



WE ARE ALL HUMAN



CONTENTS

5 STATEMENT OF INTENT

An overview of the purpose and goals for our project ahead.

EDITORIAL

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6 PRIMARY RESEARCH

- 5 Client Background
- 6 Trends, Drivers and Signals
- 12 Stakeholder Analysis
- 14 Needs Assessment
- 16 Empathy Map
- 20 How Might We...

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26 SECONDARY RESEARCH

- 24 Project Overview
- 26 Project Drivers
- 27 Target Audience
- 28 Tone & Perception
- 29 Target Message

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ELYSE TURTON
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30 APPENDIX

- 30 Client Background
- 31 Project Overview

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TO **ENGAGE** THE AUDIENCE, SO THAT THEY MAY BEGIN TO **THINK**, WHILST **INSPIRING** THEM TO **ACT**.



STATEMENT OF INTENT

Our intent is to influence local citizens and inform them about the refugee crisis in a way that will motivate them to be more involved and proactive with the refugee crisis. We want to emphasize the heartache and suffering that refugees are experiencing and living through, to motivate people to help make a difference. However, we also want to embrace and encourage the good that we have done for refugees. Our goal is to establish a personal sense of connection and or relation between the people in need and those that have the ability to help. We believe people

are more inclined to want to help a situation if they feel empathetic and/or a personal connection towards the situation that needs help. If people can put themselves in someone else's shoes and understand these people's suffering, they may be more likely to want to help. We want people to be intrinsically motivated to help, rather than feel forced to or feel like they are obligated to help. If people genuinely wish to help and take action, it is more likely to last longer and help more, than if they feel they are being forced to help.

PRIMARY RESEARCH

01 CLIENT BACKGROUND

08
Brief background information on the client, Art Gallery of Mississauga

02 TRENDS SIGNALS & DRIVERS

10
Digitalized version of exercise done in class, going over trends, signals, and drivers that impact refugees

03 STAKEHOLDER ANALYSIS

12
Overview of the important groups that impact our project

04 NEEDS ASSESSMENT

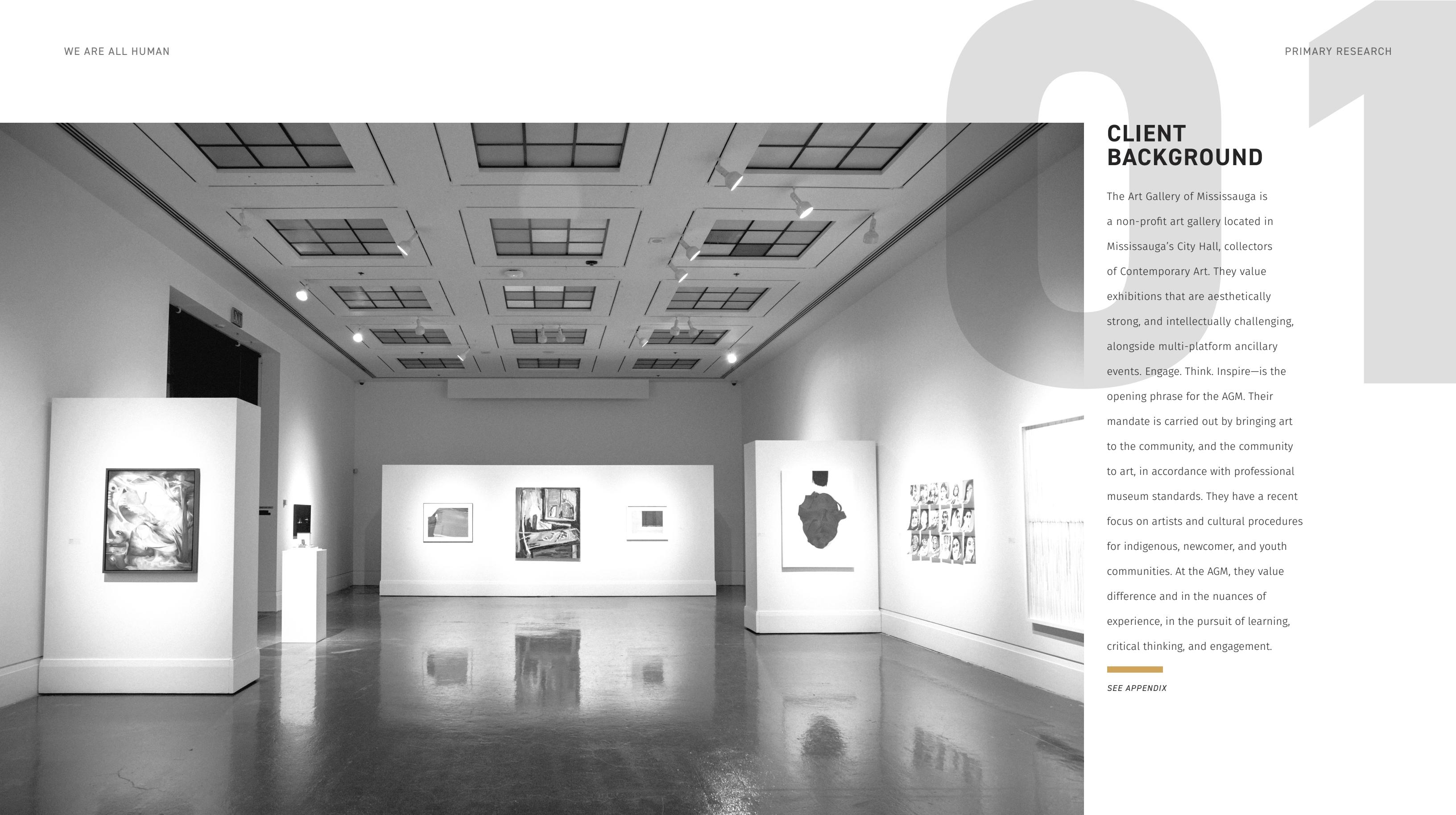
14
Overview of our stakeholders pains and gains

05 EMPATHY MAPS

16
Analysis from the perspective of our targeted audiences

06 HOW MIGHT WE...

20
Includes our "How might we..." question, as well as the mandate letter alignment



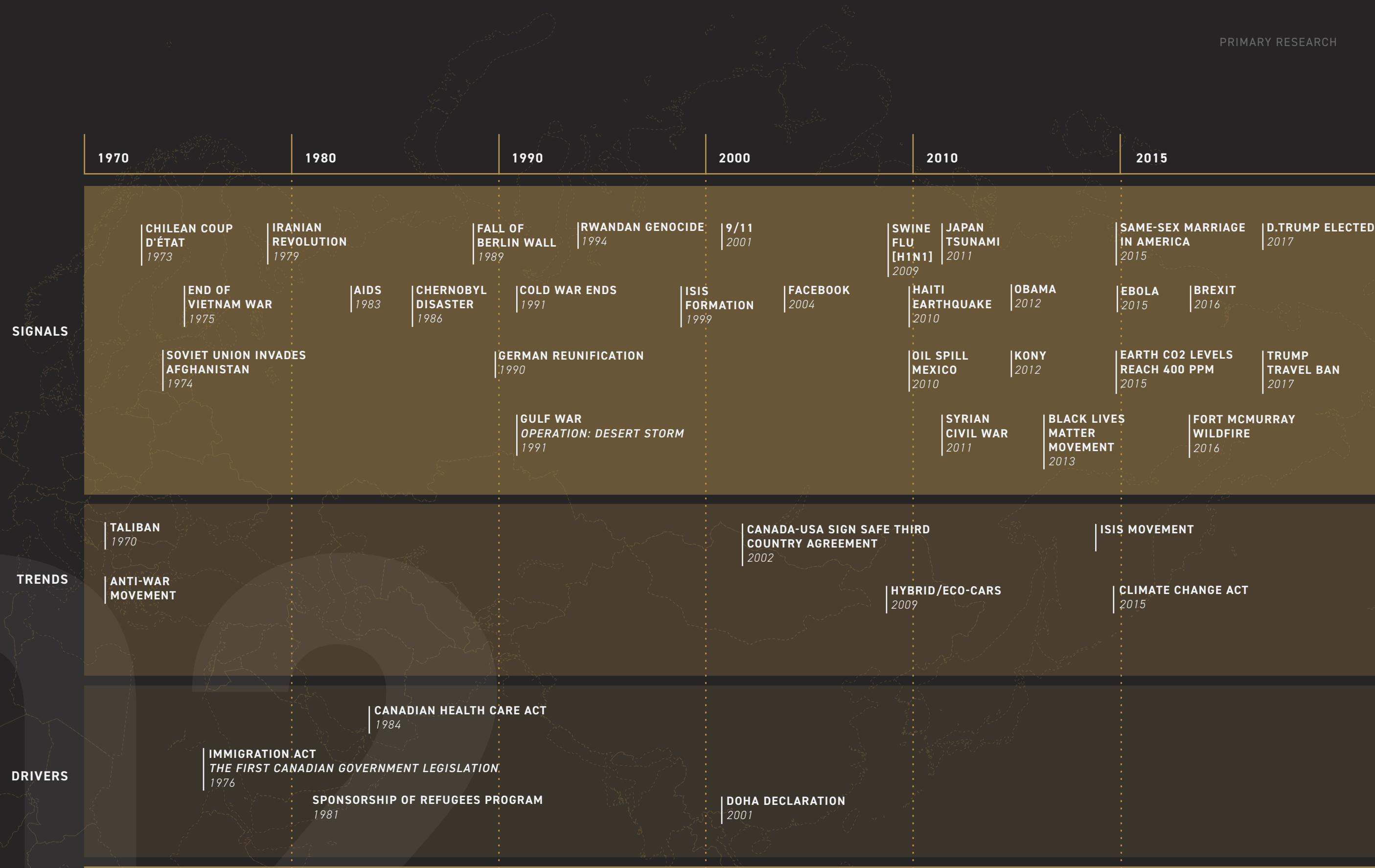
CLIENT BACKGROUND

The Art Gallery of Mississauga is a non-profit art gallery located in Mississauga's City Hall, collectors of Contemporary Art. They value exhibitions that are aesthetically strong, and intellectually challenging, alongside multi-platform ancillary events. Engage. Think. Inspire—is the opening phrase for the AGM. Their mandate is carried out by bringing art to the community, and the community to art, in accordance with professional museum standards. They have a recent focus on artists and cultural procedures for indigenous, newcomer, and youth communities. At the AGM, they value difference and in the nuances of experience, in the pursuit of learning, critical thinking, and engagement.

SEE APPENDIX

Photo By - George Kavuma
Art Gallery Of Mississauga
Main Gallery

TRENDS DRIVERS AND SIGNALS



STAKEHOLDER ANALYSIS

The considered stakeholders for the analysis includes taxpayers, the government, world leaders, citizens and private charities. Our two strongest stakeholders are taxpayers, and the government. Taxpayers will be paying for the changes that can be made, and the government will be enacting and enforcing them.

TAXPAYERS

Not all Citizens are Taxpayers.

Taxpayers have a high amount of power and a strong interest.

GENERATION X

Making up the larger adult population from age 34-55, our target audience.

PRIVATE CHARITIES

Citizens are a large stakeholder, as it includes almost the entire population of the nation.

CITIZENS

Citizens are a large stakeholder, as it includes almost the entire population of the nation.

WORLD LEADERS

Other surrounding nations watching and are aware of the current refugee situation.

GOVERNMENT

The Government has the highest power, and is interested in the domain.

GENERATION X

CITIZENS

WORLD LEADERS

TAX PAYERS

PRIVATE CHARITIES

GOVERNMENT

HIGH INTEREST

LOW POWER

HIGH POWER

NEEDS ASSESSMENT

The needs assessment maps out the pains and gains of our two main stakeholders in regards to helping refugees. Our two most important stakeholders are the taxpayers and the government.

GAINS

- MORAL COMFORT
- FEELING OF PRIDE AND GOODNESS
- CITIZEN HAPPINESS
- INCREASE IN PEOPLE AVAILABLE TO WORK
- POPULATION INCREASE MEANS INCREASE IN ECONOMIC CONTRIBUTION
- INCREASES SENSE OF COMMUNITY AND ENCOURAGES KINDNESS AND GOODNESS

PAINS

- MORAL CONFLICT
- INCREASE IN POPULATION RESULTS IN INCREASED DEMAND FOR JOBS
- NATIONAL SECURITY
- PUBLIC OPINION
- FUNDING + RESOURCES
- TIME CONSUMING – LONG TERM PROJECTS CAN BE EXHAUSTING

EMPATHY MAPS

Understanding our target audiences by looking at the situation from their perspectives and understanding how they feel, think, see, and hear.

HEAR

- THAT WE ARE BRINGING TERRORISTS IN TO OUR COUNTRY
- GROUPS CAN INFLUENCE ONES OPINION IN ORDER TO FEEL A SENSE OF BELONGING
- THAT IMMIGRANTS ARE TERRORISTS
- IT'S NOT OUR RESPONSIBILITY
- OPINIONS OF MEDIA VIEWS
- INFLUENCED BY SUPERIORS

THINK + FEEL

- UNCERTAINTY
- KEEPING & FINDING JOBS
- THE ECONOMY
- FEAR
- PREJUDICE
- THOUGHTS OF IMMEDIATE JUDGEMENT
- WANT THEIR CHILDREN TO SUCCEED IN LIFE

GENERATION X

- SAY IMMIGRANTS WILL TAKE OUR JOBS
- SAY WE NEED TO HELP OUR OWN BEFORE OTHERS
- SAY A LOT, DO LITTLE
- PROTEST POLITICAL DECISIONS
- LABEL OTHERS
- CARRY HEAVY WEIGHTED OPINIONS (GOOD + BAD)
- SAY THEY UNDERSTAND, BUT DON'T TRY TO UNDERSTAND
- SAY IMMIGRANTS WON'T CONTRIBUTE TO SOCIETY
- SAY THEY WANT TO HELP BUT DON'T
- SAY MILLENNIALS ARE LAZY

SAY + DO

- BIAS
- RESOURCES
- SEE WHAT MEDIA WANTS THEM TO SEE
- FIRST WORLD COUNTRY
- MATERIAL GOODS
- ACCESSIBILITY
- TERRORISM
- PRIVILEGED
- VIEW SOCIETY THROUGH A LENS

SEE

THINK + FEEL

DISTRAUGHT
WESTERN SOCIETY IS THE BETTER LIFE

LOST
DEVASTATED
SCARED

UNWELCOMED/OUT OF PLACE
THEY HAVE NO WHERE ELSE TO GO
THEY ARE STUCK

DEATH
TRAGEDY
SEE NORTH AMERICA/EUROPE AS A SAFE HAVEN
SADNESS
NATIONAL SECURITY

HEAR

AMERICA IS GREAT
AMERICA IS SAFE
FIND PEACE AND A NEW HOME IN NORTH AMERICA

SEE**REFUGEES**

THEY JUST WANT TO BE SAFE WITH THEIR FAMILIES
THEY WANT THEIR HOMES BACK
WANT TO BE ACCEPTED BY SOCIETY
MUST GO THROUGH A LARGE PROCESS WHEN APPLYING FOR REFUGEE STATUS
THEY TRY TO GET AWAY FROM CONFLICT

SAY + DO

HOW MIGHT WE

MOTIVATE
CANADIAN
CITIZENS TO
HELP THOSE
THEY CANNOT
SEE?

MANDATE LETTER ALIGNMENT

Our "How might we..." question is where the concept from our project stems from. We started with this question and built off of it, diverging and converging ideas based around this initial question. The mandate letter comes directly from the Prime Minister of Canada, Justin Trudeau via the official website of the Prime Minister of Canada. We have highlighted a section from the mandate letter that aligns our project goals to those of the Prime Minister of Canada.

Following our government-wide efforts to resettle more than 39,000 Syrian refugees as of January 2017, continue to welcome refugees from Syria and elsewhere, and work with provinces and territories, service provider organizations, and communities to ensure refugees are integrating successfully into Canada to become participating members of society.

If the citizens are more welcoming and accepting of refugees resettling in their community, logically, the chances of the refugees integrating into the communities successfully, increases.

SECONDARY RESEARCH

WE ARE ALL HUMAN

SECONDARY RESEARCH

01 PROJECT OVERVIEW

- 24
General description of project goal and purpose

02 PROJECT DRIVERS

- 26
Project origin and underlying motivations that drives our project

03 TARGET AUDIENCE

- 27
Descriptions of our targeted demographic groups

04 TONE & PERCEPTION

- 28
Underlying feeling and mood we want our project to carry

05 TARGET MESSAGE

- 29
The message we want our viewers to take away from our project

06 APPENDIX

- 30
Additional matter on sections with extended information or content

PROJECT OVERVIEW

The project concept is based on the idea of helping those that are thousands of miles away from us, from our own communities.

Art exhibitions are a great way to communicate emotionally, and evoke different feelings within people.

Art tends to take an expressionist point of view, applying pathological techniques to appeal to its viewers.

There are many obstacles one must overcome when helping people who are refugees. There are many levels of security, numerous departments of administration to weave through, and once that process is complete and they are finally relocated to their new homes, they must adapt to their new environment and conditions.

Our society in Southern Ontario is extremely multicultural, and we have developed into this super culture that is made from multiple different cultures, without turning into a melting

pot of cultures like our American neighbors. However, there is still a culture shock for those being relocated to Canada and the further north you travel from Southern Ontario, the less multicultural the areas become. We

can help make that transition easier for refugees by welcoming them into our communities with open-minds and kind hearts. We encourage this by

informing communities and helping them understand and empathize with the people seeking refuge and let them observe and witness how the refugees

are currently feeling. In addition, we hope to invoke feelings of pride and happiness in the viewers by sharing the stories of the real people and families

that we have been able to provide help for in finding a new life and home in Canada. We need to nourish the seed that was planted long ago, so it may grow for the sake of humanity.

SEE APPENDIX

PROJECT DRIVERS

EVOKE AN EMOTIONAL CONNECTION

We want people to put themselves in the shoes of the people seeking refuge. We hope this will make people develop a personal, internal connection with the people that need our help. We want to establish an emotional and personal connection between the citizens of North America and the people around the world that are seeking refuge.

INTRINSICALLY MOTIVATE PEOPLE

We want people to genuinely want to help at their own will. We don't want them to feel like they are obligated or are being forced. By emphasizing the real heartache and suffering that people are experiencing in the world, we appeal to people's emotions, morals, and values, which people are often very passionate about and will hopefully lead them to feel passionate about helping refugees.

THE PEOPLE ARE THE POWER

The government and the citizens are the most powerful and important stakeholders, since they operate in a cycle. The government cannot operate without people to govern.

TARGET AUDIENCE

Our target audience is people that fall under the Generation X population (approx. 34-54 years old), as well as, the Baby Boomer generation (approx. 55-71 years old). People that fall under the Baby Boomer population tend to be more closed minded and don't adapt to well to change, however, they have great influence on society because they are seen as having a lot of experience and wisdom. So we wish to inform them and hope they use their influence to help the refugees. People in the Generation X population also have a large influence over society, in addition to being more open minded and accepting of change. Making this

demographic group very important because they are more open to change and understanding change, while still having a large influence on society. We are designing for people that have a large influence on other people in society. Since Baby Boomers are viewed as being experienced and wise, their options and views can have a huge impact on younger generations, as well as, people within their own generation. Parents in these two demographic groups share the mentality of wanting what is best for their children. This motivates their views, their actions, their feelings, and their morals and ethics.

TONE + PERCEPTION

We want this exhibit to be perceived as meaningful and insightful, while also having a large impact on the people that view it. We want it to be able to change people's mentalities towards refugees and make people see them in a positive way, rather than negative. Refugees are people, just like you and I, the only difference is that their homes aren't safe to live in anymore. Media has altered our perception of them in a very negative way. We want people to realize and understand that this is people that need help and we can provide it to them.

TARGETED MESSAGE

We want the viewers of our exhibit to understand and be more informed of refugees and get an idea of who they are as people. We also want people to leave our exhibit understanding and acknowledging the fact that there are people in our world who are just like us with loved ones and families that need our help.

Key takeaways for the viewers

APPENDIX

CLIENT BACKGROUND

The AGM is located inside City Hall, which requires you to walk through the lobby and hallways of the building before actually reaching the art gallery. This makes for a complex method of relocating and moving in new artworks. Also, the AGM does not have any freight elevator, which makes it difficult to transport large works of art into the gallery. This complex layout is hard to bypass and can make it difficult to fit art pieces through door frames and around tight corners. During the initial construction of City Hall, there was no plan to install an art gallery in that particular space, in fact, the space was originally designed as a restaurant venue.

This layout of the gallery can make the placement of artwork difficult. Some walls are curved, alcoves are in strange places and there are large windows, which take up a lot of the available wall space. Natural light can also distort and ruin an image, which clearly means the space was never intended to be a gallery.

However, despite their issues, they are expecting to expand their gallery beyond the city hall. In 2011, they constructed a plan with the potential to expand into a new space to increase their visibility and space. In June of 2014, the Director of the Gallery came before the City Council, proposing this expansion, noting that their gallery visitors has increased from just under 19,000 attendees in 2011, to 30,000+ in 2013. The AGM possess great potential and offers valuable opportunities, which is evident in their mandate.

Engage. Think. Inspire. The mandate works well with the theme of the current project, as well as their views on recent artists, and displaying art to the community and the community to art.

The Art Gallery of Mississauga has several competitors. Since they are one of the smallest art galleries in Canada, they must consider how the events of other galleries might affect them. Although the Living Arts Centre, which also hosts art exhibitions, is located across the street from the AGM, they often collaborate with the AGM in order to prevent overlapping events. However, with several exhibits and numerous works of art, the Art Gallery of Ontario (AGO) is by far the AGM's largest competitor.

PROJECT OVERVIEW

Mississauga is the sixth largest city in Canada, and has a large multicultural presence. The AGM's mission to

Engage. Think. Inspire. Are three words that perfectly describe the motive for our project. Our primary objective is to engage the citizens, get them to think, and inspire them to act. This objective, not only supports the AGM's mandate but is actually the source and outlet for launching this movement. It is the vehicle that will drive this campaign—going the distance. This year being Canada's 150th birthday provides a potential bridge between the two events to cooperate and overlap. There is a real opportunity to make a difference, and to start a trend that will continue on for years and generations to come. We hope one day we will stop looking at each other as separate nations and instead, see one another as equal human beings. The AGM has a few business challenges facing them. The undervalued presence and little knowledge of their location, may prevent the project

APPENDIX

from reaching its desired exposure. The Gallery is small, and can limit the potential and amount of content that can be created for the space. However, they are also a non-profit art gallery, which means, views may come and go as they wish; free of charge. This allows for exposure to an array of people, and not just those able or willing to pay to view the exhibition. The AGM is overall currently pleased with their location, however there are several issues with the space previously mentioned, which can interfere with the project. Although the hallway used to enter the main gallery is very narrow, it makes for a clear and open space for artworks to be displayed. The current exhibit in that section is more permanent, however, with the door frame that leads into the main gallery, the scene is framed in a way that allows the main gallery to look much larger than it actually is. We find this actually works in favor for the gallery. Since the viewer is unable to see the full gallery, any work of art that is scaled larger than the frame, might actually intrigue the viewer and prompt them in the direction of the main gallery.

ART GALLERY OF MISSISSAUGA ANNUAL REPORT

<http://www.artgalleryofmississauga.com/downloads/AGMAnnualReport2015.pdf>

MANDATE LETTER / MINISTER OF IMMIGRATION

<http://pm.gc.ca/eng/minister-immigration-refugees-and-citizenship-mandate-letter>

CANADIAN CENSUS DATA

https://www12.statcan.gc.ca/census-recensement/2011/as-sa/98-311-x/98-311-x2011003_2-eng.cfm



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