



School of the Arts, Media,
Performance & Design

THIS IS IMPACT

[THE CAMPAIGN FOR YORK UNIVERSITY]

school of the
arts, media,
performance
& design





PHOTOS: DONALD SINCLAIR

“It is possible to carry our past And move forward Transformed”

— FROM *THE BIRDS* BY YVETTE NOLAN

At AMPD, students gain professional training and academic expertise in their discipline and then use those strengths as the springboard to create boundary-breaking art across the disciplines. Our 2016 production of *The Birds*, one in a series of productions exploring indigeneity, was the ultimate collaborative experiment, bringing together more than 100 students and nearly two dozen faculty members from across AMPD theatre, dance, digital media and music under the direction of Michael Greyeyes.

As today's students prepare for jobs that have yet to be imagined, creativity is their single most valuable asset. Our society needs well-trained artists who are also thinkers, makers, collaborators and innovators, able to invent new opportunities, launch new industries and drive economic growth. These are the kinds of leaders we're preparing at York University's School of the Arts, Media, Performance & Design.

This is the impact of AMPD.

The world is imagining a creative future; AMPD is defining it. Through IMPACT: The Campaign for York University, we are building a next-generation arts school that combines strong disciplinary training with a focus on interdisciplinary collaboration, experimentation and invention.

[We invite you to join us.](#)

Canada needs creative leaders, thinkers, makers, collaborators and innovators.

Studying, practicing and appreciating the arts makes our communities and our community leaders stronger. The arts stimulate creativity, innovation and daring. They inspire us to contemplate our identity, advocate for change, celebrate history and tradition, explore alternative pathways and plan for our future. They are a fundamental part of our social progress and economic growth. In Toronto, the cultural industry generates \$9 billion of the city's GDP and employs about 130,000 people. And it's growing fast—more than twice as fast as the overall labour force.

York AMPD has an important role to play in fuelling Toronto and Canada's cultural economy and educating creative leaders to ignite bold new ideas and devise innovative solutions for global challenges.

AMPD is Canada's first and Ontario's most comprehensive school of the arts, and we've been in the vanguard of arts education for almost half a century. Within our world-class facilities, more than 3,500 students a year study cinema, dance, design, digital media, music, theatre and visual arts, and explore opportunities to blur the boundaries between the arts and other fields. Our 16,000 alumni are game-changing artists and leaders in the arts, business, politics and communities around the world.

BY THE NUMBERS

3,500

students

200

faculty and staff

16,000

alumni

\$10m

in research funding

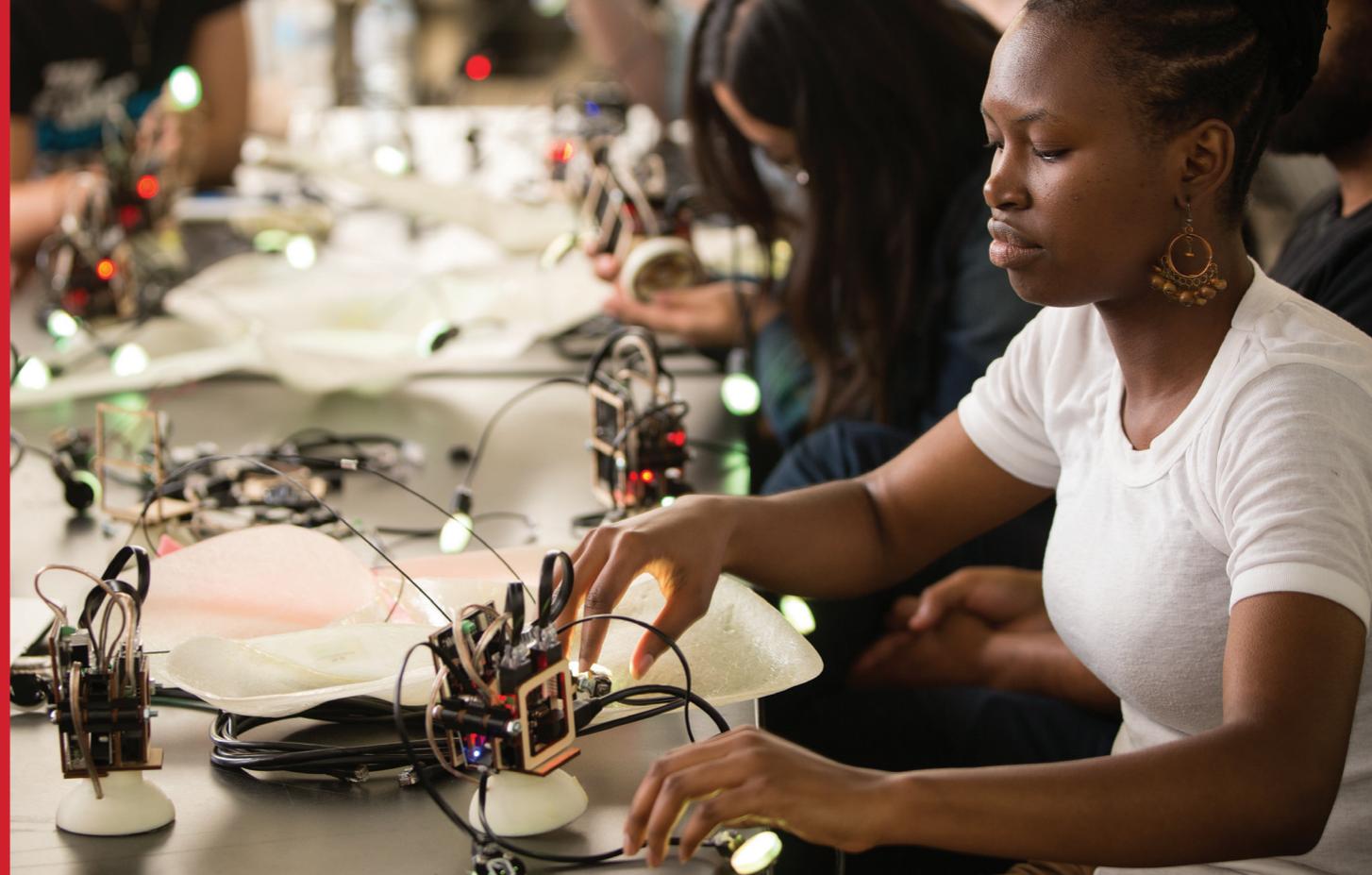
27

degree programs

3

research chairs

PHOTO: JASON JONES



ALUMNI MAKING AN IMPACT

Rachel McAdams

BFA '01 Oscar-nominated actress

Dan Kanter

BFA '07 Musician, songwriter and producer
Musical director for Justin Bieber

Jillian Keiley

BFA '94 Artistic director of English Theatre
at the National Arts Centre

Patrick Crowe

BFA '90 Game designer and producer
Founder and president of Xenophile Media

Robert Duncan

BFA '94 Emmy Award-nominated composer
for *Castle*, *The Last Resort* and *Missing*

Kim Dorland

MFA '03 Painter

Debra Brown

BFA '78 Cirque du Soleil choreographer

Bill Bannerman

BFA '83 *Twilight Saga* producer

Stafford Arima

BA '92 NYC stage director



Our vision is bold and ambitious. So are we.

— SHAWN BRIXEY, DEAN

The faculty and students at AMPD recognize that the talents and skills of artists have become the fuel of an innovative and experience-based economy. Creativity is the most valued and sought-after skill in our evolving world, and not just in the arts. It's an asset in critical demand across all industries, including engineering, technology, business, health, education, and public service.

Creativity alone is not enough, however. Artists need to be collaborators and innovators, applying both disciplinary rigour and interdisciplinary daring. It's their abiding hunger for experimentation and invention that gives artists an edge in our increasingly competitive global world. With the support of alumni and friends, these are the kinds of leaders we are preparing at AMPD.

We stand on the threshold of a dramatically new and radically different kind of arts future – one in which the communication of our ideas and their physical and virtual expression have extraordinary value.

My own artistic career ignited a lifelong commitment to interdisciplinary arts education by forging creative partnerships across arts, media, and engineering. I am profoundly inspired to be part of building a next-generation arts school where invention, collaboration, and entrepreneurial spirit fuel ambitious ideas and create expansive opportunities with global reach.

This truly is IMPACT. I invite you to be part of our community as we embark on defining the future of creativity.

PHOTO: SHAWN BRIXEY

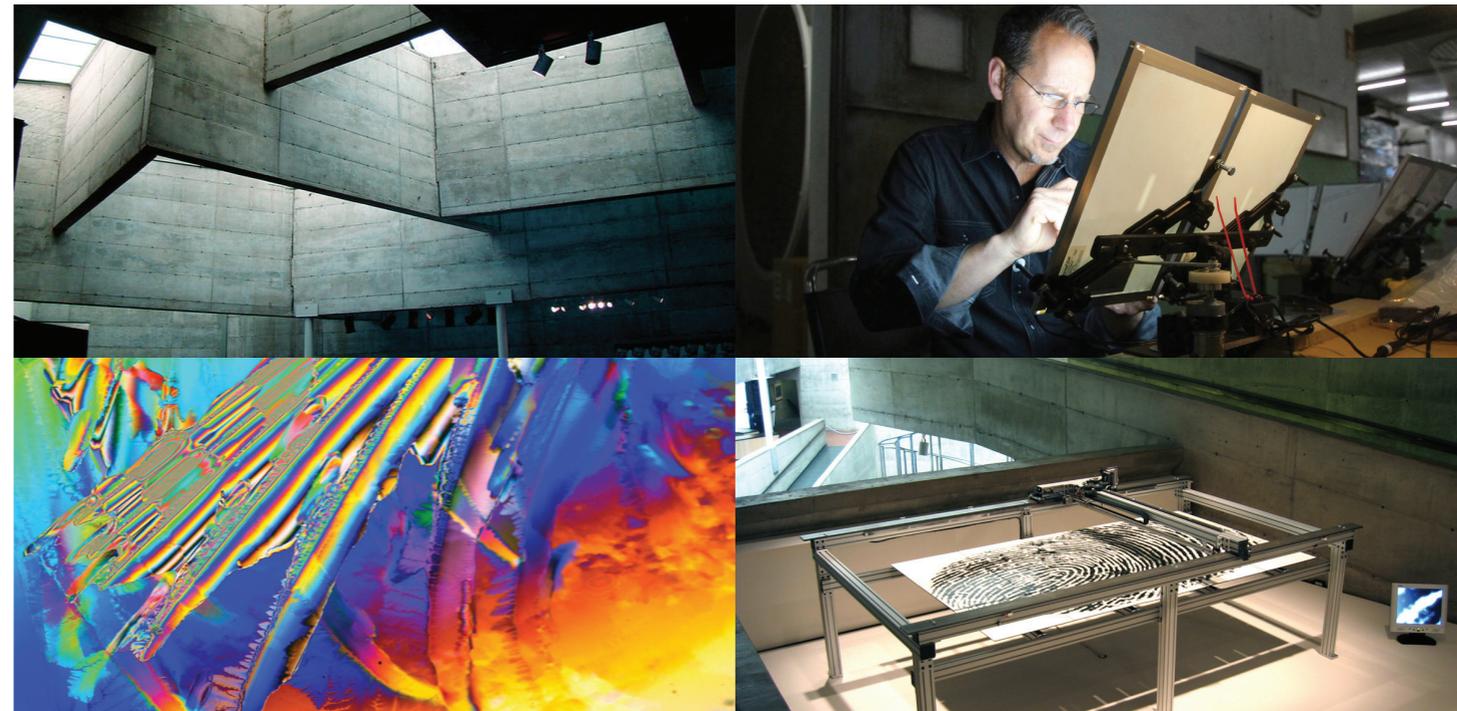




PHOTO: JASON JONES

Impact

**The Campaign
for York University**

**York University
is leading a \$500
million campaign**

to enhance student experiences and learning, and enable them to be leaders of tomorrow. IMPACT: The Campaign for York University is both a celebration of our first 50 years and a promise that, together, we will drive advances in the classroom and in communities around the world.

AMPD is an important cornerstone of IMPACT: The Campaign for York University. We are raising \$20 million to realize our vision for the future of creativity. Gifts will support three priority areas:

Preparing Engaged Global Citizens

AMPD is preparing the next generation of creative thinkers to ignite bold new ideas, invent transformative experiences and develop innovative solutions for global challenges. Campaign gifts will benefit students at all stages of their journey with critical financial support.



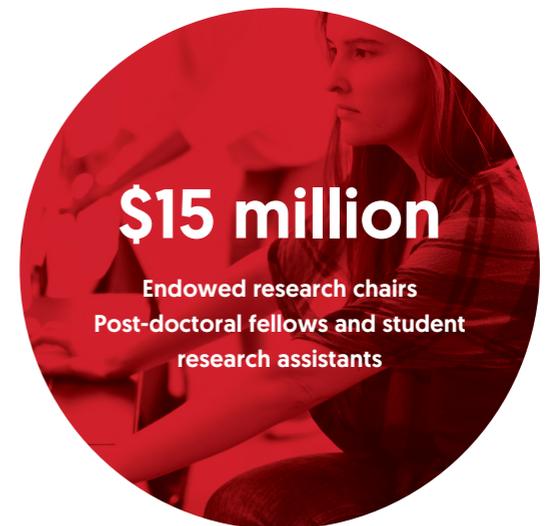
Building Stronger Communities

Creativity thrives in AMPD because of the growing number of innovative programs and opportunities aimed at encouraging collaboration and experimentation. Your support will allow us to foster more opportunities for world-class visiting artists and scholars, launch new industry partnerships and nurture a community of artists who are redefining creativity in never-before-seen ways.



Mobilizing New Ways of Thinking

IMPACT: The Campaign for York University will support an innovative reimagining of the classic endowed research chair by creating a new generation of shorter term, rapidly cycling appointments and teams of thinkers and makers to reflect, create and engage our campus and community in innovative pursuits across the arts and beyond. Gifts will include assistance for students, post-doctoral fellows, conferences and travel.





Isaias Garcia

BFA'16, Co-founder of MASTR Studios

"I'm the kind of student that wants to bring people together to see what we can create," says Isaias Garcia. The music graduate chose AMPD because he knew it was a place where he could make connections across artistic disciplines and even across institutions. With four fellow AMPD students, he co-founded Media Music Concert, a musical showcase of scores from film, television and video games. The annual concert features students from AMPD music, film, theatre and digital media, along with students from other colleges and universities.

In 2014, while still a student, Isaias and his Media Music Concert colleagues founded Toronto-based scoring company MASTR Studios. They've earned multiple awards for their work in film, television and video games, premiered their scores at international film festivals in Toronto, Cannes and Carmel, and attracted such high-profile clients as Cola-Cola, CTV and the Canadian Olympic Committee. Isaias recently won his second consecutive Best Original Score award at the Hollywood Music in Media Awards in Los Angeles, and recorded the score for a film featuring five-time Juno Award-winner Liona Boyd.

"Without AMPD, I wouldn't be the person I am today creatively. AMPD is where I learned to actively apply what I learned in the classroom in real world scenarios, and that gave me an amazing advantage when networking with students and industry professionals."

"What attracted me to York was the fact that film, theatre and dance are literally next door to each other. It's a gold mine of opportunity for developing my ability to write music for different kinds of projects and audiences."

PHOTO: FRANK TSONIS

Preparing Engaged Global Citizens



\$2 million

Helping Students Succeed

AMPD is committed to attracting and supporting the most talented artists and future creative leaders from across Canada and around the world.

New **undergraduate entrance scholarships** will both recognize outstanding academic achievement and ensure finances are never a barrier for deserving students who want to refine their artistic skills and explore their creative interests across AMPD and areas as diverse as York engineering, biology, African studies and business.

Graduate scholarships will acknowledge artistic excellence with an emphasis on supporting Master's and PhD candidates who are leading interdisciplinary projects.

Gifts may also fund awards to support students pursuing **internships** and to help offset the cost of **travel** for master classes, study abroad programs, intensive workshops and professional training opportunities.



AWARD-WINNING POTENTIAL

From Marvel Comics intern to Global TV writer, and web-based alternate reality game producer to assistant director at the Stratford Shakespeare Festival, **Alison Humphrey** has countless storytelling experiences to draw from as a PhD student in AMPD's cinema and media studies program. While a York theatre Master's student and with scholarship support, she used motion-capture technology to weave real-time 3D computer animation and digital effects into live performance in *A Midsummer Night's Dream*. Her doctoral project blends interactive special effects and collaborative online culture for an internationally co-created sci-fi drama on the micro and macro conflicts of vaccination. Alison has teamed up with colleagues from York's departments of theatre, digital media, dance and visual arts, and calls AMPD an ideal hothouse for cross-pollinated innovation.



THE STORYTELLER

Beth Janson

BFA'97, Founder of Project Entrepreneur

“What York is doing is huge. They’re exposing artists to all the colours in the palette. Bringing filmmakers, engineers and designers together in an entrepreneurial space is the wave of the future.”

In the nearly 20 years since graduating from York’s theatre program, Beth Janson’s passion for storytelling hasn’t waned. But it has evolved. First in theatre administration at The Public Theater in NYC, then as executive director of Tribeca Film Institute and now as the CEO of the Canadian Academy of Cinema and Television, she is dedicated to helping storytellers hold true to their artistic hearts while still being successful in an increasingly commercial industry.

As a self-described “cultural entrepreneur,” Beth works to build programs and platforms that support talented and innovative filmmakers in documentary, feature, and interactive forms of media, such as virtual reality and online gaming.

“Storytelling is no longer just about making a feature film for people to watch and discuss,” she explains. “We need to help our best filmmakers expand their definition of what storytelling is so they are not intimidated by technology that is constantly changing.”

It’s this approach that has Beth so excited about AMPD’s vision of interdisciplinary collaboration and experimentation. “What York is doing is huge. They’re exposing artists to all the colours in the palette. Bringing filmmakers, engineers and designers together in an entrepreneurial space is the wave of the future, and I couldn’t be more proud to be associated with an institution that is helping to set the standard for artistic and academic support in this new and exciting world.”



THE CONNECTOR

PHOTO: JUDY KARACS

Karen Burke

14 AMPD faculty member and founding director, York University Gospel Choir

In the 1990s, singer, music director, choral conductor and composer Karen Burke was teaching music to high school students and directing the Juno Award-winning Toronto Mass Choir, which she founded. She kept the two worlds quite separate, not realizing one could benefit from the other. “I saw the ground floor only and I had no idea how far up it could go,” she says. All that changed when she introduced gospel music into the classroom. “Students became more engaged, their performances more electrifying, the crowds at our concerts bigger.”

In 2005, Karen brought those experiences to AMPD, where she founded the York University Gospel Choir and introduced the country’s first university courses in gospel music. She started the City Youth Gospel Project to take York’s gospel music strengths into the community and to young people who might otherwise never have the experience. More than 300 middle and high school students from four local schools visit AMPD each year for a day of gospel music learning.

“This is what happens when you put people together and create community,” she says. “They find here a place they can dive into when the rest of the world isn’t accessible. For me, music is all about relationships.”

“When people hear I’m from York, the doors in the community open a little wider.”

Building Stronger Communities:



\$3 million

A Culture of Creativity

AMPD is a community of artists and scholars 3,500 strong. Building and strengthening this community is key to delivering the skills, ideas and experiences our students and graduates need.

World-class **visiting scholars and artists** will lead workshops, teach master classes, undertake research and pursue innovative projects in collaboration with AMPD students and faculty.

Specialized courses and **programs developed in partnership with industry** and supported by donations will connect undergraduate and graduate students with outstanding professionals and hands-on learning experiences.

Undergraduate Honours Studios will provide exceptional students with dedicated space to work on artistic projects beyond the curriculum and to receive one-on-one mentoring from faculty, graduate students, and visiting artists and scholars.

The new **Interdisciplinary Project Fund** will support major public performances involving students and faculty from all the AMPD departments.



A CANADIAN FIRST WITH CANADIAN STAGE

In 2011, AMPD launched the groundbreaking MFA in Theatre - Stage Direction in Collaboration with Canadian Stage. The program includes intensive mentoring, the opportunity to direct a Canadian Stage production and a practicum placement with a renowned director at a major international theatre. In addition, selected undergraduate students are offered internships as members of the cast and creative team for Canadian Stage’s summer shows.

“This joint initiative is a unique and exciting extension of our ongoing commitment to nurture strong, individual voices in the next generation of theatre artists,” said Matthew Jocelyn, artistic & general director of Canadian Stage. “It’s an immense pleasure to combine forces with York on this landmark educational program.”

The collaborative MFA program in stage directing is now the model for future AMPD partnerships to be developed through IMPACT: The Campaign for York University.

A partnership made in the studio

**The AMPD Motion Media Studio
@ Cinespace Film Studios**

Jim Mirkopoulos calls his company's more than decade-long relationship with York AMPD a "forward-thinking labour of love".

"Content creation is the new manufacturing in our economy. We should be supporting it, and especially at York where we've had such a long and successful collaboration," says the vice-president of Cinespace, Canada's first large-scale movie production facility founded nearly 30 years ago by his late uncle Nick, his father Larry and his uncle and current Cinespace president Steve Mirkopoulos.

Cinespace and the Mirkopoulos family are now focused on the continuity of that support as one of AMPD's leading IMPACT donors. Along with newer family partners Michael and Chrisoula Mirkopoulos, they have committed \$2.5 million to create the AMPD Motion Media Studio @ Cinespace.

Located at Cinespace's Kipling Avenue location, the world-class studio will support the invention, convergence and application of next-generation entertainment media technologies, with a special focus on film production and mixed reality. It will be the site of experiential learning and research involving industry professionals, faculty and students from across York in fields including cinematography, 3D cinema, gaming, virtual reality and motion-performance capture, along with high-performance computing and digital post-production.

"This gift came out of our desire to create a value-added experience for students," says Jim. But he admits that's not the only impact: "Partnering with York will ensure our ability to remain at the forefront of future cinema and new digital entertainment media."





THE MOBILIZER

Anna Hudson

York Research Chair in
Inuit Cultural Mobilization

As associate curator of Canadian Art at the Art Gallery of Ontario, Anna Hudson was witness to a troubling trend: The gallery was the beneficiary of enormous gifts of Inuit art, but the art installations weren't reaching one important audience—the Inuit themselves.

Now the York Research Chair in Inuit Cultural Mobilization at AMPD, she is hoping to change that with the help of *Mobilizing Inuit Cultural Heritage*, a multi-media, multi-platform, national partnership project involving 10 researchers—York experts in design and education among them—and nine organizations, including the National Gallery of Canada and three indigenous cultural organizations. With the largest Social Sciences and Humanities Research Council of Canada grant ever received by AMPD, they are exploring the role played by Inuit visual culture, art and performance in Inuit language preservation, social well-being and cultural identity.

The six-year undertaking includes *Ahqahizu*, a monumental stone and bronze sculpture, created on York's campus by Inuit artists Ruben Komangapik and Kuzy Curley with help from York students and Jane-Finch high school students. Anna and her team are also digitizing a number of Inuit art collections, so the traditional knowledge expressed through storytelling, art, sculpture and performance can be shared globally by a broad and diverse audience.

“We’re redefining art history and the links between art history and performance, digital media and culture.”

PHOTO: AMY STEWART

Mobilizing New Ways of Thinking:



Endowed chairs are an important tool for attracting nationally and internationally recognized faculty members and supporting their artistic and scholarly pursuits. AMPD's chairs will accomplish this, but with a unique twist—through rapid-cycling, term-limited chairs designed to attract to campus a steady stream of exceptional academics and artists, and ignite a hive of creativity and activity centred on tightly focused ideas and involving undergraduate and graduate students, postdoctoral fellows and community partners from across AMPD and York University.

Campaign gifts will support as many as five new **rotating endowed chairs**. Over each five-year term and across a range of AMPD departments and research clusters, the chairholders will create and inspire new ideas and experimentation; link creative expertise across AMPD and York; foster collaborative research; and encourage community and industry partnerships. Through their leadership AMPD will emerge as a hub of innovative cultural research, which will, in turn, attract additional academics, artists and students.

Funding will also include generous support for **students and postdoctoral fellows** working with the chairs, and for conferences and travel resulting from the chairs' research.

RESEARCH CLUSTERS

Potential AMPD research clusters include:

- Interactive Cinema and Immersive Environments
- Contemporary Indigenous Practice and Performance
- Information Design and the Internet of Things
- The Sustainable Stage



WORLD-CHANGING DESIGN

Called a “modern master” and named one of Ten Masters of Typography in the world by premier international design journal *Graphis*—an honour he shares with the art director of *Rolling Stone* and *GQ* magazines— AMPD's Paul Sych is challenging and redefining visual communication. Inspired by his knowledge and talent as a jazz musician, Paul's unique and highly stylized approach to design is in demand by legendary designers, art directors and educators around the globe. His typography has been featured in internationally acclaimed projects and publications. Paul's latest project, *Fshnunlimited*, a contemporary fashion and art magazine, achieved a rare sell-out in Canada and continues to earn international accolades. By offering new methods of expression using typography and imagery, Paul is mobilizing new thinking across fields ranging from publishing and advertising to art, motion graphics and broadcast design.



PHOTO: DARREN BLACK

PHOTO: JASON JONES

THE ADVISOR

20 **Tania Buckrell Pos**
BFA'93, International Art Advisor

In the high-stakes world of international art advising, Tania Buckrell Pos is lauded for her “golden eye” and ability to know where, when and how to find the art her clients want. Working on behalf of an anonymous client in 2008, she made what was then the most significant public art purchase ever—US\$80 million for Monet’s *Le Bassin aux Nymphéas*. So when York University was in the market to de-access four Marc Chagall paintings, they knew exactly whom to call.

The Canadian-born, London, England-based graduate took her alma mater under her wing and sold the paintings pro bono at art auctions in London and at Sotheby’s New York. Her efforts netted AMPD an impressive \$1.2 million, which is being used to endow a sculpture residency, renovate the Joan Goldfarb Visual Arts Study Centre and purchase new art work in keeping with the University’s focus on historical and contemporary Canadian art, contemporary international art, and indigenous and diaspora art and visual culture. In a second act of generosity, Tania has already offered to assist with the new purchases.

“It gives me great pride,” she says. “York is an exceptional university and it’s rewarding to give back in whatever way I can.”

We stand on the threshold of a dramatically new and radically different kind of future

where the communication of our ideas and their physical and virtual expression have extraordinary value. With your support, AMPD will become the place where creativity thrives. We will attract and support artists and scholars to invent, create, experiment, mentor and inspire. We will prepare students to ignite bold ideas and apply their creative talent as agents of artistic, social, business and political change.

This is our opportunity to define a future that impacts us all. This is your opportunity to make an impact.

**Thank you for supporting
IMPACT: The Campaign for York University.**



Artists Thinkers Makers Collaborators Innovators Experimenters Pioneers

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ampd.yorku.ca

For more information about AMPD and how you can join us in making an impact on the creative future, contact:

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