

**The Achievement Square Fridge Magnet Game**

**Byron Dauncey**

**University of British Columbia**

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The *Achievment Square Fridge Magnet Game* is an interactive installation just outside the UBC Bookstore. It's a billboard-sized magnetic painting depicting a birds-eye-view of the Square itself, adorned with movable people-magnets.

The project is a collaboration between UBC SEEDS Sustainability Program, UBC Creative Writing, and street artist *Cameraman* (aka Byron Dauncey)

**BYRON DAUNCEY, artist**  
*byrondauncey.ca*

Byron is an artist and photographer. His work has been covered extensively in the Globe and Mail, the National Post and CBC Television. He's exhibited at the Vancouver Art Gallery, The Monte Clark Gallery and The Initial Gallery. If you follow street art in Vancouver, you will also know Byron for his ubiquitous and beautiful installations under the name "Cameraman". With this installation, Byron folds together his street and gallery practice into an interactive game with which you are welcomed to play and interact. Take pictures. Tell your friends.

Special thanks to John Blake and Peter Desormeaux for their work on this installation.

**UBC SEEDS SUSTAINABILITY PROGRAM**  
*sustain.ubc.ca/seeds*

The Social Ecological Economic Development Studies (SEEDS) Program brings together students, faculty and staff to enable innovative social sustainability projects at UBC designed to animate the Vancouver campus and contribute to community life. Achievement Square, when completed, will be one of the most vibrant spots on campus, a place to celebrate school spirit, academic excellence and express yourselves. Please engage with this art installation using your creativity and vision. Achievement Square space is yours! Help us imagine its transformation.

**UBC CREATIVE WRITING**  
*creativewriting.ubc.ca*

UBC Creative Writing is one of Canada's most dynamic and successful places to study writing and develop the skills to make your words count. Our grads and faculty include some of Canada's best known writers of fiction, poetry, creative nonfiction, graphic novels, screenplays, kid's books and other forms.

Creative Writing is pleased to be collaborating with SEEDS in an ongoing project to bring narrative and interactive installations to UBC's Vancouver campus. The Fridge Magnet Game is just the first. Standby for more unexpected and engaging student-driven outdoor projects involving narrative, poetry, and other genres starting in 2015.

Appendix: Achievement Square Fridge Magnet Game







