



THE CANADA PRIZES



MUSIC
DANCE
VISUAL ARTS
DRAMATIC ARTS





THE CANADA PRIZES FOR THE ARTS & CREATIVITY

In a rapidly changing global environment, it is imperative that individual nations differentiate themselves economically, socially, culturally. The Canada Prizes provide a unique opportunity for the Government of Canada to do just that – to launch a world leading new arts enterprise that will forever link Canada to the highest standards of creative and artistic excellence.

The Canada Prizes are one-of-a-kind – a world leading multi-disciplinary arts competition designed to be the international arts equivalent of the Olympic Games. Each year the eyes of the world will turn to Canada as we host the most outstanding new artists across multiple disciplines. This is a uniquely Canadian idea – a transformative concept without international parallel.

As the Australian government so aptly demonstrated with the development of the Sydney Opera House, arts investments can significantly contribute to how the world perceives a nation and much more importantly how a nation sees itself. The Canada Prizes provide the Canadian government with just such an opportunity to build on Canada's brand – so that Canada is known for its leadership in creativity and innovation.

This opportunity also provides the Government of Canada with a chance to invest in the creation of the arts equivalent to the Olympics, but unlike the Olympics, the investment will return dividends each and every year. The economic, social and cultural returns over time will be tremendous.

For a one-time investment of \$25 million, the Government of Canada can develop a uniquely Canadian cultural property that will captivate the attention of the world, produce significant economic returns and firmly establish the Canadian brand at the centre of innovation and excellence.

The Canada Prizes will be administered by a charitable non profit corporation and lead by a dedicated board made up of leading Canadians and renowned leaders from throughout the world. The Canada Prizes will partner with Luminato and can leverage Luminato's infrastructure, capabilities and international relationships. Now entering its third year in June 2009, Luminato has already become the largest multi-disciplinary arts festival in North America and is well on its way to being one of the top three in the world. Luminato is the perfect stage for the Canada Prizes and will enable them to launch with immediate international credibility.

Canada is the greatest country in the world – built through the imagination, creativity, and passion of thousands. The Canada Prizes will allow us to proudly share these attributes and their outcome with the rest of the world.



THE CONCEPT

Starting in June 2010, the Canada Prizes for the Arts & Creativity will bring the world's best new artists from a vast array of art forms to Canada to compete for the title of most promising new artist and the most significant cash award available in the world. These artists would be publicly adjudicated by a distinguished international panel of the best established artistic minds in each discipline.

Twelve finalists will be selected to compete in each of four categories/year – dance, music, art and dramatic arts. In each of these categories, three of our finalists will be awarded the largest artistic cash prizes in the world and one artist will be awarded with the Canada Prize, recognizing them as the world's top emerging artist in their art form. In each category, at least one finalist spot will be permanently held for the host country – Canada. This is similar to the automatic host country qualification in key Olympic sports.

Each of our four categories will see different sub-categories presented each year. While the subcategories are still being finalized, we imagine music might rotate through opera, piano and songwriter prizes in a three year cycle. Dance might rotate through ballet, choreography and contemporary prizes. Art might rotate through visual arts, design and new media. Dramatic arts might rotate through theatre, circus and dramatic literature.

The finalists in each category will be identified through qualifying competitions presented by leading international partners from around the world. The qualifying rounds and their prestigious sponsors will secure the Canada Prizes a unique global role as the prize of prizes on the world stage. The prestige of the international partners will immediately and forever enhance the prestige of the Canada Prizes and make it impossible for any other prize to aspire to the prize of prizes role for new talent. We will work with the leading Canadian arts institutions in each category to both assist in the qualifying process and in the many ancillary programs that will surround the Prizes.

The winners in each category will perform during the opening weekend of Luminato, when the world turns its media spotlight on Toronto and Canada. In future years, these winners will be invited back and featured as part of the Luminato programme. As such, the Canada Prizes will serve as the launch pad for the careers of these incredible artists and Luminato will showcase and celebrate their accomplishments as they lead the world.

The competition will be entirely open and accessible to the public. A national and international broadcast deal will ensure this world class content is shared on television and through the internet in every Canadian household and around the world. Interviews will be conducted with the finalists, artistic planning committee and the adjudication panel to give viewers an inside look at the various different arts forms, the backgrounds of the finalists, and the role art plays in Canadian culture and in cultures around the world.

The adjudication panel will be kept busy. In addition to judging the finalists, the adjudicators will each work with the top students from Canada's leading arts training and post-secondary schools in open lectures and masterclass sessions which will also be broadcast.

To add a dynamic social value dimension to the project, Canada Prize education specialists will design compelling media-based curriculum guides so that public school children all across Canada can learn about the arts forms represented, the role of art in the cultures of our finalists, and about each of the dynamic young people committed to sharing their art with the rest of the world.

Finally, the Canada Prizes will celebrate Canada's leadership in arts training (The National Theatre School, the outstanding provincial Colleges of Art & Design, The Royal Conservatory of Music, Canada's National Ballet School to name a few). The Canada Prizes will position Canada as a leader in the development of a creative society, creative economies and remarkable artistic talent.

Canada has the world-class conditions necessary to achieve economic, artistic and creative excellence. The Canada Prizes for the Arts & Creativity, in partnership with Luminato, will move us boldly towards realizing our potential.



THE MARKETS

INTERNATIONAL TOURISTS

There exists a dynamic global audience for differentiated artistic product. Most of the world's die-hard arts fans would search the world to discover the next big thing. The Canada Prizes would serve as the central source for the world to discover the next generation of great artists. The Canada Prizes would be promoted to this international arts audience through partner organizations, tourism agencies, international media, broadcast partners, web communities, and Luminato's network of relationships.

This will be an international festival. Canada's top arts students would benefit from the opportunity to compete with and learn from the world's best talent (providing an artistic equivalent to the Olympics). In addition, the Canada Prizes would bring the world's top arts minds to Toronto to serve as adjudicators for the festival. These adjudicators would serve as judges for the competition and they would also deliver masterclasses, studio seminars and public lectures for Canadian arts students and the general public.

PUBLIC SCHOOL CHILDREN

The competitions, interviews with finalists and masterclasses/studio seminars/lectures will all be recorded and available for download into public schools across Canada. Education specialists will develop delivery e-learning mechanisms and curriculum guides for use by public school teachers to ensure that Canada's school children have access to the competition and that the competition itself helps serve the various provincial curricular goals.

GENERAL PUBLIC (LIVE)

All of the competitions, masterclasses, studio seminars/lectures and final performances will be available to the general public. Access to the competition will be free, with tickets sold only for the closing performances.

GENERAL PUBLIC (WEB-BASED)

All of the competitions, masterclasses/lectures, interviews with artist finalists and adjudicators and final performances will be available on the internet through the competition website and the website of our broadcast partner.

GENERAL PUBLIC (TELEVISED)

The Canada Prizes – both the competition and the finals – will be broadcast nationally and internationally.



KEY PEOPLE

TONY GAGLIANO CO-CHAIR & CO-FOUNDER LUMINATO

Tony Gagliano is currently the Executive Chairman and CEO of St. Joseph Communications, one of Canada's largest fully integrated communications and media corporations.

Since working for his parents' small printing company in 1979, Tony quickly got to know all aspects of the organization rising to the positions of General Manager, President and CEO of St. Joseph Communications. Under his leadership and commitment, St. Joseph became Canada's fastest-growing printing company in 1995 and now employs more than 2,100 associates nationwide.

He is passionate about supporting educational, social and environmental initiatives and established the St. Joseph Foundation to support related charities. St. Joseph Communications was the first corporation to receive the prestigious Financial Post Award for Environmental Excellence in 1991.

Tony is an honorary board member of Scouts Canada, member of the Young Presidents' Organization, as well as a board member of St. Michael's Hospital, Toronto Community Foundation, Canadian Club, Ryerson Foundation Board and board member and Vice President of the Art Gallery of Ontario.

DAVID PECAUT, CO-CHAIR & CO-FOUNDER LUMINATO

David Pecaut is a Senior Partner in The Boston Consulting Group (BCG) and co-founded the Canadian practice of BCG in Toronto in 1993. BCG is a general management consulting firm with 61 offices around the world focusing on issues of strategy, organization, and operational effectiveness. David's client base spans manufacturing, resources, financial services, retail and high-tech businesses.

A well-known speaker and writer, David has advised companies and governments on public policy issues in North America, Europe, Asia, and Australia. His articles have appeared in publications from Time Magazine to the Harvard Business Review.

David is also the voluntary Chair of the Toronto City Summit Alliance, a diverse coalition of civic leaders whose mission is to accelerate social and economic development in the Toronto region. The Alliance's 2003 report, Enough Talk, was a comprehensive action plan for the challenges facing the region: from transportation, economic renewal and social infrastructure to arts and culture.

David has taken his passion for the community and Canada to the national level founding and chairing the Canadian E Business Roundtable; co-founding Career Edge, the national youth internship program; serving on the Prime Minister's External Advisory Committee on Cities and Communities, Co-Chairing the Conference Board Roundtable on Commercialization; and serving on the Board of Canada Basketball.



KEY PEOPLE *cont'd*

JANICE PRICE CHIEF EXECUTIVE OFFICER LUMINATO

Janice Price brings a wealth of knowledge and experience in the performing arts arena to her position of President and CEO for Luminato. She most recently served as President and CEO of The Kimmel Center for the Performing Arts in Philadelphia, and was both the Interim Executive Director and Vice President of Marketing and Communications at New York's Lincoln Center for the Performing Arts.

Previous to her tenure in the United States, Janice held senior positions at Toronto arts organizations, including the Hummingbird Centre for the Performing Arts, Roy Thomson Hall and Massey Hall, and was the Director of Marketing and Special Projects for the Stratford Festival.

Janice is a past board member of the Toronto Dance Theatre and Vice President of the Shakespeare Theatre Association of America. She continues to actively participate in the arts community as a current member of the board for the International Society of Performing Arts (ISPA).

JEFF MELANSON, PRODUCER & CREATOR

Jeff Melanson was appointed Executive Director & Co-CEO of Canada's National Ballet School in November 2006. In his current role, Jeff has been instrumental in eliminating a significant annual operating deficit, increasing annual revenues by over 30%, overseeing the completion of NBS' residence renovations, building a dynamic, high performance business team and creating new strategic partnerships with many non-profit and for-profit arts and entertainment corporations.

From 1998 to 2000, Jeff was the Director of Development for Opera Ontario. In March 2000, he was appointed Assistant Dean at the Royal Conservatory of Music in Toronto, and at the end of 2001, he was promoted to Dean. Jeff was instrumental in building the program into the largest community arts school in North America.

Jeff holds a Bachelor of Music from the University of Manitoba, has pursued graduate vocal studies at the Oberlin Conservatory and is currently a PhD candidate at the University of Toronto Faculty of Music. He also holds an MBA in Finance, Marketing and Strategy from Wilfrid Laurier University in Waterloo.

Jeff is a member of YPO, a trustee with the National Guild of Community Schools for the Arts (US). Jeff is a recipient of the Peter F. Drucker Fellowship for excellence in non-profit management and is a frequent guest lecturer on arts management to arts students and MBA classes from universities across North America and around the world.



BUDGET: CANADA PRIZES

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REVENUE

Government of Canada Endowment Investment \$25M @ 5% interest	\$ 1,250,000
Corporate Sponsorships 4 prizes/year @ \$200K	800,000
Individual Donors 12 Founders at \$50K/year	600,000
TOTAL REVENUE	\$ 2,650,000

EXPENSE

Artistic expense	
Dance (ballet, choreography, contemporary)	315,000
Music (opera, piano, songwriter)	315,000
Art (visual arts, design, new media)	315,000
Dramatic arts (theatre, circus, dramatic literature)	315,000
<i>Total artistic</i>	\$ 1,260,000
General & administration	414,000
Artistic direction honoraria	
Dance	60,000
Music	60,000
Art	60,000
Dramatic arts	60,000
<i>Total artistic direction & administration</i>	\$ 654,000
Adjudicators fees (12 @ \$10,000)	120,000
Travel	123,000
Accommodations	60,000
<i>Total adjudicators & finalists expense</i>	\$ 303,000
Musicians	62,000
Production/technical staff	85,380
Venue rentals	120,000
<i>Total production costs</i>	\$ 267,380
Marketing – recruitment & promotion	Luminato
Website design	Luminato
Office rental	Luminato
Miscellaneous administration	Luminato
<i>Total marketing and office management</i>	Luminato
Outreach & Education	
Dance	40,000
Music	40,000
Art	40,000
Dramatic arts	40,000
<i>Total outreach & education</i>	\$ 160,000
TOTAL EXPENSE	\$ 2,644,380



PARTNERS

Discussions have already taken place with partners from across Canada and around the world. The participation of these partner institutions will ensure the success of the Canada Prizes as the global prize of prizes for arts and creativity.

DANCE

Canadian Partners

National Ballet of Canada
Canada's National Ballet School
Royal Winnipeg Ballet School
Ballet Jazz Montreal
Les Grands Ballets Canadiens
Alberta Ballet

International Partners

Prix De Lausanne
Youth America Grand Prix
Paris Opera Ballet
Royal School (London)
Holland Dance Festival

MUSIC

Canadian Partners

The Royal Conservatory of Music
Canadian Opera Company
Honens International Piano Competition (Calgary)
CARAS (Junos)
Schulich School of Music (Montreal)
Vancouver Opera

International Partners

Metropolitan Opera
Cardiff Singer of the World
Hans Gabor Belvedere (Vienna)
Shanghai Conservatory
Berklee College of Music (Boston)

ART

Canadian Partners

Ontario College of Art & Design
Art Gallery of Ontario
Alberta College of Arts and Design
Musée d'art contemporain de Montréal
National Gallery of Canada

International Partners

Museum of Modern Art (New York)
Museum of Contemporary Art (Los Angeles)
Royal College of Art (UK)
Guggenheim Museum

DRAMATIC ARTS

Canadian Partners

L'École nationale de théâtre du Canada
Stratford Festival of Canada
Soulpepper Theatre Company
L'École nationale de cirque du Canada
Banff Centre
Shaw Festival
Cirque du soleil

International Partners

Royal Shakespeare Company
Sydney Theatre Company
New York University
(Dramatic Literature Program)