — to the five mural sites the audience encountered on a personalized tour — the works were bound by collaboration. The lines between individual works were blurred as photos shot by youth participants and mentors one day are repurposed in the next for murals and posters. Notes are turned to stencilled poems and abandoned doodles into giant splashes of colour. The physical application of these is filmed, pulled back into the projections and the process was amplified to pushing process and voice to the fore.

Work Featured: Dan Bergeron, ‘Fathima’ and ‘Inez’ Wheat-paste, on pre-demo buildings. 2008



Art Relay!

PanAmPath.org



"This important legacy of the Pan Parapan Am Games will invite people outdoors, promote active living and open up our great city to our wonderful trail network."

MINISTER MICHAEL COTEAU,
MINISTER RESPONSIBLE FOR THE
2015 PAN/PARAPAN AM GAMES



"The Pan Am Path is a cornerstone of the 2015 Pan Am/Parapan Am Games legacy. I look forward to its completion and encourage Torontonians to discover the 80 kilometres of trails spanning across our great city."

MAYOR JOHN TORY



"Connecting art, nature and active living, the Pan Am Path Art Relay linked communities and showcased our city's diverse cultural fabric. This kind of bold civic leadership is what makes Ontario a great place to live."

MITZIE HUNTER, MPP
SCARBOROUGH-GUILDWOOD



"The Pan Am Path is a civic unity project: a journey to understand more about this place we live."

SHAWN MICALLEF, TORONTO STAR

"A great success on all fronts."

SUSAN WRIGHT,
TORONTO ARTS COUNCIL

Toronto Pan Am Path Route Map



Toronto Pan Am Path Distance Indicator

km Distance in kilometers



Map Courtesy of the City of Toronto, please note the City of Toronto is the sole owner of the Pan Am Path Infrastructure.





"...it beautifully enhanced the games, introducing visitors to Toronto's strengths while exposing cultural groups to brand new audiences."

KATHLEEN SHARPE, OCAF



"We are very pleased to be the Legacy Partner as the path presents one of the most powerful opportunities we've seen in years to address serious issues we've been following through our Toronto's Vital Signs Report."

RAHUL BHARDWAJ,
TORONTO FOUNDATION



"We are proud to be the Operations Partner of the path... uniting the region: physically, socially and culturally. When people connect, have active lifestyles, and participate in enriching experiences, they lead longer, happier and healthier lives."

ANDREA COHEN BARRACK,
ONTARIO TRILLIUM FOUNDATION





Pan Am Path / PanAmPath.org

[Videos](#) | [Photos](#) | [Media](#) | [Project Website](#) | [Final Report](#) | [Relay2017.ca](#)

Role: Co-founder, Lead Curator, 2012-2017

Project Overview

In July 2013, the Friends of the Pan Am Path, in collaboration with the City of Toronto received City Council endorsement for the Pan Am Path as a Host City Showcase Program of the Pan Am/Parapan Am 2015 Games. This included a commitment to create over 80 km of continuous trail across the city (construction continues into 2017.)

The Friends of the Pan Am Path aligned funding, partners and supporters into a city-wide collaboration of over 100 to develop the Pan Am Path Art Relay. From May 16 to August 15, 2015, the Pan Am Path came alive with a city-wide relay of art installations and events, celebrating Toronto's greatest assets: diversity, nature and arts. Fourteen separate zone events took place along the Path and featured public art installations, music, performances and family-friendly festivals.

Work featured: Summer Journeys by Jason Baerg, Santee Smith, and Denise Bolduc 2015. KGO Towers by Gabriel Specter and Dan Bergeron, 2016-2017. Passage by Labspace, 2015. Kirsten McCrea, PA System+ Love Letter to the Great Lakes, 2016. Kwest & Jarus, Don Trout, Love Letter to the Great Lakes, 2016





Devon Ostrom - Bio

100 Word Bio

Devon is a curator, artist and advocate with nearly two decades of field experience in creating projects that bridge sectors, cities and neighbourhoods. Typically involving large assemblages of organizations, collaborations include the 80 km long Pan Am Path, Arrivals Canada, Streetscape, Housepaint at the Royal Ontario Museum, Hype at the Art Gallery of Ontario, t.h.e.m., Ignite the Americas and a mural and research project at Kingston Penitentiary. A co-founder of Manifesto Festival, Devon was also a founder of Beautifulcity.ca, a successful campaign that put a levy on billboards to fund art in Toronto.

Devon co-taught Arts Advocacy at the University of Toronto, graduated from Nonprofit Management and HR Management programs at Ryerson and holds an MA in Curating from Goldsmiths. Currently, Devon is completing a part-time Masters of Public Administration at the London School of Economics.

Relevant Media Feature:

Moloney, P. [Arts funding boost didn't come easily](http://www.thestar.com/news/gta/vitalsigns/2013/10/01/arts_funding_boost_didnt_come_easily.html). Toronto Star Oct 01 2013

(http://www.thestar.com/news/gta/vitalsigns/2013/10/01/arts_funding_boost_didnt_come_easily.html)

Linkedin Profile:

[Linkedin Profile \(https://ca.linkedin.com/in/devonostrom \)](https://ca.linkedin.com/in/devonostrom)

Portfolio Website + Work Examples:

<http://www.ostrom.ca>

