

UBC Social Ecological Economic Development Studies (SEEDS) Sustainability Program

Student Research Report

ACSE 2019 - Buchanan Pillar Painting

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University of British Columbia

VOL 400

Themes: Community, Buildings, Climate

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Annual Community Student Expression

Date and Time: October 12-13, November 3, 10:00am-6:00pm all days

Location: East Courtyard of Buchanan

Partners: Arts Undergraduate Society, SEEDS Sustainability Program, Arts and Culture District, Mica Pfeffer

ACSE 2019 - Pillar Painting

October 12-13, November 3

Executive Summary

This project was in collaboration with UBC Alumni, Mica Pfeffer, the Arts Undergraduate Society, SEEDS Sustainability Program, and the Arts and Culture District who have curated to create the Annual Community Student Expression: an annual student-run competition that provides the UBC community the opportunity to express their creativity by painting the 16 columns in the East Courtyard of Buchanan. The primary goals of the project were to enhance the Faculty of Arts' school spirit in a focused and expressive manner, to boost students' wellbeing by beautifying the surrounding area around Buchanan, and to contribute to the sustainable development goals of UBC and the UN through inspiring a call to action. The winning prize was \$500 to a charity of the group's choice, features on Faculty of Arts Platforms, and an opportunity to decide on the next year's theme. The project timeline for the planning process started in March and was intended to finish at the end of September, however, was extended to October. The painting days were on October 12th and 13th and an additional day on November 3rd. Overall, the project goals were met and 7 pillars were completed.

Introduction

What?

The project was a pillar painting competition in which a panel of judges and students collectively voted for the best pillar in 5 categories. We promoted a call to action to UBC clubs and groups to engage the community in a conversation around a sustainable future on the topic of the UN Sustainable Development Goals. The art piece had to address one global challenge related to poverty, inequality, climate, prosperity, and peace and justice, and aimed to encourage a call to action in achieving these sustainable goals.

Who?

Originally, we planned to have 16 columns painted in the East Courtyard of Buchanan but due to a shortage of submissions, only 7 pillars were painted. The maximum number of people in a

group written on the proposal was 10, however the groups ranged from 1 person to 10 people. These are the following clubs and group representatives who participated:

1. UBC Speech and Linguistics Student Association (SALSA) - 9 participants
2. Vantage College - Faculty of Arts - 1 participant
3. Houndstooth - 4 participants
4. Amber Chiu - 3 participants
5. Tiffany Quon - 1 participant
6. Debbie Liang - 5 participants
7. Simona Oluic - 3 participants

The planning committee and partnerships consisted of:

- SEEDS Sustainability Program (David Gill, Jonathan Kew)
- Mica Pfeffer
- Arts Undergraduate Society (Casandra Avanzado, Chelsea Bian, Mimi Wang, Outreach Team, Administration Portfolio, Engagement Portfolio)
- Arts and Culture District (Deb Pickman, Angelica Poversky)

The panel of judges included:

- Mica Pfeffer
- Casandra Avanzado (AUS)
- Peter Fang (AUS)
- Olivia Jenkinson (Faculty of Arts Student Engagement Officer)
- Benjamin Cheung (Faculty Member of the Department of Psychology)
- Deb Pickman
- Collective student vote

When?

There were a couple of date changes for the timeline due to not having enough proposals and there were issues with obtaining the Development Permit from Campus and Community Planning, discussed later in this report. We extended the deadline for receiving submissions three times. The dates were originally proposed and were changed:

Initial proposal deadline: September 8 & 9, 11:59pm

Initial painting days: September 28 & 29, 10:00am-6:00pm

Actual proposal deadline: October 4, 11:59pm

Actual painting days: October 12 & 13, 10:00am-6:00pm

Where:

East Courtyard of Buchanan in front of Stir It Up and stored painting supplies at the AUS Office (Meekison Arts Students' Space in Buchanan D)

Project Context

Project Objectives and Goals

This project was in collaboration with the Arts and Culture District and Mica Pfeffer through the SEEDS Sustainability Program. The goals of the project were:

- To build community via painting the pillars and to enhance school spirit for Arts students in a focused and expressive manner
- To increase students' wellbeing by beautifying and brightening the surrounding area around Buchanan
- To contribute to the sustainable development goals of UBC and the UN through inspiring a call to action
- Develop a template/guide for future student groups to create art on campus and spread vibrancy

Background

Inspired by the Ted Talk “How painting can transform communities” by Haas&Hahn and Carleton University’s Tunnel Paintings, UBC alumni Micaela Pfeffer ideated this pillar painting project. Haas&Hahn were inspired to transform Rio Rio De Janeiro’s notorious slum united by colour. Artists Jeroen Koolhaas and Dre Urhahn of Haas&Hahn found a way to empower some of the world's most impoverished communities through art. By encouraging a call to action to tackle today’s global issues, the Annual Community Student Expression provides a platform for students to engage with mental health awareness. Creating community art can be used to empower and unite a community, and improve the mental health of students. This project serves as a means to combat Vancouver's sunless winters and advocate for mental health through colourful paint.

Planning Process

Contacts (All contacts are subject to change)

Partnerships

- AUS VP Student Life
 - aus.vpstudentlife@ubc.ca
- David Gill, Program and Policy Planner
 - David.Gill@ubc.ca
- SEEDS Coordinator
 - SEEDS.coordinator@ubc.ca
- Deb Pickman, Communications and Marketing Manager, Arts & Culture District

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- deb.pickman@ubc.ca
 - Mica Pfeffer
 - pfeffermicaela@gmail.com

Permit (Campus and Community Planning)

- Karen Russell, Manager, Development Services
 - Karen.Russell@ubc.ca
- Paul Cloutier, Planning Assistant
 - Paul.Cloutier@ubc.ca
- Grant Miller, Director of Planning: Development Services
 - Grant.Miller@ubc.ca
- Arlene Chan, Events and Film Manager
 - Arlene.Chan@ubc.ca
- Dean Gregory, University Landscape Architect
 - dean.gregory@ubc.ca

Supplies

- UBC Paint Shop
 - paintshop.buildingops@ubc.ca
- Wayne Pasco, Sherwin-Williams Paint Store Representative
 - WAYNE.L.PASCO@SHERWIN.COM
- Home Depot

Promotions

- Madeleine de Trenquallye, Editorial Communications Manager
 - madeleine.detrenquallye@ubc.ca
- Oliver Mann, Digital Marketing Specialist
 - oliver.mann@ubc.ca

Costs

See Appendices for more details. The total cost of the project was \$5051 without the funding for restoration of the pillars. The AUS had provided \$1200 for funding for food, the prize, and paint rollers. SEEDS funded pressure washing, painting preparation, and painting supplies. Pillar restoration was estimated to be \$2000 if the project does not run again next year.

Materials

- Paint Supplies (total: \$759.95)
 - Canvas drop cloths
 - Tray liners
 - Paint buckets
 - Different sized brushes

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- Painter's tape
 - Paint rollers
 - Roller refills
 - Car2go for pick up
 - \$197.75
 - Pressure washing & painting preparation
 - \$3142
 - Event (food & drinks)
 - \$451.38
 - Prize (funding for charity)
 - \$500

Timeline

First meeting with all collaborators: March 28

The first meeting consisted mainly of discussion on determining key leads/spearholders, how to obtain permit needs, and a competition model.

Subsequent meetings: Once monthly beginning in May, and ending in November

The following meetings after the first initial meeting were to breakdown the planning process and delved deeper into marketing and promotional material and logistics of the painting days. It was mostly in preparation for the painting days.

Pillars primed: September 26

We worked with the UBC Paint Shop, and was in contact with Bill Provenzano, who was the head painter. They primed the pillars 2 weeks in advance. We had gotten the paints from Sherwin-Williams and was in contact with Wayne Pasco.

MASS Booking: 2 weeks in advance

We had to double check with Meichi Chin, who had booked MASS for us, that Building Ops and Campus Security were aware that we would be needing MASS for the weekend to store supplies/materials for the painting days.

Student vote for their favourite pillars: November 25-29

UBC Food Services graciously provided apples for us to give out to students to encourage them to vote.

Steps taken on the day(s) of

1. **8:30am:** Set-Up

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- a. Covered the ground with drop cloths and newspaper so that the ground would not get paint on it
 - b. Set up table for the food, hot chocolate and coffee
 - c. Prepared paints and paint brushes
 - d. Picked up additional supplies from Home Depot (more paints)
2. **9:30am:** Hot chocolate/coffee delivery
 3. **10:00am:** Painters arrived
 4. **1:00pm:** Pizza delivered
 - a. Handed out lunch to painters
 5. **6:00pm:** Clean-up
 - a. Cleaned up all paints, brushes, drop cloths, newspapers and brought it all back to MASS
 - b. Used a cart borrowed from Walter Gage to help with clean-up and transport

Lessons Learned and Resolutions

Collaborations

- Initially, unclear about who the panelists and who key leads were from the AUS due to a decrease in engagement with the project during the summer months
 - The panelists were clarified and Casandra, the Outreach Team and the Administrative team took on a large portion of the project during the summer
- Unclear about who the Faculty Member panelist would be
 - Clarified with David about what constitutes a Faculty Member

Timing

- Could not find a professor to represent the faculty on time
 - Received a reply from Benjamin Cheung three weeks after the painting days

Permitting

On September 12th, we were scheduled to present the project to the Development Review Committee (DRC) with the following information:

- Rationale
- Context Plan
- Site Plan
- Site Photos
- Renderings/drawings
- Dimensions, material, and colour of the pillars
- Expected duration

The presentation was submitted and emailed to Karen Russell and Grant Miller along with the Development Permit Application Form (see Appendices) the day before the DRC Meeting on Sept. 12. I was in contact with Karen Russell from Campus and Community Planning throughout the duration of the planning process, however she was away until Sept. 23rd so she did not receive the email. On the day of the presentation, I received a call from Grant Miller that we could not do the presentation that day because CC&P did not have prior knowledge about the project. This caused a delay in permitting needs and therefore a delay in the timeline. Ultimately, we did not need to attend the meeting since our project did not need to check in with most of those involved in the committee (fire rescue, engineers, etc.). I was in contact with Paul Cloutier for the remainder of the project to complete the permit. We submitted the following to Paul: Development Permit Application Form, Development Permit Application, restoration of pillar letter from the AUS president.

Communications/Engagement

- Initially decided to collaborate with the Arts and Culture District and DIVE for Artivism to increase engagement but fell through due to a delay in the timeline
 - Followed through with the October 12 and 13 painting days
- Struggled with engagement and calls to artists during the summer
 - Reached out to different groups (DIVE, UBC Sustainability, UBC AMS, Arts and Culture District) to help advertise the competition closer to the proposal deadline

Budgeting

- Paul Cloutier from Campus and Community Planning wanted reassurance that we would restore the pillars if the competition did not happen next year; a contingency budget of \$2000 was asked for the restoration of the pillars
 - Mica was in contact with Gerald Vanderwoude, Assistant Dean of Faculty Operations, and asked if would be able to provide the contingency funding of \$2000
- Car2go rentals were pricey (>\$100) over the course of three days
 - Would recommend borrowing a car
- Unclear about how the budget would be covered
 - See Appendices on ACSE Budgeted Expenses and Actuals

Materials

- Missing paint supplies from Home Depot; an issue with Home Depot in that an employee did not provide all the supplies when we initially picked them up
 - Resolved through picking up the rest of the painting supplies on the morning of the painting days
- Too much food - had 10 extra large pizzas on the first day and there were only around 12 people painting at a time
 - Ordered less pizza the next day

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- Left leftover pizzas in the fridge
 - Did not have enough ladders
 - Tried to borrow from Building Ops Paint Shop but was not able to due to liability issues
 - Was able to rent 1 ladder from Kerrisdale Equipment for the weekend

Volunteers

- Did not have anyone to pick up ladder/items from Home Depot due to no one being available or not having a vehicle
 - One of the AUS members (Laura) was able to get a Car2go account
- Not enough people signed up to help out with volunteer shifts
 - Posted on the AUS Facebook Group page to recruit volunteers

Logistics

- 2 groups did not show up to the initial painting days
 - Had an additional painting day on November 4 but did not provide lunch, ladders and tray liners

Recommendations

- Ask groups how many people exactly there will be present on the painting days before ordering food
- Rent a ladder ahead of time
- Borrow a vehicle to pick up supplies
- Send many reminder emails to the groups about the painting days beforehand and receive confirmation from groups that they will be present
- More awareness about the event
 - Post on all of AUS channels about the pillar project
 - Have event page up 1-2 months before the deadline to submit proposals
 - Send multiple emails to the clubs about this event
- Pick up materials from Home Depot 1 week before the painting days to ensure there are no missing painting supplies
- Order paints ahead of time (1-2 weeks before)
- Have a whole team dedicated to this event and have the work split up evenly; possibly have a separate committee for this project
- Send emails out to multiple professors if they are interested in being a part of the panel 3 weeks before the painting days
- Ask for photo consent to groups so we can take their photos and share it on social media platforms
- Recruit a panelist who is an expert on the theme (i.e., an individual who is passionate about the UN SDGs)
- Find a paint supplier that can provide sustainable paints

Proposed Timeline

If starting project after the school year (May and onwards):

July/August: Apply for permits, post on social media for artist callings, start marketing for the competition

First week of September: Start emailing faculty members to be part of the panel

Second week of September: Deadline for call to artists (possible extension to the third week of September if needed), start making a materials list of what needs to be purchased, arrange priming of pillars

Third week of September: Buy/pick up the supplies, send emails to approved groups (receive confirmation from groups (how many people will be there, will they be there, etc), place an order for food

End of September: Painting days to coincide with Artivism

Conclusion

Notes from Casandra Avanzado: Having been a part of the pillar project for the past few months has been one of my proudest moments as VP Student Life in the AUS and can't thank my team enough for it: Chelsea Bian, Mimi Wang, Avi Saxena, Vik Sangar, Laura Salvaggio, and Aaliyah Imasuen. Although we encountered some issues throughout, I believe that the ongoing support and check-ins from SEEDS, Arts and Culture District, and Mica was what drove me to help create a legacy for the AUS and sustainable student-led projects such as this. The main goal of the project was to beautify Buchanan and to create a conversation around the UN SDGs and I believe that we achieved that. It has been one of my greatest pleasures to be able to work on this project and can't wait to see what next year's team will come up with!

Appendices

Expected costs and actual costs:

https://docs.google.com/spreadsheets/d/1v-6g0qT_odGXjPAV37TCMCnTsZv6ME_sjBYv0HpmqP8/edit?usp=sharing

Permit applications:

https://drive.google.com/open?id=10KqXTSePAT_v4CM8OCO3VrABe4OI5kmP

Proposal:

<https://www.dropbox.com/home/Annual%20Community%20Student%20Expression%202019>

Photos from painting days:

<https://drive.google.com/drive/folders/1eEhnVD9KTz4w5EdtdrEPTAEB7VjHpDSy?usp=sharing>

Proposal submissions:

<https://docs.google.com/document/d/1FOPhjTEWQFIQeqWI6RwoUtSDRjQUdKffuAgQQf1xkY/edit?usp=sharing>