

# A new time. A new place. A new destination.

The Board of Directors of the Saskatoon Gallery and Conservatory Corporation has unanimously approved in principle pursuing the construction of a new Art Gallery at River Landing.

## The Art Gallery of Saskatchewan – New on River Landing



“The case for the arts exists on its own merit. It is not apologetic; it does not take a second place to healthcare or human services or education. The arts are as vital to life as breathing, food, shelter and health . . . What the arts can offer now, in a world full of anxiety and trouble, is even more vital.”

- PENELOPE BURK  
*Can the arts survive the economic crisis*

“There is a demonstrated community desire, and a clear opportunity to transform south downtown into an urban riverfront which is vital, animated, safe and economically viable – a site which engages community pride and excites visitors – a site which integrates with the ecological fabric of downtown and the river valley.”

- RIVER LANDING VISION

## A new opportunity

This is a bold and imaginative vision. Combining a new Art Gallery of Saskatchewan with a new location at River Landing creates a new epicenter for arts and culture in Saskatoon. It is an alignment symbolic of the new Saskatoon, bringing together a new place for art with a new destination for people, in view of the South Saskatchewan River that so defines us. We face a rare moment that will shape our city for the century ahead. Much more than a destination, this is destiny.

## A new efficiency

As every growing family experiences, there is a moment when the time is right to move to a bigger home. It's that busting-at-the-seams feeling. It often leads to the conclusion that building a new and bigger home makes more financial sense, and delivers a better end result, than renovating the old house. That is the moment in time at which the Saskatoon Gallery and Conservatory Corporation now finds itself.

We've fully explored the implications of expanding our old home. With our partners in the City, Provincial and Federal governments, we have come to the conclusion a new building is the best fit for Saskatoon's expanding future and our city's amazing new urban riverfront.

• *Construction of a new and expanded art gallery makes more financial sense, and delivers a better end result, than wrestling with renovations.*

• *There is a domino effect that provides two buildings for nearly the price of one. Saskatoon's art gallery moves to a new, purpose-built facility which fully meets its needs and the needs of the community, now and in the future. In addition, the existing gallery building becomes available to provide a new home for an appropriate community organization which better fits the facility.*

• *The Conservatory will remain at its current location, complementing new use of the building.*

When major expansion of the old building is not required, as would have been necessary to accommodate the art gallery, the building can be easily upgraded to continue to serve Saskatoon residents.

The end result is a new Art Gallery of Saskatchewan and new life for the old gallery building.



## A new time for Saskatoon to grow.

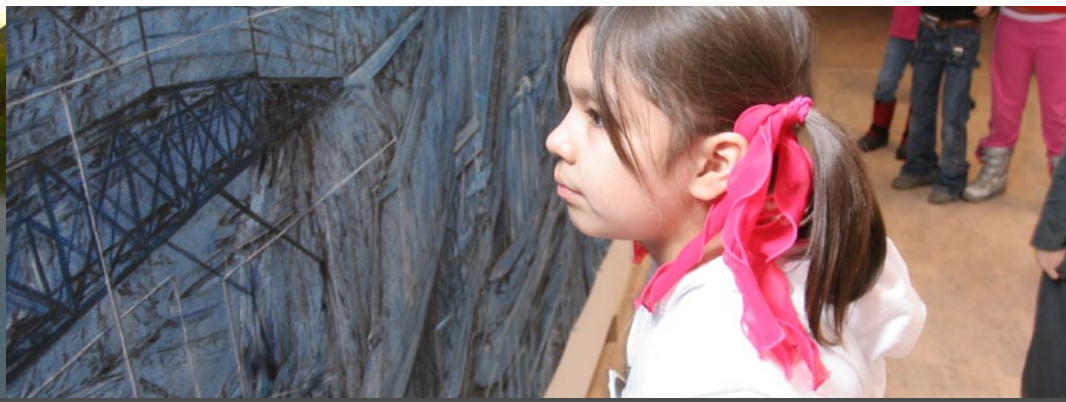
Saskatoon's time has come. An expanding arts and cultural landscape will support and nourish our city's future growth and development.

## A new place for arts to flourish.

River Landing is Saskatoon's new place, an opportunity to build and animate the heart, soul and success of our city.

## A new destination for the community.

A new destination brings art to the centre of the action and the edge of our urban riverfront.



### The Art Gallery of Saskatchewan – **New** on River Landing

- Arrival of the Art Gallery of Saskatchewan at River Landing is a bold and imaginative vision capable of building an epicenter of arts and culture. This alignment symbolizes the new Saskatoon, bringing together a new place for art with a new destination for people. The result is a defining moment that will shape our city for the century ahead.
- The Art Gallery of Saskatchewan will animate and transform River Landing into an urban riverfront which engages community pride and excites visitors. The new gallery will stand as testament to Saskatoon's bond with the mighty South Saskatchewan River.
- The new \$55-million Art Gallery of Saskatchewan adjacent to Persephone Theatre will provide River Landing with a compelling and viable destination and Saskatoon with a new and expanded purpose-built art gallery.
- Shovels can be in the ground constructing the first phase of the project – a 250-stall underground parking structure – in 2009. The parking structure was envisioned as part of the adjacent Persephone Theatre and is ready to go.
- A competition inviting Saskatchewan architects to design the new Art Gallery of Saskatchewan will ensure contributions from all levels of government and private donors remain within the province to stimulate the home economy. The opportunity also exists to gather public input on designs submitted.
- Community co-operation and collaboration is at the heart of this proposal for a new Art Gallery of Saskatchewan. This is a unified, sensible and efficient approach to bringing together many of the needs facing Saskatoon's riverbank institutions.
- Separate and independent projects for a River Landing destination attraction and an expanded art gallery don't make economic sense. There simply aren't enough dollars from either governments or private donors to fund many different riverbank projects. A co-operative approach – where projects are bundled together – is a more elegant solution.
- As every growing family experiences, there is a moment in life when the time is right to move to a new and bigger home. Construction of a new and expanded art gallery makes more financial sense, and delivers a better end result, than wrestling with renovation.
- Much of the preparation and study carried out in anticipation of expanding the current gallery can be redirected to support construction of a new art gallery. As expansion of the current gallery was investigated, it became clear from several perspectives – including potential donors – that building a new and expanded art gallery is the better option for an expanding city.
- The Conservatory will remain at its current location and the old gallery building will become available to house an organization or organizations which better fit within the existing and available space. When major expansion of the building is not required, as would have been necessary to accommodate the art gallery, the building can be easily upgraded to continue to serve Saskatoon residents. There will be new life for the building.