



National  
Music  
Centre

Centre  
National  
de Musique

2012

# amplify

Report to the Community

- National Jazz Summit  
kicks off in style
- First Artists-in-Residence  
create brand new work
- NMC develops crucial  
new partnerships
- Why volunteers love  
giving back
- Hi, my name is:  
16 new staff in 2012



**[nmc.ca](http://nmc.ca)**

# From the President



“Inventing a new home for music in Canada is both invigorating and challenging every day. In my travels all over Canada, I meet with people – in both official languages – who are excited about NMC and the unique opportunity it has created to make Canada stronger through music.

At NMC, we are very conscious of our intention to be a national organization that serves all Canadians in a meaningful way, and so we are:

- Building partnerships across Canada with other organizations interested in the story of music in Canada, including Library and Archives Canada, the Canada Science and Technology Museums Corporation, the Canadian Academy of Recording Arts and Sciences, the Canadian Country Music Association, the Merritt Walk of Stars Society, the Canadian

International Organ Festival, CKUA Radio Network, the Anne Murray Centre, the Banff Centre and others.

- Engaging volunteers from across Canada to sit on committees and the board.
- Inviting Canadian artists from across the musical spectrum to participate in residencies to create new work.
- Networking regionally and nationally on education initiatives/best practices.
- Travelling collections and exhibitions to partner locations across Canada.

Our mission is to amplify the love, sharing and understanding of music. We strive to serve and collaborate with thousands of people every year, as we in turn amplify our own efforts and transform from a small Calgary-based arts organization, to a national hub. Once constructed, the new building will become, in time, an iconic image for both Alberta, and on the national stage championing music in Canada for generations to come. As we move closer to making this vision a reality we invite you to get involved and play your part.

A handwritten signature in black ink, appearing to read 'Andrew Mosker'.

**Andrew Mosker,**  
**President and CEO**

“Music heals. It helps us understand the world around us; it comforts and inspires to overcome life’s challenges. The National Music Centre promises to be a safe haven where we connect, grow, learn and find community through music.

**Roger C. Jackson,**  
**OC, AOE. Chair, NMC**  
**Board of Directors**



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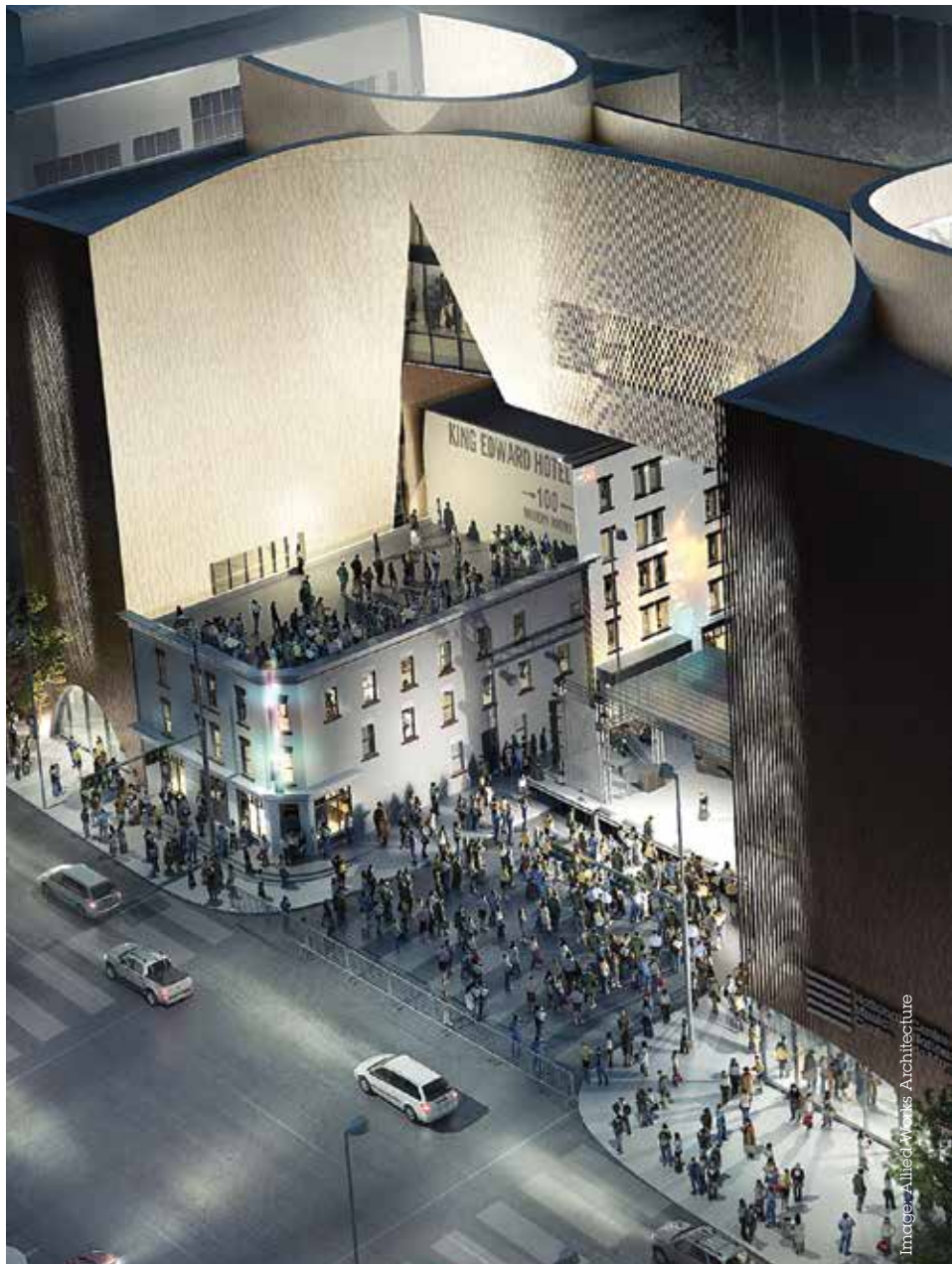


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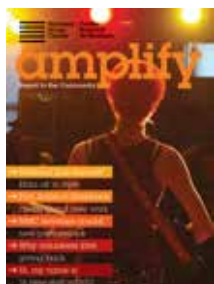
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Guitar Club student Kyra Kelly performs at Gig Night, June 2012.

Photo: Brian Mills



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de Musique

### Editor

Naomi Grattan

### Contributors

Freida Butcher

Gary Duke

Candace Elder

Jan Faulkner

Joe Geurts

Tracy Halat

Andrew Mosker

Jesse Moffatt

Jeni Piepgrass

Tyler Stewart

Kate Schutz

David Walsh

### Images

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Barbara Bruederlin

Canada Science and  
Technology Museum

Candace Elder

Regan Evans

Rick Harper

Don Kennedy

Camie Leard

Brian Mills

Jesse Moffatt

Elizabeth Reade

Haley Sharpe Design

Tyler Stewart

### Graphic design

inconcepts.ca

### Board of Directors

Roger C. Jackson, Chair

Desirée Bombenon

Freida Butcher

Cam Crawford

Charlie Fischer

Ron Mannix

Ross Reynolds

Richard Singleton

An NMC Publication

# School! cool!

## Engaged students and a wonderful day of learning

No matter the program, these are two core goals for NMC's education team. 2012 proved to be a very successful year as NMC's educators worked hard to provide each student with a personal connection to music and an authentic experience with our collection and musicians.

**Kate Schutz, Education Manager**





Students from Simon Fraser School were thrilled to have their photo taken with the famous guitar!

Photo: Camie Leard

## Jowi Taylor and the Six String Nation Guitar

In January, we hosted Jowi Taylor and his Six String Nation guitar for a fascinating presentation weaving Canadian history and musical culture for Grade 5 students. Jowi Taylor is a Peabody Award-winning writer, radio host and producer with a passion for Canada.

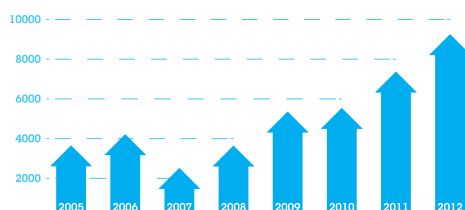
In 1995, as the Quebec sovereignty referendum drew near, Jowi met with famed luthier George Rizzsanyi and suggested they build a guitar made of pieces of Canadian history. After a decade of traveling across Canada collecting stories and artifacts,

the Six String Nation guitar – named Voyageur – was completed. Pierre Trudeau's canoe paddle makes up the tone bar, the sacred Golden Spruce of Haida Gwaii is in the face, and a piece of Maurice "Rocket" Richard's Stanley Cup ring makes up the ninth fret. These are just some of the 64 pieces that make up Voyageur.

The National Music Centre is working closely with Jowi as he travels across Canada, helping him amplify the stories and history that make Canada, and his guitar, so unique.

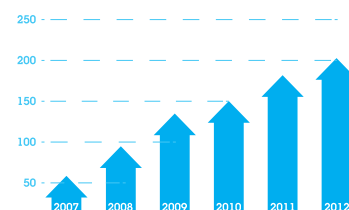
### Student attendance

This is the total number of students who have attended all programs from 2005 to 2012.



### Annual school program bookings

This is the total number of school programs booked each year, from 2007 to 2012.







→ 01



→ 02

## Guitar Club and First Annual Gig Night



→ 03



→ 04

01-04 Students perform at the first Guitar Club Gig Night, June 2012

Photos: Brian Mills

## Choose Your Own Adventure: Sound Sampling and Air-Powered

NMC's most popular school program, *Good Vibrations* is tailored to the Grade 3 hearing and sound science unit. Students discover the principles behind

pitch and volume and the various ways instruments produce sound vibration through critical thinking and hands-on exploration of our instruments. In 2012, 70% of teachers who booked *Good Vibrations* chose a full day option over a half-day. There are many reasons for this (primarily maximizing on expensive bus trips) but we believe the main motivation is the appeal of our awesome *Choose Your Own Adventure* option! This year our new education program leader, Evan Rothery, developed two new options for the full day program.

In *Sound Sampling*, students use iPods, purchased through a generous Rozsa Foundation gift, to explore the sounds of our electronic music collection through NMC's own *Reel to Real* app.

From trombones to garden hoses, and vocal chords to megaphones, *Air-Powered* draws on the strengths of several of our educators who play brass instruments. The gallery is a noisy place on *Air-Powered* days as students bring concepts of resonance, frequency, timbre, and pitch to life through their own air power!



On June 8, 2012, NMC hosted a capacity crowd for the first annual Gig Night where kids played onstage backed up by volunteer bands. What greater evidence of the impact of this program, then a handmade thank you card – accompanied by two crumpled twenty dollar bills! – from one of our students, Nicole:

I really love coming to guitar club! It's so much fun learning to play. I'm so glad this club exists. I want to make a donation to the National Music Center from some money I made booking at the Farmers Market over Christmas. Thanks May for coming! It was great to see you there!

Thanks again, for letting me be apart of Guitar Club

From: Nicole

“I would just like to let you know how totally impressed we were today! The children were so engaged and benefited greatly from this learning experience. Our guide was interactive and provided a wealth of information in such an entertaining way. I had many parents say that this was the best field trip they had ever been on with their children! Such a compliment. Thank you for a wonderful day of learning.

**Grade 3 teacher, Good Vibrations**



Photo: Brian Mills

## Music Gave To Me: A way to express myself!

My relationship with music is a torrid affair. Sometimes it's great, other times it takes away from homework and chores. I have always been around music, and growing up I was fed a steady diet of The Clash, Red Hot Chili Peppers, Cheap Trick and Mötley Crüe. My mom was less of a rocker, and played me classical CDs and Elvis. I would sing along to Disney movies or musicals on TV – anything really.

I was eight when I started playing piano, and I was so driven to start, but once I did, I hated it. The theory was awful, but I took to it like a fish to water. I learned to read music within months, but I hated to practice, and my teachers would always chide me about it.

I was a lazy kid when it came to practicing.

However, I kept on playing because my grandmother loved hearing me play. Even now if I tinker on the ivory keys she opens the door from the basement to the upper level of the house to hear me play. I first tried to learn how to play guitar when I was eleven, but I couldn't press the strings down hard enough so I gave up. I have started again and have only been playing for a year, but I have discovered yet again the joys of playing music for others.

Music is a universal language that everyone speaks, and it's a way to express and free yourself from daily

stresses. It's the best outlet I have for expressing myself, and for that, I am grateful. Especially to my parents who pushed me to keep on going and the National Music Centre for giving me a place to play and learn with instructors and other students.

I was nervous at first when it came to Guitar Club, I couldn't play that well and I thought everyone would judge me. This was not even close to the case. I was nervous because I was a beginner going with intermediate students, but I learned quickly that it wasn't about who was the best player. The instructors encouraged us to learn at our own pace and were very patient with everyone, and they created an environment where every player can feel comfortable regardless of skill level.

I love going to Guitar Club! I get a chance to learn new things every time I go, jam with other student and express myself. As well as I get to look at the pianos, keyboards and organs. Guitar Club is a great program and the people involved with it are very nice. I love this program a lot. Thank you to NMC for giving me a place to play and giving me a chance to form a sense of community with the students and staff who go there.

**Kyra Kelly**  
[nmc.ca/musicians](http://nmc.ca/musicians)



# New national programs

As part of NMC's expanded mandate to become a nationally focused organization, NMC launched two new national programs in 2012:

## Artist-in-Residence and National Jazz Summit

Candace Elder, Senior Manager, Programs



→ 01



→ 02



→ 03

## Artists-in-Residence in 2012

01 Jason Troock and  
Lyle Bell playing the  
Roger Luther custom  
modular Moog

02 Money Mark  
with the  
Arnold Dolmetsch  
clavichord

03 Kid Koda on  
turntables

Photos: Tyler Stewart

NMC's Artist-in-Residence (AIR) program is designed to feed and nurture artistic creativity and technical innovation by providing artists at various levels of professional development with uninterrupted time and space, and the use of our unique collection, recording equipment and expertise, to create new and innovative works in a unique and supportive world-class facility. This program brings together creative individuals from across the country and around the world in a setting that encourages conversation, collaboration, mentorship, and most of all, creativity.

Canada. As a part of her residency, we presented a collaborative workshop and performance featuring Jane Bunnett, Cuban pianist and composer Hilario Duran, and drummer, composer, and improviser Jerry Granelli – who is widely known for his work as part of the Vince Guaraldi trio. Dynamic and diverse, this performance highlighted the exploration and collaboration amongst artists that the AIR program inspires.

Edmonton's Shout Out Out Out Out, known for their electronic synth based soundscapes, spent a week at NMC creating and recording material for five

“It's like whatever I happen to sit down at happens to be the most inspiring instrument I've ever played.

**Nik Kozub, Shout Out Out Out Out**

All participating artists are also offered opportunities for meaningful community engagement through workshops, master classes, education programs, public performances, and mentorship.

The program kicked off in spring 2012 with Kurt Swinghammer and multi-JUNO Award-winner and engineer Michael Phillip Wojewoda. After recording over 10 hours of material, their residency culminated in a public performance and the Calgary debut of a multi-media performance and song cycle based on the life of famed Group of Seven painter Tom Thomson.

Next was Canadian soprano saxophonist, flautist and bandleader Jane Bunnett, known for her Afro-Cuban jazz melodies, she is also an Officer of the Order of

new songs. The band shared their creative process with the community in an intimate lunch hour 'show and tell' featuring their results.

They have already released one recording from their session here, and plan to release the rest, along with an accompanying photo book documenting the process on their own NRMLS WLCM recording label later in 2013.

In what was probably the most unusual project to date, improviser and composer Justin Haynes and instrumentalist Jean Martin worked together as a duo, composing and recording new arrangements with NMC's Kimball theatre organ – accompanied by balloon, while dressed in red velvet robes.





Justin Haynes (left) and Jean Martin play a duet on Kimball theatre organ and balloon.  
Photo: Tyler Stewart

Haynes also used one day of his residency to invite colleagues to join him in improvisational collaboration. During his Calgary residency Haynes also performed with his trio, Freedman. This pared-down trio exposes the bare bones of jazz, and revels in the new possibilities and challenges set upon them by the collective limitations of their tools. Known for their unique arrangements and instrumentation, the instruments are decidedly makeshift, as

adored and critically acclaimed underground musicians with a love for wordplay whether performing folky hip-hop, heartfelt guitar songs, or spoken word. A rising star on the Canadian world/classical/folk/electronica scenes, aboriginal cellist Cris Derksen is known for weaving her traditional classical training and her aboriginal ancestry with new-school electronics, creating genre-defying music.

Starr and Derksen share a strong interest in landscape and heritage, both physical and sonic. They titled their collaborative project generated by exploring the NMC collection BEAMS.

In December NMC welcomed Montreal's world-renowned scratch DJ Kid Koala to work in residence with well-known producer and collaborator Money Mark. Having toured with the likes of Radiohead, the Beastie Boys, John Medeski, A Tribe Called Quest, Jack Johnson, DJ Shadow, and The Preservation Hall Jazz Band, Kid Koala has made quite a name for himself in Canada and around the world.

“We are extremely excited to work with the instruments at NMC. To expand on what we're already doing, but to also delve into a whole new world of experimentation with instruments we've only heard about, but never had the chance to actually play. It's an incredible opportunity to be able to expand the perimeters our tools can take us.

### Cris Derksen

Jean Martin's instrument – a suitcase – is both a wonderful 'drum kit' and perfect for touring. It easily holds Justin Haynes' ukulele and Ryan Driver's street-sweeper bristle bass (literally a metal bristle from a street-sweeper brush played on the edge of a table and amplified with a contact mic) with plenty of room left over for clothing and toiletries.

We also welcomed awarding-winning aboriginal musicians Kinnie Starr and Cris Derksen as our fifth set of Artists-in-Residence. Starr is one of Canada's most

Mark Ramos-Nishita, aka Money Mark, is a producer and musician known primarily for his collaborative work with the Beastie Boys. NMC provided a thrilling and rare working environment for them to collaborate on a new project and work together for the first time in over a decade.

To kick off the residency, Kid Koala performed his highly praised and much anticipated Space Cadet Headphone immersive concert experience to four sold out audiences. As the audience sat in inflated space pods, plugged into

individual headphone systems, Kid Koala brought the Space Cadet score to life on instruments from the NMC collection and several turntables, pairing live music with animation, delivering a story experience suitable for all ages.

“The things they have at NMC ... just literally don't exist anywhere else. We're excited.

**Kid Koala**

We look forward to another year of residencies devoted to innovation, diversity, incubation, inspiration and lifelong learning for artists from across Canada in the creation of new work. NMC would like to thank the Calgary Foundation, Scotlyn Foundation and Astral Media for their generous support in making this program possible.

# National Jazz Summit and the RBC Summit Jazz Series

NMC launched the first annual National Jazz Summit in May 2012. Presented in partnership with the Banff Centre, Jazz Is Society, and the Calgary Association for the Development of Music Education (CADME), the goal of the National Jazz Summit is to bring together a strong network of recognized collaborators to deliver world-class jazz programming for fans, musicians, educators, and industry members alike.

The inaugural event featured a diverse weekend of workshops and performances. The Big Show, which took place at the Grand Theatre, was a sold out success, featured a solo performance by Vijay Iyer, the director of the Banff Centre's jazz program, as well as a collaborative performance featuring Canadian jazz icon Oliver Jones and local emerging musicians, the Invertigo trio.

Daytime workshops and education sessions were delivered by



Oliver Jones and Vijay Iyer during the Piano Masters Summit

Photo: Don Kennedy



→ 01

prominent musicians and educators and featured interactive panels and mentoring opportunities including a piano master class led by Oliver Jones and Vijay Iyer, a vocal workshop by Anna-Lisa Kirby (University of Manitoba) and a small ensembles session lead by Dean McNeil (University of Saskatchewan), and Jon McCaslin (Mount Royal University).



→ 02

The National Jazz Summit was followed by the RBC Summit Jazz Series, which is comprised of a series of concerts and workshops. This series energizes Calgary's jazz scene by engaging a variety of creative improvisational musicians through performance and mentorship between young and emerging musicians, established local musicians, and visiting special guests. During the Summit, the Ray Charles tribute band kicked off the RBC Summit Jazz Series.



→ 03

**01** A student receives instruction during the Oliver Jones Piano Master Class

**02** Oliver Jones and the Invertigo Trio perform during the National Jazz Summit

**03** Students perform during the Small Ensembles Session with Dean McNeill

Photos: Don Kennedy

**04** RBC Summit Jazz Series - Calgary Creative Ensemble with Ralph Bowen

Photo: Regan Evans

The second RBC Summit Jazz Series concert featured Jane Bunnett, Hilario Duran and Jerry Granelli. Granelli's esteemed Creative Music Workshop intensive was also offered and had a profound impact on the musicians that participated:

**“As a performing and recording vocal artist struggling to balance work and music, this workshop was an injection of energy, a fresh look at the basics and a nice opportunity to work collaboratively with instrumentalists.**

#### Workshop participant

Other performances included the Mount Royal Summer Jazz Workshop Faculty Concert, and the Jim Brennan Quartet.



→ 04





Special presentation

## The Musical Brain: How Music Affects Development

In November, Dr. Kyle Pruett made a special presentation on the effects of music on the brain and its significant impact on both mental health and overall well-being. Dr. Pruett is clinical professor of child psychiatry and nursing at Yale University, where he served as director of medical studies at the Yale School of Medicine's Child Study Center, receiving the Lifetime Distinguished Teaching Award. Dr. Pruett is also a distinguished musician: he has sung with both the Indianapolis Symphony Orchestra and the Connecticut Chancel Opera Company, and is a recipient of the Carl Lohman Prize from the Yale School of Music.

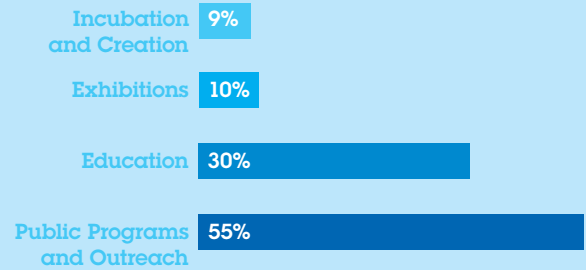
Despite the heavy snowfall warning, we had over 80 people in attendance, representing a wide demographic of teachers, parents, musicians, music therapists and general interest groups. The feedback was very positive and helped us to reach out to and engage a new demographic and audience for NMC.

**“**Very informative and engaging; knowledgeable, interesting speaker on an important topic.

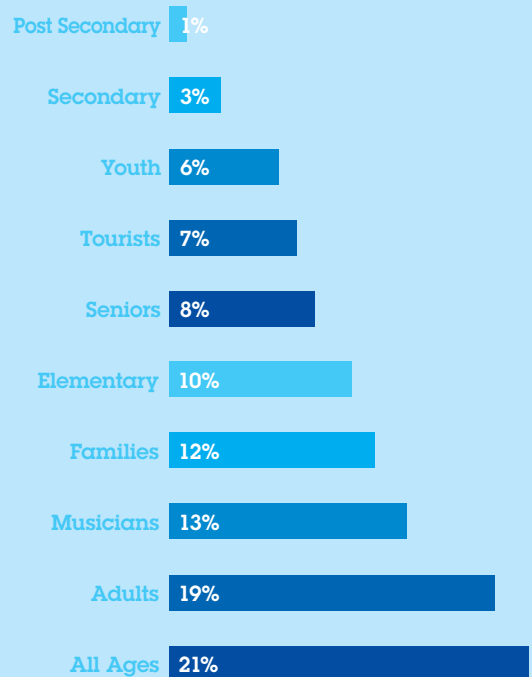
**Music researcher and musician  
at the University of Calgary**

programs

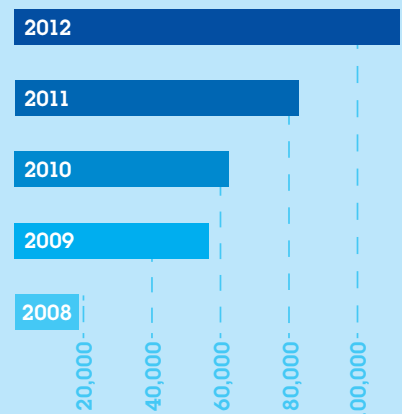
### NMC Programming Streams



### NMC Programming by Demographic



### Attendance: All Programs



# All about collections

Jesse Moffatt, Manager, Collections and Artifact Care



General Electric radio  
from the NMC collection.  
Photo: Don Kennedy

## Collections care

In 2012 we created a new collections policy and plan to guide NMC as it builds the National Music Collection, specifically related to decisions concerning the selection, acquisition, care, use, documentation, and deaccession of objects.

Music, the people who have created it, and the technology involved, are the themes at the heart of all NMC collection activities. NMC is building a definitive collection of musical instruments, sound equipment and archival materials that will tell stories of music in Canada related to:

- Five distinct regions: Atlantic Canada, Quebec, Ontario, the West, and the North
- Canada's diverse cultures
- Recognized Canadian icons – both people and objects
- The evolution of music technology over time

## Collections access

Our strategic priorities in 2012 centered on providing access to our vast collection of musical instruments, sound equipment, and related archives. The way we use our collections is relatively unusual. For example, artists can create music using the collection through our Artist-in-Residence program. Students can experience the technology and historical context of our collections first-hand, and the general public can interact with

specially designated objects. This interactive approach is intended to engage visitors and encourage creativity and learning.

Mike Mattson, instructor of digital audio at Calgary's Southern Alberta Institute of Technology (SAIT) Polytechnic, summarizes the importance of being able to both hear and explore the sound quality of historic equipment with particular reference to our historic Rolling Stones' mobile recording studio:

“NMC's commitment to partnering with educational institutions will be greatly enhanced by having the RSM fully functioning. Students in SAIT Polytechnic's media programs will gain valuable knowledge and sonic memories from having access to a legendary world-class studio.”

**Mike Mattson**



Photo: Don Kennedy



Photo: Canada Science and Technology Museum

Denise Amyot, President and CEO of the Canada Science and Technology Museums Corporation, and Andrew Mosker sign our partnership agreement.

## NMC collections go virtual

Our initiative to provide online access to the collection has been met with great success. NMC went online with our entire collections database in mid 2012. In just six months we have experienced over 5,000 new visitors. To date, the top three searches have been the Rolling Stones' mobile recording studio (RSM), the Buchla 100 modular synthesizer (see above), and the EMS Putney prototype synthesizer.

## Exhibitions partnerships

In 2012, NMC established new agreements with Library and Archives Canada, and with the Canada Museum of Science and Technology, both of which are intended to facilitate the

development of content, as well as the acquisition of new artefacts and images for the new exhibitions. These partnerships are just one of the many ways NMC will connect with Canadians and the story of music in Canada from coast to coast to coast.



Photo: Candace Elder

NMC vintage radio collection

## CCMA awards in Saskatoon, SK

In September, NMC showcased some of our historic radio collection on stage at the CCMA Gala awards ceremony. The sold-out ceremony welcomed over 1,500 attendees.



## Canadian Country Music Hall of Fame exhibition in Merritt, BC

Through our partnership with the Canadian Country Music Association (CCMA), six display cases featuring NMC collection items were placed on exhibit for one year at the Canadian Country Music Hall of Fame in Merritt, BC. The exhibition includes textiles and memorabilia once owned by Canadian country music legends such as Hank Snow, Carroll Baker, the Rhythm pals, Ronnie Prophet, Gordie Tapp, Don Messer, and Elmer Tippe.



Hee Haw outfit worn by Gordie Tapp  
Photo: Don Kennedy



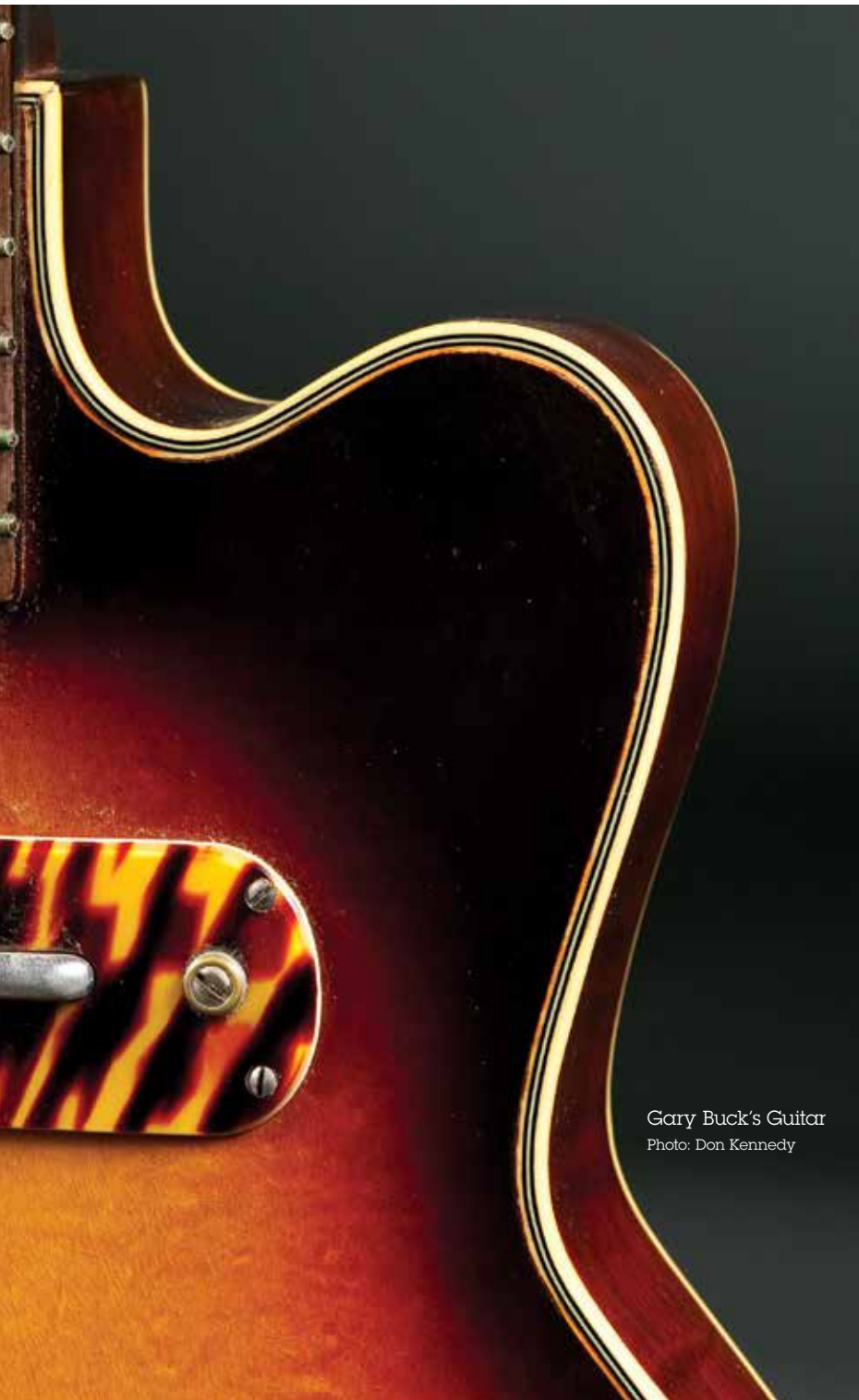
Hank Snow's embroidered suit  
Photo: Don Kennedy

## CORE shopping centre exhibition in Calgary, AB

The November exhibition *Glitter and Glamour – Fashion Highlights from the NMC Collection* was a great success. The exhibition featured stage costumes worn by Johnny Cash, Patsy Cline, Michelle Wright, Lucille Starr, Hank Snow and Terri Clark. The three-week fashion exhibition at the Core shopping centre in downtown Calgary had more than 25,000 visitors.



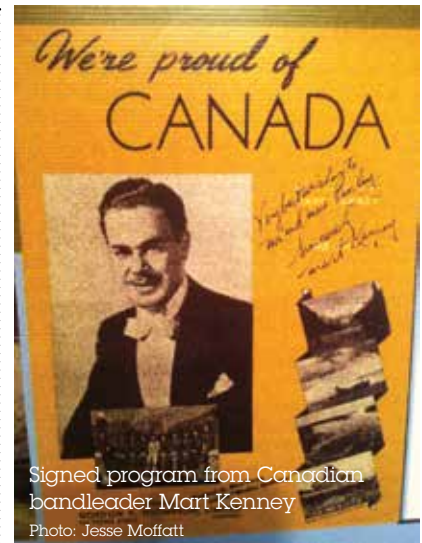
## Calgary Stampede exhibition at the BMO Centre



Gary Buck's Guitar  
Photo: Don Kennedy

In February, NMC sold the Hall of Fame building on Stampede Grounds. To mark the Centennial Calgary Stampede we presented *Celebrating 100 years of Canadian Country Music* in the Western Oasis exhibit hall. This exhibition featured items

belonging to Canadian country music icons Gary Buck, Hank Snow, Anne Murray, Lucille Starr, Michelle Wright, Gordie Tapp, King Ganam, Wilf Carter, Ray Griff, and Ian Tyson. More than 250,000 people visited the 10-day exhibition.



Signed program from Canadian bandleader Mart Kenney  
Photo: Jesse Moffatt

## Donations and acquisitions

In 2012 NMC's collection increased by 100 objects, bringing the exact total to 2,239 objects. A substantial number of the new objects came from family archives once belonging to Canadian big band leader, composer, and musician, Mart Kenney. Mart Kenney and His Western Gentlemen are most famously known for their musical hits *The West, a Nest and You, Dear, There's Honey on the Moon Tonight*, and the Kenney original *We're Proud of Canada*. The Kenney family had been looking for a permanent home for the family archives for quite some time. The Kenney family were drawn to NMC because of our active approach to collections use, which allows artists and visitors to experience instruments first-hand. The family's donation of instruments and objects will allow Mart Kenney's legacy to live on musically for future generations.





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Collection • Programs • Community

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→ 08

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- 01** NMC's Stampede float won second place for Best Non-Profit entry
- 02** Stomp and Strum with Barney Bentall
- 03** Urban drum group Momentum perform at the Stomp and Strum

- 04** Visitors to the Calgary Stampede enjoyed playing the Great Canadian Music Challenge interactive trivia game
- 05** The NMC synth jammers at 'Twas the Night at Core

- 06** Chowing down at the 2012 Stomp and Strum
- 07** NMC Board of Directors Chair Roger Jackson with Calgary Mayor Naheed Nenshi at the Stomp and Strum

- 08** In 2012 we officially changed our name from Cantos Music Foundation to NMC, and we moved to our new offices on the first floor at 134 11th Ave SE



→ 08



→ 09



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**08** Naomi Grattan, Director of Organizational Development

**09** Tyler Stewart, Marketing Communications Coordinator

**10** Elizabeth Reade, Senior Development Officer

**11** David Walsh, Assistant Director of Finance

**12** Chad Saunders, Manager, Operations and Special Projects

**13** Talia Chau, Collections Assistant

**14** Jason Tawkin, Collections Assistant

**15** Adam Karnis, Event Coordinator

**16** Tracy Halat, Stewardship Officer

**17** Carly Deboice, Education Officer

**18** Leitha Cosentino, Senior Development Officer

**19** Jordan Ganchev, Education Officer

**20** Chad Schroter-Gillespie, Education Officer

**21** Thomas Craib, Collections Assistant

Photos: Barbara Bruederlin, Rick Harper, Camie Leard and Tyler Stewart



Image: Allied Works Architecture

# Construction Highlights

Gary Duke, Construction Manager  
Joe Geurts, NMC Project Manager





The construction team, led by Allied Works Architecture, Kasian Architecture, and CANA Construction, achieved the following milestones in 2012:

- Completed the hazardous material remediation work on the King Edward Hotel, including the removal of asbestos
- Completed the 50% construction documents
- Completed acquisition of lands for the new facility and consolidated parcels both east and west of 4<sup>th</sup> Street SE into one address: 500 9<sup>th</sup> Avenue SE.
- Completed the financing agreements with the Government of Alberta and the City of Calgary, which precipitated the flow of project funding
- Received approved Building Permit for the Shoring and Excavation tender package and anticipate the release of the King Edward Selective Demolition Building Permit shortly
- Secured the release of the Development Permits from the City of Calgary, a necessary step in advance of seeking building permits for construction
- Completed the tender packages for the NMC Shoring and Excavation, NMC Sub-Structure, King Edward Selective Demolition and King Edward Structural Upgrades
- Commenced construction of the east block of the National Music Centre
- Added Gary Duke, of Duke Evans Inc., to NMC's construction management team. Duke Evans is a Calgary-based company that provides project management and facility planning services for institutional and commercial buildings.





All four of these computer renderings show the same exhibition space, Idea of Canada, which will be an immersive film experience on the second level.

Images: Haley Sharpe Design



## Visitor experience: How do exhibitions come to life?

**Jan Faulkner, Creative Director,  
Haley Sharpe Design**



While construction was progressing, the NMC team was also hard at work debating and refining the concepts and plans for the visitor experience within the many exhibition gallery spaces, known as Stages at NMC.

NMC's visitor experience is intended to feel like a festival, encouraging visitors to enjoy the stories, objects, sounds, and activities on offer in one exhibition space until they feel intrigued to investigate another space – curiosity will be the key driver. The stages will be self-guided, highly interactive, and will encourage exploration and learning. The exhibitions will use musical instruments and other key artifacts from NMC's collections as anchors for larger interpretive experiences, which, taken together, will tell the stories of music in Canada and when appropriate, beyond our shores.

Visitors to NMC should leave with an understanding of the following key messages:

- Canada has a rich musical history
- Music in Canada is alive and growing
- Music gives meaning in different ways to everyone, everywhere
- Music is a powerful force for discovery, innovation and renewal
- I can make music

Throughout 2012 the content for this vision of the visitor experience evolved via a series of workshops and round table discussions with NMC's content team, the exhibitions designers Haley Sharpe, and the National Exhibitions Advisory Committee, which includes music and museum industry experts from across Canada, as well as our partners the Canadian Academy of Recording Arts and Sciences and the Canadian Country Music Association among others.

In early January 2012, the teams outlined working titles for the exhibitions spaces based on the original brief and started to explore media, and in turn the design of building infrastructure such as information technology and AV systems, power loadings and engineering requirements for wall loadings which will display collections.

By March, the principles for the exhibitions design were established, the team began to illustrate the design intent for the visitor experience via artistic impressions, and simple computer generated models. About 60% of the content will be flexible, such that it can be moved around to suit changing programming needs. A major goal for the design approach is to establish emotional connections to the exhibitions content simply via the atmosphere, the use of images, and of course by targeted soundtracks for each exhibitions space – all of which will underpin the festival feel.

The design team also decided to develop the interpretive text for the exhibitions as though we are



producing a magazine – which will allow NMC to use multiple writers, voices, and styles.

With these principles in place the exhibitions designers and the architects began discussing how the building would interface with the experiential design and how other components which impact the visitor experience, such as way-finding and donor recognition, could work in the building.

Through spring and early summer, the broad, initial themes were developed and expanded with sub-themes and the identification of specific artifact locations. By June, Haley Sharpe had begun assembling concept ‘sketchbooks’ for each exhibition space – or ‘festival stage’ as they are now known. The exhibition designers also began developing a cost plan for the designs to ensure that the ideas being generated are achievable within the planned budgets.

By August, Haley Sharpe had begun generating the first Computer Aided Design (CAD) models. This process coincided with the development of the 50% construction drawings by the architectural team, and so the exhibitions team spent a few months focusing on coordinating building and design issues.

The content team continued to develop the interpretive plans by expanding the storylines and adding detail to the content matrix that maps the story content, potential media and artifacts across the building.

By September, the concept for NMC’s visitor experience was complete and the design teams moved into the next phase of work, which they refer to as ‘sketch scheme’ – starting to look at individual exhibitions and developing the flexible or movable display components known as the ‘kit-of-parts.’ These are common components which will be used anywhere within NMC, including items like seating, display cases and technology housings. The list continues to grow as we explore and refine how NMC will work and operate once open.



All of the work generated throughout 2012 was brought together in November to inform content workshops in December. Now that the framework is well established, and the content plan is clearly



# AZURE



developed, the work of 2013 will involve engaging filmmakers, media developers, researchers and writers to begin the work of choosing stories and bringing the experience of music in Canada to life.

**NMC is one of Azure magazine's top ten projects to watch in the world in 2013.**

[azuremagazine.com/article/10-projects-were-following-in-2013](http://azuremagazine.com/article/10-projects-were-following-in-2013)



Photo: Tyler Stewart

# Volunteer: **Brian Mills**

**Tyler Stewart, Marketing Communications Coordinator**

Sometimes all it takes is a good hook. Whether it's a hit song or a story about a local organization, the right sound can take your life in a new direction in ways you never imagined.

For NMC volunteer Brian Mills, it was a recital performance by his son (at what was then Cantos Music Foundation) that piqued his interest in the organization.

"He was still in high school at the time and was enrolled in the Mount Royal Brass Academy program studying trumpet," Brian explains. "I wasn't able to attend as I was away from home on a business trip, but I certainly heard about his interest in Cantos and was intrigued by his reports."

From there, Brian's interest only grew stronger as he saw the different public and education programs being offered on a regular basis.

“I have a great appreciation for music and the positive effects it can have on people across all sorts of social spectrums,” Brian says. “I can see that supporting the NMC and its mission might give me the opportunity to help bring the appreciation of music to others.”

It didn't take long for him to roll up his sleeves and get involved by volunteering with Guitar Club, an after-school program offered to youth ages 13-19 in which they can learn to play guitar for free in an encouraging and welcoming atmosphere. With no structured curriculum, students are able to pick and choose what they'd like to learn and have a number of different volunteer instructors to help them grow their passion for guitar at their own pace.

“It has been very rewarding to be a part of the club,” Brian says. “It's fun to be a part of all that and I find that I'm learning a lot from the participants myself by just being there.”

Having been involved for a few seasons with the program now, he has seen students grow their skill set and even bring along new friends to join the club. When the first year of Guitar Club culminated in a gig night held in June 2012, students and volunteers saw all of their hard work pay off with some very special live performances.

“The opportunity to get up on a stage and perform some of their music at gig night in a friendly and extremely supportive environment proved to be a powerful experience for just about everyone involved – including the volunteers,” says Brian, beaming with pride.

Brian is also quick to help out whenever possible with other volunteer needs at NMC, from helping out at exciting special events like the Calgary Stampede, to mundane tasks like data entry.

“NMC is unique and helps fill many cultural voids,” Brian explains. “It is a repository for exceptional and historically important musical instruments and is helping to stitch together the story of the many contributions of outstanding Canadian musicians and entertainers.”

---

**The National Music Centre is very grateful to have year-round support from amazing volunteers like Brian and many others just like him! Find out how you can get involved at [nmc.ca/careers](http://nmc.ca/careers)**



# Building a home for music in Canada

NMC has embarked on a nationwide campaign to support its construction and development. This pivotal campaign offers families, companies, friends and music lovers the opportunity to create a legacy for music in Canada for generations to come.

NMC's fundraising goal is \$150 million, which is comprised of a \$135 million capital investment in building construction and exhibitions, and a \$15 million investment in project development and operations. To date we have raised \$97.6 million with \$52.4 million remaining to complete the campaign.

**Jeni Piepgrass, Director of Development**



Photo: Tyler Stewart

In 2012 we reached out to our community with the **Music Gave to Me** appeal. We invited our audience to share the stories of what music has given them in their lifetimes, and shared those stories online, in our newsletter, via social media and from our stages. We also invited the community to give back to music by making a gift in support of the NMC, and the community responded with our most successful holiday appeal to date, raising \$42,000.

“The National Music Centre is an anchor for our national identity – it will promote Canadian values of diversity and inclusion while celebrating our culture and traditions.

**Jason Kenney,**  
Member of Parliament for Calgary Southwest, and Minister of Citizenship, Immigration and Multiculturalism

## Capital Campaign Cabinet

The following volunteers are giving their time and talents to ensure NMC's capital campaign is a success:

Desirée Bombenon, Chair  
Ron Mannix  
Neil Bowker  
Jennifer Fuhr  
Michael Shaw  
Mike Mannix  
Neil Camarta  
Roger Jackson  
Freida Butcher  
Rob Frances  
Murray Wilson



→ 01



→ 02



→ 03



→ 04



→ 05



→ 06

The **King Eddy All Star Blues Jam**, our annual community holiday gathering, brings together the musicians who made the King Eddy the home of the blues and an audience of NMC supporters. In 2012 our stage was graced by local blues legends John Rutherford, Donald Ray Johnson and Bill Dowey, as well as emerging blues artists Toryn and Faith Shadlich. We auctioned off some King Eddy memorabilia, and the event raised \$3,650 for our 2012 Music Gave to Me holiday campaign.

01 Blue Mondays house band

03 Blue Mondays house band with Brandon Smith on keys

05 Special guest Donald Ray Johnson

07 Special guest Bill Dowey

02 John Rutherford leads the Blue Mondays house band

04 Blue Mondays guitarist Brent Wright

06 Blue Mondays house band vocalist Michelle Goshinmon with Bassist Rob Oxoby

08 Packed house on November 28

Photos: Tyler Stewart and Rick Harper

### A Sound Investment

In 2012, NMC supporters demonstrated their belief in the power of music and its distinct ability to connect us to each other. They demonstrated passion for community and culture. Their investment illustrates an understanding that is key to strengthening national and civic life: communal spaces for shared learning give way to new ideas.



→ 07



→ 08

“The National Music Centre is a long-awaited home for music in Canada. Canadians have contributed so much to music globally – there is a legacy that deserves to be celebrated and preserved.

**Jim Cuddy**

**Together – we can give music in Canada a place to call home. Please join us in recognizing those who played their part in 2012. Thank you for giving the gift of music for generations to come by supporting the National Music Centre:**

## INDIVIDUALS

Anonymous donors (29)  
 Adrian Burns  
 Adrian and Gloria Rothery  
 Alane Smith  
 Al Brown and Mary Maxim  
 Alex Hutchison  
 Alex Jacobs-Hajian  
 Alyssa Berry  
 Amy and Andrew Nelson  
 Andrea McManus  
 Andrew and Ingrid Mosker  
 Andrew Kesselman  
 Anne Green and Holger Petersen  
 Anne Wallis and John Taylor  
 Arlene Stormoen  
 Barbara Green  
 Beryl Beckford  
 Betty Ann Smith  
 Beverley Reid  
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 Brenda Bruce  
 Brent Shervey  
 Brent and Toni Young  
 Brian Fitzgerald  
 Brian Mills and Susan Tyrrell  
 Brian Stanko  
 Dr. Bob Schulz  
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 Candace Elder and Tim Wilson  
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 Dr. Denise Brown  
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 Trudy Gahlinger  
 Vincent Duckworth and Christine Fraser  
 Walter and Irene DeBoni Fund at The Calgary Foundation  
 Walter and Shirley Foster



Wanda Martin  
Wendy Ogden and  
Marc Bowles  
Wil Roth  
Yvonne Schmitz  
Zsuzsanna Tamas

## ORGANIZATIONS

Alberta Community Spirit  
Program  
Alberta Culture  
Alberta Laminations  
Back up Blues Band  
BMO Financial Group  
Calgary Philharmonic  
Orchestra  
Calgary Zoo  
Cam Clark Ford  
Canada's Walk of Fame  
Carriage House Inn  
CCI Thermal Technologies  
Inc.  
Cenovus Employee  
Foundation  
Chinook Country Historical  
Society  
Coril Holdings Ltd.  
DeliverGood Inc.  
DP Ventures Inc.  
Dunlop Family Fund at The  
Calgary Foundation  
Edmonton Community  
Foundation  
Encana Cares Foundation  
Exposure: Calgary Banff  
Photography Society  
First Calgary Financial  
Community Vision Award  
Nomination  
Fool for the King Eddy  
Fundraiser at the Shamrock  
Hotel  
Grumans Catering and  
Delicatessen  
Heritage Park  
Hotel Arts  
John and Maggie KHG  
Mitchell Family Fund at  
Edmonton Community  
Foundation  
Mind Designs Inc.  
Moet Hennessy  
Norlien Foundation

Old Dutch Foods  
Penn West Exploration Match  
and Magnify  
Sidewalk Citizen Bakery  
Southern Alberta  
Woodworkers Society  
Story Communications Inc.  
Taylor Creative  
TD Bank Group  
The Arthur J. E. Child  
Foundation  
The CORE  
The Inner Sleeve  
The Taylor Family Foundation  
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Choice program  
Viewpoint Charitable  
Foundation  
Village Brewery  
Willow Park Wines and Spirits

## LONG TERM OPERATIONAL SPONSORS



## PROGRAM SUPPORTERS



# Financial Report

**Freida Butcher, Secretary Treasurer, Board of Directors**

**David Walsh, Assistant Director of Finance**

On January 17, 2012, we officially changed our name from Cantos Music Foundation to the National Music Centre – the first of many milestones for NMC 2012.

Through the year, NMC made significant progress on the design of the new facility and its interior exhibition spaces, which has allowed for a more detailed costing of the project. On October 25, the Board approved increasing the campaign target to \$150 million, which comprises \$135 million for the building, and \$15 million for programming and other related costs. At year-end, over \$91 million had been received, pledged, or was in the final stages of being pledged for the building, and nearly \$7 million had been received or pledged for programming. Another \$75 million in requests were pending with the community at the end of the year.

In June, we completed the acquisition of lands for the new facility and consolidated all parcels of land both west and east of 4<sup>th</sup> Street into one address: 500 – 9<sup>th</sup> Avenue SE. By year-end, groundbreaking had been set for February 22, 2013.

NMC also reached key milestones with its government funding partners during 2012, with the signing of the contribution agreements with both the City of Calgary and the Province of Alberta. Funding was received or accrued from both governments by year-end. Significant progress was also made in finalizing the federal contribution agreement, which NMC anticipates will be signed in early 2013. In the interim, NMC continues to use debt as bridge financing for the construction project and will continue to do so post-construction to bridge those pledges that will be received over a time frame longer than the construction period.

Revenues returned to more normal levels of \$3.2 million compared to the exceptional year NMC experienced in 2011. Sponsorship and contributions from the community continue to

account for nearly 70% of funding, with rental income and investment income making up the majority of other sources of revenue. Expenses were flat at \$3.2 million reflecting NMC's targeted and deliberate spending in strategic areas. General and administrative costs were higher than normal due to moving the staff from the second to the first floor into larger, more modern office space in the historic Customs House. As the owner of the building, NMC also repaired the roof and, in 2013, we will repair the air handling system. Nearly one third of spending continues to be invested in fund development reflecting NMC's commitment to reach its goal of raising at least \$150 million to build a home for music in Canada.

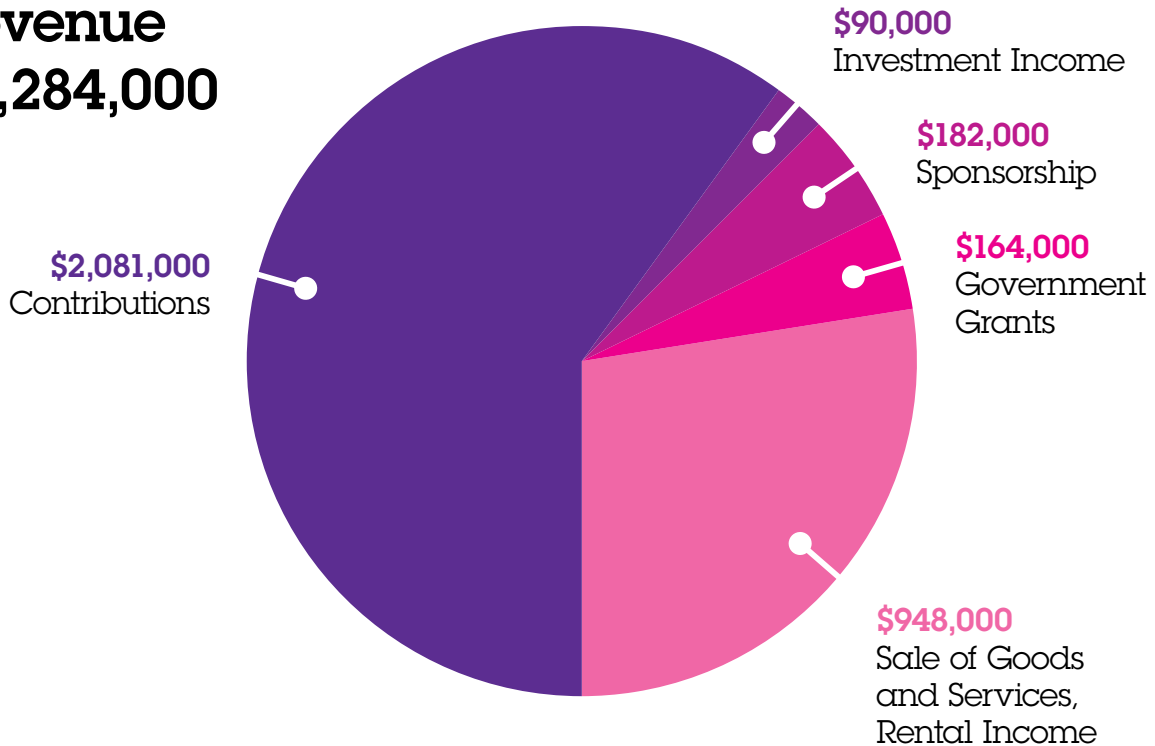
Our program offering is organized in four streams: education, incubation and creation, public programs and outreach, and exhibitions. Within those streams, the focus is building audiences both locally and nationally. As part of the strategy for meeting our new national mandate, we launched two new programs: Artist-in-Residence and the National Jazz Summit. With respect to NMC's collection, a new collections policy was developed in 2012 (see page 14) which now guides its management and growth, in line with our expanded national mandate to showcase the stories of music in Canada. The Canadian Country Music Hall of Fame building located on the Calgary Stampede grounds was sold in the spring, and the majority of that collection has been put into storage as NMC begins to prepare for the move to our new location on 9<sup>th</sup> Avenue SE.

**“As both a volunteer and a donor, I encourage you to play your part and help bring this vision to life.**

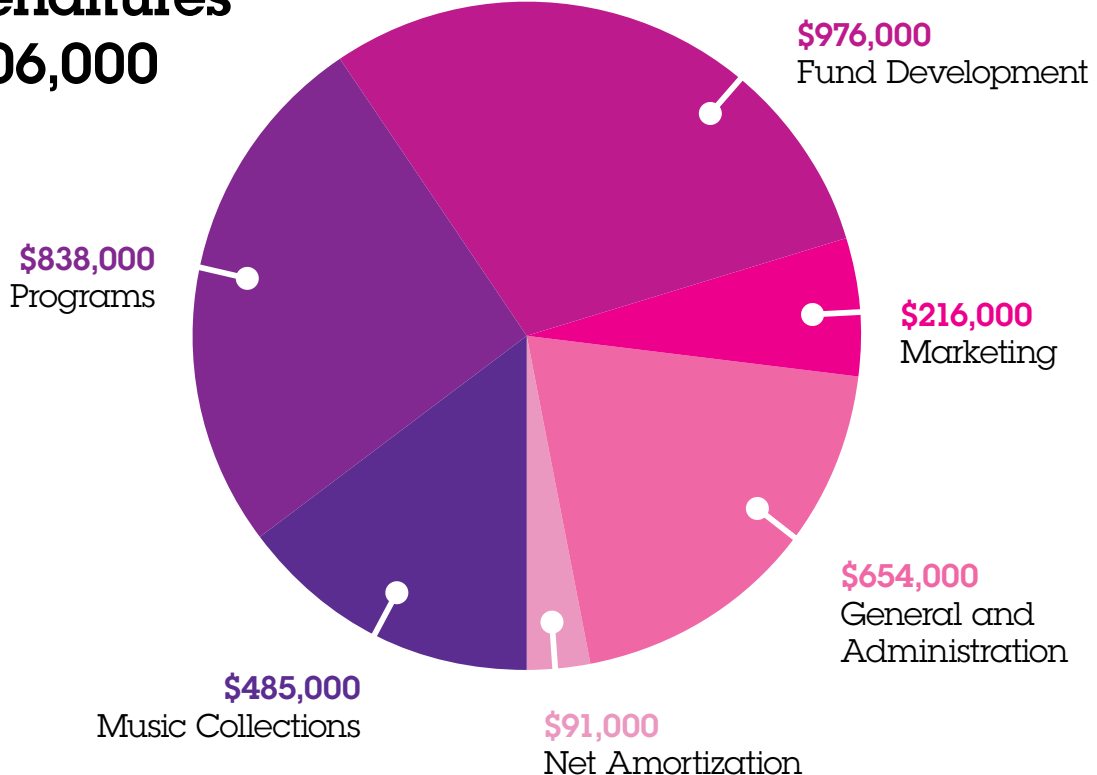
**Freida Butcher**

# NMC Financials

## Revenue \$3,284,000



## Expenditures \$3,706,000





In December,  
NMC's very own  
busker piano  
lived in the CORE  
shopping centre  
in downtown  
Calgary – for  
anyone to play,  
anytime they felt  
like tickling the  
ivories.

“Hello, I work at the dome tower in TD Square and I just wanted to tell you that the piano in the mall is my absolute favourite thing. Every day different people are on it and sometimes even dancing. It really is a beautiful thing and it brightens my day every time I see someone on it whether they are playing chopsticks or Beethoven. Thank you for this beautiful addition to our dreary 9-5 days – music is truly such a gift.

Anonymous Piano Fan



Photo: Elizabeth Reade



Photo: Don Kennedy