

**Title:** The Spiritual Arts of the North Shore

**Date:** April 5, 2023

**Background:** North Vancouver, a city that's full of art and culture. Yet, many of us walk past beautiful public artworks without even noticing them. Our project, The Spiritual Arts of the North Shore, is about showcasing the beauty of North Vancouver's public artworks.

**City Goal / Strategy:** This project is needed to inspire people to take a closer look at the art that surrounds them and to develop a greater sense of connection to their community and its cultural heritage.

The four works we chose to highlight have represented a side of the North Shore and the theme of spirituality. All varying in their message, history, and visual, they however, wish to achieve the same theme of connecting individuals in spirituality.

**Methods / project details:** We create a series of videos showcasing the public artworks, including interviews with the artists behind the pieces.

We create a website or a social media page dedicated to the public artworks in North Vancouver. This would allow people to explore the artworks at their own pace, and to learn more about them in their own time.

**Key recommendations / Key features:** The positive outcomes of "The Spiritual Arts of the North Shore" project could be numerous. Here are a few possible outcomes:

1. **Increased awareness:** The project would help to increase awareness among the public about the beautiful public artworks in North Vancouver. This could lead to more people seeking out these artworks and developing a greater appreciation for them.
2. **Community engagement:** The project could bring people together who share a common interest in art and culture. This could foster a sense of community and connection among those who participate in the project.
3. **Cultural preservation:** By showcasing the public artworks and their history, the project could help to preserve the cultural heritage of North Vancouver.
4. **Economic benefits:** The project could potentially attract more tourists to North Vancouver who are interested in exploring the city's public artworks. This could have positive economic benefits for local businesses and the community.
5. **Spiritual connection:** By highlighting the spiritual themes and messages of the artworks, the project could help people to develop a greater sense of connection to their spirituality and to each other.

**Next steps / Further research needed:** To execute project, the following steps could be taken:

1. **Select the artworks:** The team would need to select the public artworks to be featured in the project. This could involve conducting research on the history and meaning of each artwork, and consulting with the artists and other experts as needed.
2. **Plan the project:** The team would need to plan the project in detail, including the format of the videos or other media, the design of the website or social media page, the logistics of the guided tours, and the marketing and outreach strategy.
3. **Create the content:** The team would then need to create the content for the project, including the videos, website or social media page, and promotional materials.
4. **Launch and promote the project:** Once the content is created, the team would need to launch and promote the project to the public. This could involve using social media, traditional advertising, and other marketing strategies to reach a wide audience.
5. **Evaluate and adjust:** Finally, the team would need to evaluate the success of the project and make adjustments as needed. This could involve collecting feedback from participants, tracking website or social media metrics, and assessing the economic impact of the project.

**Course:** Art History 105 - Visual Culture: Exploring Themes

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