



# Giving the arts a hand

DONORS' CIRCULAR

## National Arts Centre English Theatre Welcomes New Artistic Director

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The hiring of Artistic Director Peter Hinton signals a new era at the National Arts Centre English Theatre. It promises to be as important to the evolution of NAC English Theatre as the hiring of Marti Maraden was eight years ago.

Mr. Hinton, one of Canada's most exciting and innovative theatre artists, will work with Ms. Maraden for a two-month artistic transition, beginning in September. In November, he will begin to plan his first NAC season for 2006-2007.

Drawing on his extensive background and experience, Mr. Hinton is well-equipped to accept the challenge. He has directed more than 70 new plays, classical texts and operas in Canada, and is proud to have directed the premieres of work by some of the country's most exciting playwrights. He has a masterful command of theatre literature from Canada and around the world. He is an accomplished playwright and experienced dramaturge, and has worked in Montreal, Toronto and Vancouver. Mr. Hinton is currently an Artistic Associate with the Stratford Festival.

Mr. Hinton is an avid advocate of Canadian talent and has a powerful vision for Canada's national theatre. He is eager to give Canadian playwrights the opportunity to create works on a larger scale by making more resources available to them. This passion and support for Canadian culture and talent are sure to be a driving force behind Mr. Hinton's opening season.



English Theatre's new Artistic Director Peter Hinton

Photo: Andrée Lanthier

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# Message

## Message from the National Arts Centre Foundation CEO

Even though we haven't been in school for decades, many of us still experience each new school year as a time of renewal. But now, instead of a new pencil case or shoes, we have a new season at the National Arts Centre to be excited about! September signals the renewal of the artistic cycle – Canadian works on our stages, dazzling performances by outstanding musicians, the very best of the world of dance, and more. I hope you will be delighted, moved and inspired by everything you see and hear on the stages of your National Arts Centre this year.

We wish a fond farewell to Marti Maraden, our talented colleague who has brought such magic to eight seasons of English Theatre at the NAC. At the same time, we look forward with pleasure to working with new Artistic Director, Peter Hinton and his brilliant artistic team. Welcome!

We have the opportunity to build on our most successful fundraising year ever. In 2004-2005, thanks to you as members of the Donors' Circle, our sponsors and others, the National Arts Centre Foundation raised more than \$6 million. These funds help make possible the tremendous education programming, artistic excellence and creative innovation that are the hallmarks of Canada's National Arts Centre.

Many exciting future projects need your generous support. For example, you can celebrate the centennials of both Alberta and Saskatchewan with a gift to support the National Arts Centre Orchestra's November 2005 tour of those provinces. Our programs for young audiences, which bring thousands of excited school children into our theatres and concert hall every year, rely on thousands of individual gifts from donors who know the importance of the arts to young people. And, planning is underway for our biggest cultural festival yet: Quebec Scene, in spring 2007.

Our fundraising goal to make sure the 2005-2006 season is a spectacular success? More than \$7 million! I invite you to help us reach for the sky...



Darrell L. Gregersen  
Executive Director of Development  
CEO, National Arts Centre Foundation

*cont'd from page 1*

However, his focus is not solely on the artists – he is also excited about engaging audiences. He is determined to present plays that explore the value of art and artists, bring young people into the theatre and represent an undeniable “core of integrity.” Simply put, Hinton wants to ensure that an unmistakably artistic voice is being generated by the NAC English Theatre.

He wants theatre audiences to wonder after every performance “what is he going to do next?” He loves discussing a production with audiences and sharing his passion for the theatre. Highly entertaining and accessible, Mr. Hinton is sure to engage NAC audiences and the Canadian theatre community in his new role.

Mr. Hinton is also inspired by Ms. Maraden, who in her eight-year term revitalized NAC English Theatre and brought back a dedicated corps of audience members. He notes with admiration that Ms. Maraden's reintroduction of Shakespeare to the NAC created a powerful identity for the company. He plans to build on this reputation and leave his own creative signature. It will be exciting for all of us to watch him and his work, and we look forward to introducing him to our donors this fall!

# NACO to Tour Alberta and Saskatchewan in November

The National Arts Centre Orchestra is heading west for a tour of Alberta and Saskatchewan in November 2005. In addition to concerts, the tour will include many educational events for children and youth.

Some quick facts:

- Educational events include student matinee concerts, public masterclasses, lectures, question-and-answer sessions and coaching for school bands and orchestras.
- A hugely successful British Columbia tour in 2004 included 95 educational events that reached nearly 8,000 people.
- The Alberta-Saskatchewan tour will include visits to Saskatoon, Prince Albert, Melville, Regina, Red Deer, Medicine Hat, Grande Prairie, Banff, Calgary and Edmonton.

“Music education is of paramount importance to us,” said Claire Speed, NAC Director of Music Education. “We want to make sure we are doing everything we can to help cultivate music in the lives of young musicians in Canadian schools and communities everywhere.”

Photo: Fred Catroll



Leah Wyber, NACO cello, with a student from Macdonald Elementary School, Vancouver, during the NACO 2004 British Columbia Tour.

## Music Ambassador Program

The National Arts Centre continually seeks ways to extend the impact of the education activities which have become the signature of every NACO tour. A new NAC Music Ambassador program is being launched in Alberta and Saskatchewan during NACO's November 2005 western tour. For three years, two teaching musicians will serve as travelling “music ambassadors,” promoting music education, delivering programming in classrooms and training teachers how to integrate music into their lesson plans. Working in partnership with the professional orchestras in Regina, Saskatoon, Calgary and Edmonton, the National Arts Centre hopes to stimulate music education activity in both provinces long after NACO's musicians have returned to Ottawa.

The program is designed to address real grassroots needs. Up to 100 elementary schools will be visited each year. The majority of these will be in rural areas, where the need is greatest. Classroom activities will use existing resources, including the NAC's *Vivaldi: Four Seasons* teacher kit. These curriculum-specific teaching materials are geared to educators with little or no musical background, who make up the majority of classroom teachers responsible for music lessons in many jurisdictions. The teaching musicians will attend up to ten teacher clinics each year to promote the use of music teaching resources in classrooms. Through these workshops, generalist teachers will receive the inspiration, confidence, resources and instruction required to introduce music to their students.

Many parents and teachers know that exposure to music at a young age can enrich the learning experience for children. School administrators, however, face budget and scheduling pressures which all too often lead to cuts to resources for music in schools. This cost-effective, practical Music Ambassador program is one way that Canada's National Arts Centre and local professional orchestras can help reverse the decline of music education in Canadian schools.

We are proud to have private individuals and corporations – EPCOR, Agrium, and RBC Financial Group to date – onside as supporters, and continue to seek individual and corporate gifts to help make this initiative a success.

# Donor Profile:

## 60 minutes with Louis Lemkow

To briefly summarize an hour spent with Louis Lemkow is no small feat. A filmmaker, writer, avid golfer, accomplished duplicate bridge player, world traveller, music enthusiast, and National Arts Centre donor, Mr. Lemkow is a man of many interests.

### When did you first become involved with the National Arts Centre?

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“I just love music. I grew up at the Opera House in Stockholm where I studied music and ballet and longed to become a director of opera. Music continues to be a great joy and inspiration to me. Eventually, I became a filmmaker and stage director.

I first became interested in the NAC while making a film about the National Youth Orchestra for Canada’s Centennial. One of the National Arts Centre Orchestra’s first donors sponsored the youth orchestra’s trip to Ottawa. I have followed the NAC Orchestra ever since.”

### What are some of your most memorable moments at the NAC?

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“There are so many, one being a concert featuring Swedish conductor Sixten Ehrling. It was one of those terrible snowstorms and there was almost no one in the audience. Mr. Ehrling invited the few audience members to fill in the front rows and interacted with them all evening, changing the program as he went along. It was really remarkable.

I was enthralled by the performance this year of the Hubbard Street Dance Company of Chicago dancing to Bach... particularly the ingenuity shown in combining the dancers and Orchestra; and the thrill of listening to the performance of Maestro Zukerman conducting Beethoven’s *Ninth*.



Donor Louis Lemkow

Photo: Patrick Latreille

My wife and I also enjoy attending the galas... Yo-Yo Ma and Itzhak Perlman.”

### How long have you been a donor?

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“We have subscribed to NACO for eight years and have been donors for three. Our donations support Maestro Zukerman’s youth education programs.

And, we have left a bequest... I felt it would be a nice goodbye.”



# Nurturing the Next Generation of Dance Aficionados

As Canada's leading dance producer/presenter, the National Arts Centre places a high value on fostering a relationship between teenagers and contemporary dance. Engaging young people in this art form will not only help develop informed dance audiences for the future, it may also encourage young people to consider a career in the performing arts.

The NAC-CGI Youth Commission for Dance, a partnership with the Canada Council for the Arts, is an initiative aimed specifically at Canadian youth. The goals are to widen the existing Canadian dance repertoire for young audiences, underscore the National Arts Centre's commitment to national and community partnerships, and affirm dance for young audiences as part of an ongoing aesthetic education.

For three seasons, the NAC has commissioned a Canadian choreographer to create a new dance work aimed at teenagers. In 2003-2004, *Break Open Play* was choreographed by Toronto dancer-choreographer Matjash Mrozewski. In 2004-2005, Noam Gagnon and Dana Gingras of Vancouver's The Holy Body Tattoo created *monumental*, a high-energy piece for nine dancers. Both of these have toured to other Canadian cities following an NAC premiere.

For 2005-2006, the choreographer is H el ene Blackburn of Montreal's Cas Public, one of the most gifted artists on the contemporary dance scene. Internationally acclaimed, Blackburn is a choreographer of rare daring and energy. She displays an absolute passion for the dancing body. Her work *Diary/Journal intime* will premiere at the NAC in February 2006.

To engage youth in the actual creative process, each year the National Arts Centre convenes an NAC Youth Focus Group for Dance based in Ottawa. Dancers in other cities participate in interactive discussions with the Youth Focus Group in Ottawa via the NAC's broadband technology. Other education and outreach activities include lectures or demonstrations for arts students and creative process dance workshops at Ottawa high schools. Student matinees, open rehearsals and study guides are also offered.

Photo: Rolline Laporte



2005-2006 *Diary/Journal intime* choreographed by H el ene Blackburn of Cas Public.

**ArtsAlive.ca**  
NATIONAL ARTS CENTRE

## ArtsAlive.ca Dance in Development!

The New Media and Dance departments of the National Arts Centre are busy producing the fourth module of **ArtsAlive.ca**.

The unique theme for this upcoming module is **Step Up to Dance**. The theme reflects the National Arts Centre's vision for education and audience development among Canadian youth. The module will provide students with historical and contemporary resources to help them better understand and discuss the dance idiom. In this way students will gain a more personal and lasting appreciation for the art form.

The website will be targeted at students in grades 7 through 12 but will also be of interest to anyone keen on learning about the Canadian professional dance and performing arts community.

**ArtsAlive.ca** is the National Arts Centre's performing arts education website targeted at Canadian teachers, students and parents. Launched to the Web in 2001, there are currently three distinct modules of online content: ArtsAlive.ca **Music, English Theatre and French Theatre**. The **Dance** module will go online late in 2005.

Watch for it!  
<http://www.artsalive.ca>

# *Planning Your Gift to the National Arts Centre*

**A**s a National Arts Centre donor, you are probably most familiar with annual giving through the Donors' Circle. There is another way to give that can complement your annual contribution to the NAC, and leave a legacy for many years to come: planned giving.

Your valued annual gift supports current needs, such as ensuring artistic excellence on our stages or providing music education programs for children. A planned gift looks to the longer term, and helps ensure that your passion for the performing arts is passed on to future generations.

The most common types of planned gift are bequests to a charitable cause through a will and gifts of life insurance. A planned gift of life insurance provides a tax benefit on the insurance premiums paid each year. A bequest in your will reduces taxes paid by your estate.

Like annual gifts, planned gifts can be directed to any NAC program and can take many forms, including endowments (which generate income in perpetuity) and scholarships.

A planned gift typically offers the opportunity to make a much larger gift than is possible through annual giving, meaning you can have an even greater impact on the performing arts.

Annual support and planned giving are both vitally important to the NAC as our model of support from government changes. Growth of our planned giving program will be a key element of the National Arts Centre's long-term success.

Making a planned gift to the NAC is surprisingly simple. A bequest involves contacting your lawyer and adding a clause to your will which states your bequest. Purchasing a life insurance policy which names the NAC as both beneficiary and owner is just as straightforward.

We invite you to learn more about a bequest in your will or a gift of life insurance to the NAC. Please contact Barry M. Bloom at (613) 947-7000, ext. 314.

## *City by City*

**T**he National Arts Centre Foundation is employing a powerful strategy to reach out to leading supporters of the performing arts across the country. City by city, members of the Foundation's Board of Directors serve as our ambassadors, telling Canadians how the National Arts Centre helps foster a creative culture in Canada.

In her Toronto home last spring, Leslie Gales treated guests to a performance by Pinchas Zukerman and pianist Yuja Wang.

The evening promoted our Summer Music Institute. In Calgary, Jim Kinnear and Gail O'Brien organized a dinner to celebrate the Alberta artists who would appear at Alberta Scene. At Toronto's Spoke Club, Julia Johnston has initiated an open forum featuring Pinchas Zukerman as part of a series on Canada's artistic leaders. Spoke Club members are young professionals with an interest in media, entertainment and the arts who represent a new "market" for the National Arts Centre message. Events have been hosted in Montreal and Halifax in other years.

Community outreach works in Ottawa as well. To cultivate support in the high-tech sector, the NAC Foundation recently collaborated with the Ottawa Regional Cancer Centre Foundation. An evening with singer Holly Cole raised funds for the arts and cancer research, and brought new audience members to the NAC.

Some of these events raise much-needed funds, but meeting community leaders who care about the arts is equally important. Our dedicated Foundation Board members will continue to foster national awareness as the NAC continues to expand its national reach.

# Have you ever wondered...

## ...why the National Arts Centre was built on this location?

According to NAC Archivist, Gerry Grace, a number of prime central locations owned by the City of Ottawa were considered as possible sites when the project was undertaken by the Pearson government in the early 1960s. These included the present National Gallery site, the Confederation Square site, and land now occupied by the Crowne Plaza Hotel. In the end, Ottawa Mayor Charlotte Whitton favoured the Confederation Square site, and the rest is history!

The canal-side property on which the NAC now sits had originally been deeded to the City in the 1800s by Nicholas Sparks, an Irish immigrant and prominent Bytown landowner. Sparks hoped that the land would be used for a city hall or a market. Ottawa City Hall did occupy a portion of the site at one time, and the Russell Theatre was eventually built on the edge of the site, land now encompassed by Confederation Square. After consulting with Sparks family heirs, Mayor Whitton determined that it would be appropriate to use the land for a national performing arts centre, provided that the original gift from Nicholas Sparks was properly acknowledged.

Queen Elizabeth II unveiled two impressive plaques in 1967. They tell the story of the NAC site and faithfully acknowledge the original generous gift of the Sparks family. Both were installed in the NAC Foyer in 1969.

Photo: NAC Archives



## National Arts Centre Foundation

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View of Ottawa and the future site of the NAC, circa 1890. Visible in centre of photo is the Rideau Canal, surrounded by warehouses and the ornate City Hall building. Photograph from "The Ottawa Series: Sixteen Art Views of Ottawa," published by C.H. Thorburn Bookstore, Ottawa.

# Calendar of Events

DATE & TIME	EVENT	INVITATION ONLY	PRODUCER'S CIRCLE	DIRECTOR'S CIRCLE	MAESTRO'S CIRCLE	PLAYWRIGHT'S CIRCLE	BENEFACTORS	SUSTAINERS	ASSOCIATES	EVERYONE	
September 9, 2005 11:00 a.m. 2:00 p.m.	<b>Donors' Circle NAC Guided Tours</b> Information: RSVP by Sept. 6, (613) 947-7000, ext. 398										
September 9-11, 2005	<b>Friends of English Theatre</b> Shaw Festival in Niagara-on-the-Lake Information: Fran Pearl, (613) 726-9330 or franny@magma.ca										
September 13, 2005 7:00 p.m. Chat 7:30 p.m. Preview	 <b>English Theatre Preview: After the Orchard</b> Pre-performance Chat: Fountain Room Performance: Theatre										
September 25, 2005 11:30 a.m.	NAC Orchestra Association: <b>Opening Breakfast</b> Panorama Room Information: RSVP by Sept. 21, (613) 947-7000, ext. 590										
October 1, 2005 6:00 p.m.	<b>National Arts Centre Gala</b> Jessye Norman, soprano Pinchas Zukerman, conductor National Arts Centre Orchestra	<b>SOLD OUT!</b>									
October 12, 2005 Time TBC	 Dance Open Rehearsal: <i>Vincent Sekwati Koko Mantsoe</i> Pre-rehearsal Chat: Salon Rehearsal: Studio										
October 19, 2005 9:30 a.m. Chat 10:00 a.m. Rehearsal	 NACO Open Rehearsal: <i>Audi Signature Series</i> Pinchas Zukerman, conductor/violin Pre-rehearsal Chat: Salon Rehearsal: Southam Hall										
October 21, 2005 7:00 p.m. Chat 7:30 p.m. Performance	<b>French Theatre Preview: Les Reines</b> Pre-performance Chat: Fountain Room Performance: Theatre										
November 5, 2005 1:00 p.m.	 Dress Rehearsal: Governor General's Performing Arts Awards Southam Hall										
January 12, 2006 9:30 a.m. Chat 10:00 a.m. Rehearsal	 NACO Open Rehearsal: <i>Bostonian Bravo Series</i> Eri Klas, conductor Jean-Philippe Collard, piano Pre-rehearsal Chat: Salon Rehearsal: Southam Hall										

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