

# A Window into the Music

A Window into the Music is about eroding boundaries between artists and the public, shining a spotlight on local performers and reinvigorating vacant spaces in the downtown. Through this pilot, we aim to redefine the live music experience along Stephen Avenue. Live music can bring any space to life.

Our local partnership composed of a live music curation platform and experience designers, explores how empty storefronts can be temporarily repurposed. The downtown was once bustling and needs to be reinvigorated. The pandemic has forced us all to rethink how we interact and we need to re-emerge from our isolation.

Through the live music curation platform, we propose a novel way to introduce street performance in a winter city. Playing with the out-of-bounds theme, artists from diverse backgrounds and genres will intermix their performances, blurring the boundaries between established cultures. At the same time, the storefront emerges in its new form as a stage, changing the relationship between what is inside and out. When live performances are not happening there will be pre-recorded video of performances to create an engaging experience for passers by.

The concept is scalable and adaptable to a variety of venues and could encompass multiple locations. Over time, it has the potential to become a recurring event series which supports small-scale, local artists and partnerships with local businesses, creating vibrancy and renewed energy in the downtown.

### Proposed artist line-up:\*

Matt Blais <https://www.stagehand.app/artists/157>  
Ollee Owens <https://www.stagehand.app/artists/177>  
Sonia Deleo <https://www.stagehand.app/artists/344>  
Zenon <https://www.stagehand.app/artists/535>  
Marcus Trummer <https://www.stagehand.app/artists/762>  
\*Final list of performers may vary based on availability

### Proposed budget allocation:

#### Equipment

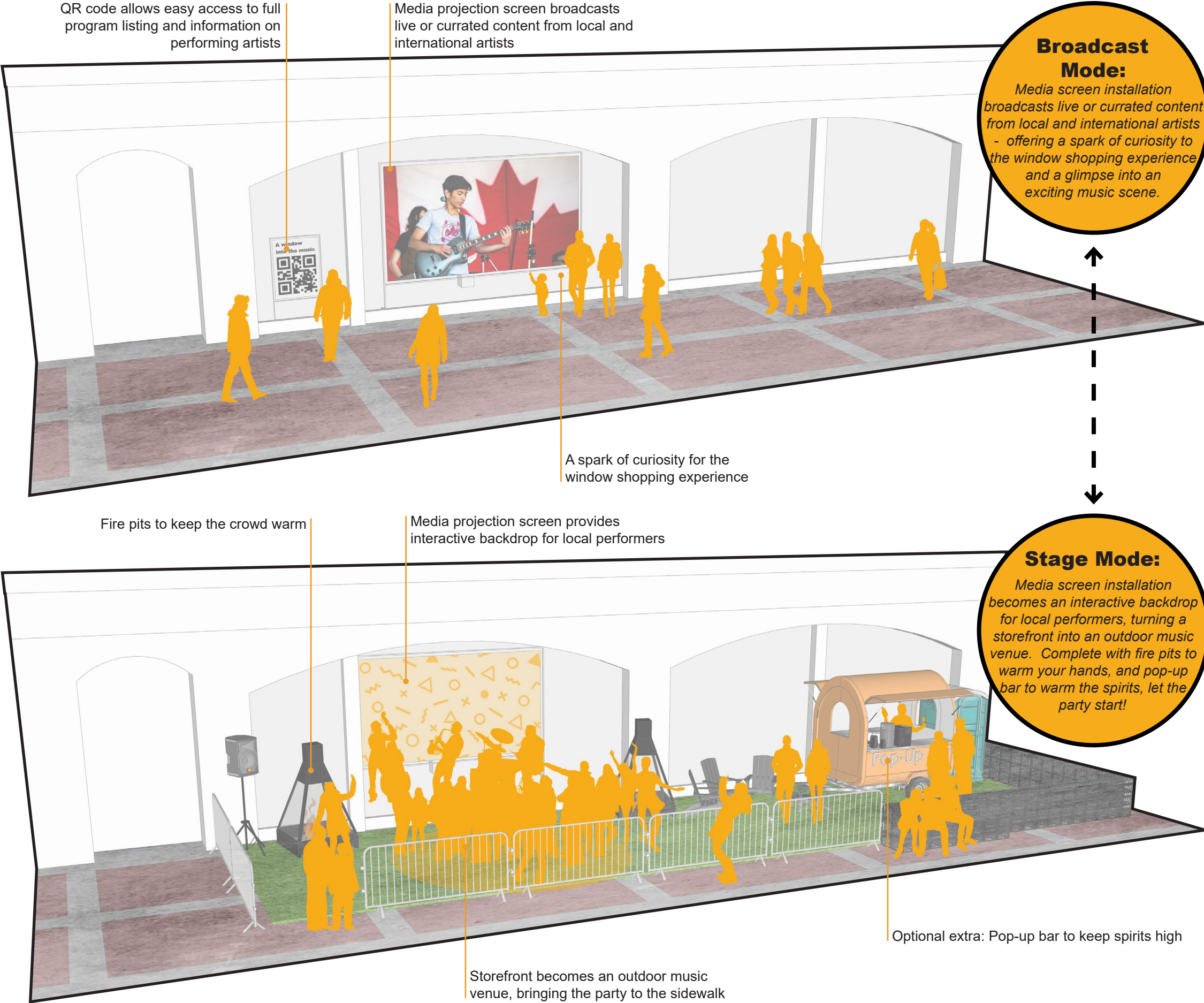
|                          |               |
|--------------------------|---------------|
| Projector screen         | \$500         |
| Projector                | \$250         |
| Misc. projector mounting | \$125         |
| Event sign               | \$125         |
| <b>Total equipment</b>   | <b>\$1000</b> |

#### Event costs

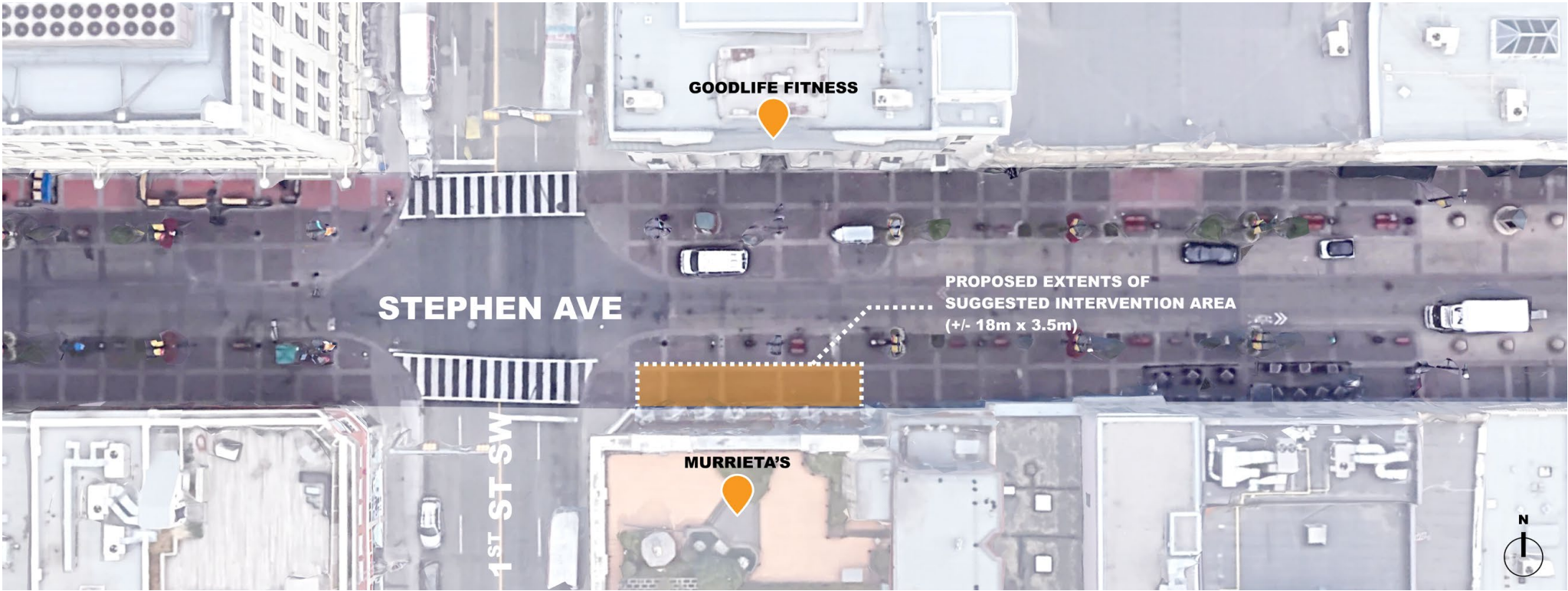
|                                    |                |
|------------------------------------|----------------|
| Performer fees                     | \$1000         |
| Rentals - Performer equipment      | \$250          |
| Rentals - Porta-potty              | \$200          |
| Rentals - Fencing                  | \$200          |
| <b>Total per event (x5 events)</b> | <b>\$1,650</b> |

Contingency \$750

**Total Budget \$10,000**

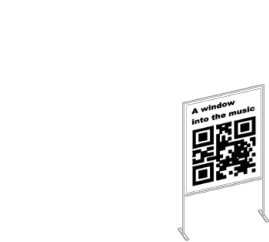
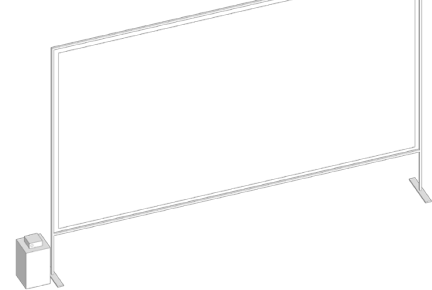






**Project kit of parts:**

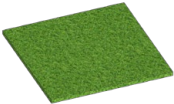
- 1 Projection screen and projector - construct / purchase
- 2 QR sign for event programming - construct / purchase



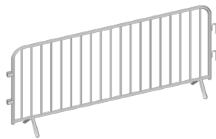
- 3 PA System - rental



- 4 Artificial turf - by CDA



- 5 Event fencing - rental



- 6 Milk crates - by CDA



- 7 Fire pits - by CDA



- 8 Adirondack chairs - by CDA



- 9 Pop-up bar - Optional extra



- 10 Porta-potty - rental

