

WAYS TO GIVE

Online: Visa/Mastercard
via CanadaHelps
canadahelps.org/en/charities/eloracentreforthearts

E-Transfer: admin@ecfta.ca (form required)

In Person: visa/mastercard in the gallery

Cheque: payable to the Elora Centre for the Arts

THE EXPANSION PROJECT

The Arts Centre is at the threshold of an exciting new chapter, and we invite you to take the next step with us!

We will be transforming the Arts Centre through the addition of a multi-use atrium that can host performances, exhibitions, community events and a variety of other functions, as well as a new kitchen and accessible washrooms. We'll be improving environmental controls to protect the artwork in our galleries and adding historical displays to share our rich local history.

COMMUNITY BENEFITS

- strengthens Elora as an arts community and tourist destination
- allows the Arts Centre to meet existing demand for space and programs
- directly impacts the lives of people from underserved groups
- continues the legacy of an Arts Centre **by** and **for** the community, for generations to come!

THE ART
of possibility



COMING
SOON!



BE PART OF THE
possibility!

DONATE NOW!

elora
CENTRE FOR THE
arts



MORE INFO
ecfta.ca/projects



SCHOOL OF FISH

community campaign



elora centre for the arts - 75 melville street

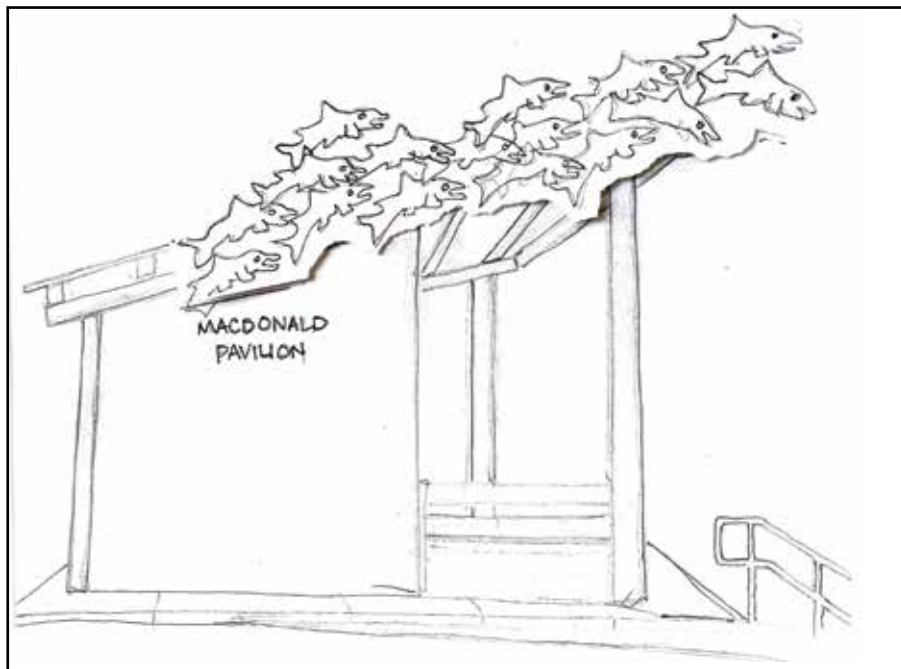
BE PART OF THE FUTURE ARTS CENTRE

a collective installation

WHAT IS IT? **75**

The school of fish community campaign aims to engage 75 people to celebrate the past and future of the Elora Centre for the Arts. It celebrates 75 Melville Street, the location of the former 1800's school-house, now the Arts Centre. Each donor purchases a fish, ultimately creating a 75-fish sculpture on permanent display in the yard at the Elora Centre for the Arts.

All proceeds will to towards the Arts Centre's new addition.



artist sketch, not to scale

CREATIVITY LIVES HERE

Designed by local metal artist Mike Hintermeister, this sculpture recognizes the immense importance of the Grand River and the historic significance of the Arts Centre. The school of 75 fish within this vibrant and "alive" sculpture acknowledges the 75 community members who contribute to the future expansion project of the Arts Centre. Made of aluminum, the fish are swimming upstream toward the Grand River. Fish spawn upstream to provide the place to lay and hatch their eggs so that the following cohort can prosper. The Elora Centre for the Arts was the original school serving the area and this idea of nurturing and encouraging a legacy is aptly represented in this sculpture. The school of fish will be installed along the sloped roof of the new outdoor performance pavilion.

The underlying message of this piece will speak to the importance of working together as a group to achieve a goal, the flow of life and our collective passion to move forward together.



HOW CAN I PARTICIPATE?

Each fish is \$2500. Only 75 fish will be available for purchase. Tax receipts will be issued for the value of the donation.

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