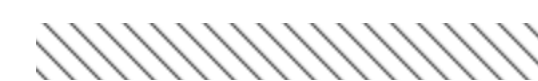


2023

# BUB MP FESTIVAL

## IMPACT REPORT





# BUMP

## Calgary's Street Art Festival

Since 2017 the community-led, artist-focused BUMP Festival has exploded to become a city-wide street art movement reimagining public spaces through the visual arts and expanding the capacity of the local arts community.

# Mission, Vision & Values

## MISSION

To create accessible public art that uplifts communities across Calgary.

## VISION

To transform Calgary into an expansive, open-air contemporary visual art gallery that drives a thriving local arts community.

## VALUES

### ACCESSIBILITY

We create art that is experienced by all.

### DIVERSITY & INCLUSION

We are inclusive of the diversity of Calgary and the traditional lands of the Treaty 7 First Nations.

### COMMUNITY

We foster community connection through public art.

### ARTISTIC PURSUIT

We celebrate creative liberty and exploration.

### EDUCATION

We facilitate artistic growth and development.

### CITY BUILDING

We seek to reimagine more vibrant public spaces.



# 2023 Highlights

## COMMISSIONED

**89**

new public artworks across

**12**

different neighbourhoods

**45**

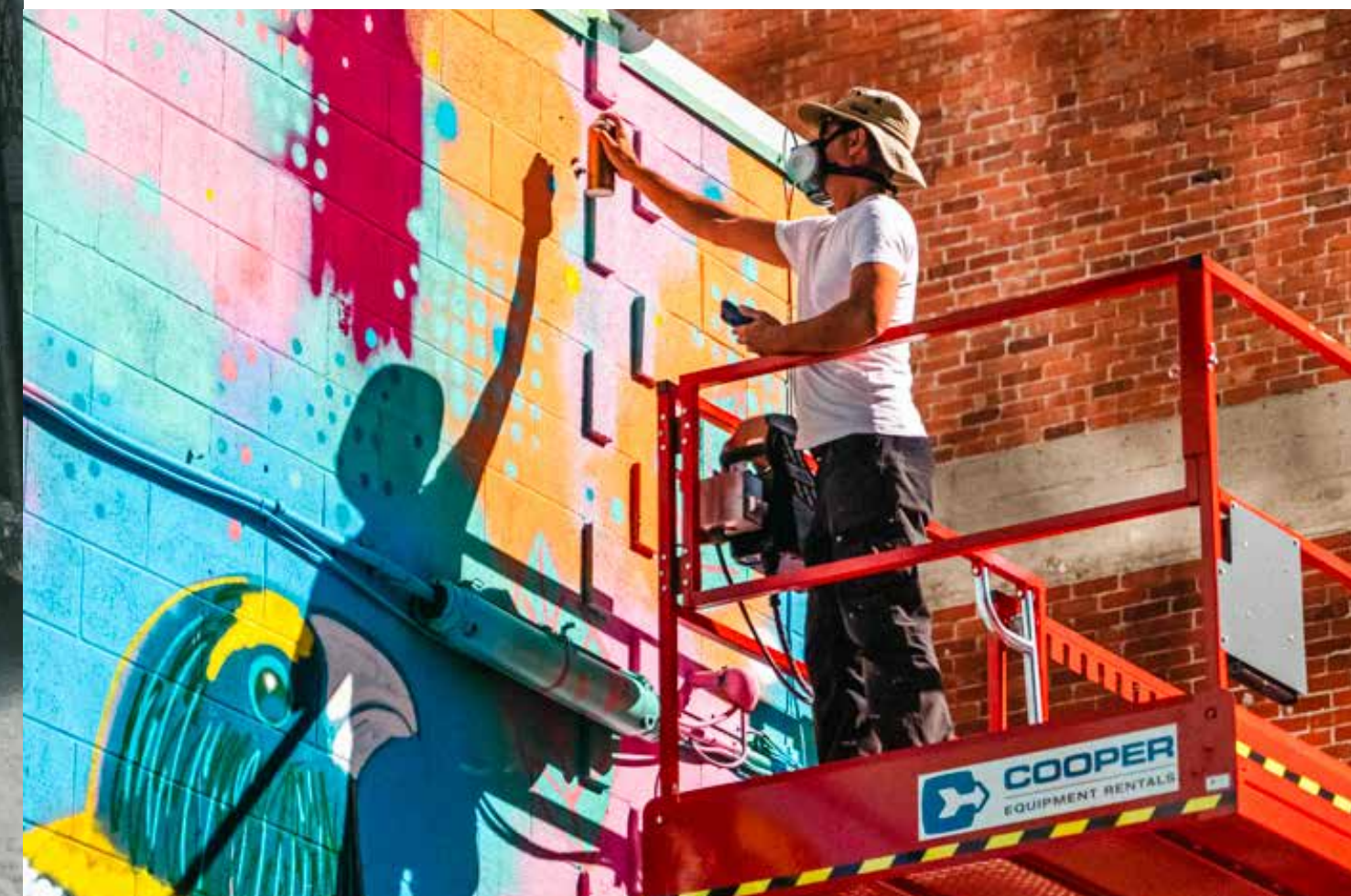
celebrating a diversity of

local, national and international artists



## CHAMPIONED

**30** local visual artists to paint public art installations across the city



**SHOWCASED** underrepresented and diverse voices, with

**50%**

of participating mural artists identifying as BIPOC or Indigenous,

**13%**

identifying as LGBTQIAS+, and

**61%**

identifying as women/non-binary

**PARTNERED** with the City of Calgary, Cirque du Soleil, Calgary Downtown Association, Calgary Municipal Land Corporation (CMLC), and Calgary Transit to create amazing new mural works across Calgary



**PARTNERED** with the Colombian Consulate to host an official mural unveiling for one of our headlining installations by international artist Wosnan from Bogota, Colombia



**COLLABORATED** with Establishment Brewing Company on the 2023 BUMP Festival beer sold in stores across Calgary



**PARTNERED** with Calgary Transit to launch TRANSIT WORKS, a brand new initiative to bring murals to 5 LRT stations



**WORKED** with the City of Calgary to transform the mainstreets across 6 neighborhoods with 65 new Road Works barriers to protect pedestrian spaces and on-street patios

## ENGAGED

**9,000+** visitors in  
**12** free, all-ages public events  
over the month of August



## SUPPORTED

**33** artists' professional development and artistic practice through paid mentorship



## WORKED WITH

**59**

passionate community  
volunteers to bolster  
our festival for

**900+**

volunteer hours



## REACHED A MASSIVE

**MILESTONE** of **270+**  
public artworks across the city  
since we began

A woman with vibrant, colorful face paint (green, yellow, orange, and white) and a teal hat with a red and white band. She is smiling and looking towards the camera. The background is a blurred outdoor setting with warm lighting.

# 2023: A Year of PLAY

**BUMP's evolution has moved us towards building and programming a festival centred around 'PLAY.'** As Calgary grows into a city with an appetite for more art, BUMP Festival believes in creating an ecosystem for innovators, dreamers, creatives and entrepreneurs to thrive.

Experimental artists, innovative minds and passionate community builders burst to the surface with new ideas set to transform our city this year and beyond. Our vision is to create opportunities and spaces for these voices to be heard in unique ways. We believe in our city's vibrant future and the role we will have in building it. Our 2023 festival was built to reflect our desire to keep making Calgary a place of movement, fun and bold ideas.



## Cirque Du Soleil collaborates on public art in Calgary

**Cirque Du Soleil, CMLC, and the BUMP Festival joined forces to create a massive mural in celebration of the circus arts painted by Montreal-based artist MILKBOX. The mural is a testament to the BUMP Festival's capacity to facilitate storytelling and celebrate the historic work of national cultural institutions.**





## **‘The Last Maple Leaf’**

**Artist Wosnan’s (Bogota, Colombia) mural pays homage to Canada and the richness of our forests, highlighting the decline of our green areas due to human intervention.**



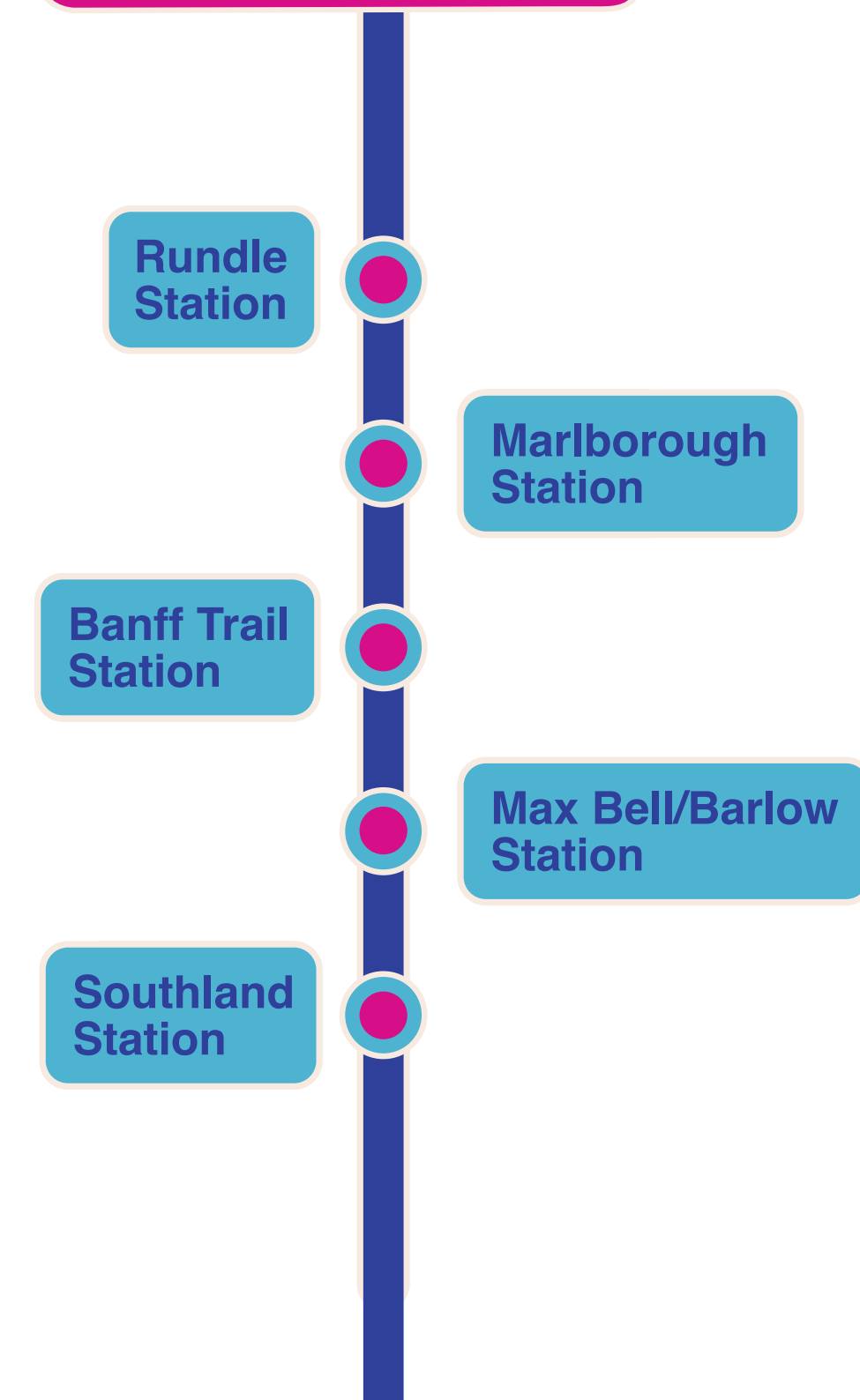


**DANGER**  
Stand Back of  
Yellow Line

Inbound  
City Centre

# Urban renewal with Calgary Transit to bring murals to train stations

To continue our goal of creating accessible public art, our latest project, TRANSIT WORKS, challenged five local artists to respond to the transient and functional space of a train station through murals. Interacting with different forms of urban infrastructure helps us understand the capacity for art to transform a space and be used as a tool to cultivate important conversations between citizens.



# ROAD WORKS

**Partnered with the city to add colour, play and safety to our streetscapes**

**The fast-growing ROAD WORKS program offers early-career artists an introduction to public art and muralism in a supportive environment. For our third year, we engaged 21 local artists, many of whom were making their first foray into public art, to paint a total of 65 barriers that helped create safer public spaces across 6 neighbourhoods.**





## Accessible play with the triumphant return of the **BUMP Alley Party**

From Toronto, we brought **BAMBII**, a major force of Canadian electronic music from the **QTBIPOC** community to headline our keystone event in an important push to create thought-provoking cultural programming in our city. This free event saw capacity attendance in an historic downtown alley surrounded by illuminated towers and **BUMP** murals.

# Over 200 residents and visitors to Calgary were given free, educational mural tours

We engaged the community in new public artworks by hosting free mural tours during our core festival month to ensure we are sharing knowledge about public art, our city's history and future, and sharing the important stories BUMP artists are bringing to Calgary through their murals.



# Building Capacity in Local Artists

We create opportunities for local artists and provide pathways for growth in the arts space. Bringing established national and international artists to paint in the same festival as local artists allows for mentorship, an increased arts network, community building, knowledge sharing and the development of new projects. We bring local artists into the public arts space with professional support and community so they are better equipped to pursue the arts as a career.

**30**  
local artists painted in the 2023 BUMP Festival

**12**  
local visual artists painted their first public art installation through BUMP

**20**  
local artists were professionally mentored

**7**  
professional development events were held to support our local artists





## Created space for enriching dialogue between artists and the public

Our free artist talks are an opportunity for the public to learn directly from visual artists about their practices and the stories behind the creation of public artworks. We believe in facilitating conversations that are open, educational and interesting between the arts community and Calgary citizens.



## Honoured the roots of muralism through our fifth Graffiti Jam

**Our Graffiti jams are special events that help educate the community about a historically stigmatized but important form of public art while ushering in a new generation of artists who can learn from other writers. 6 new graffiti writers created graffiti works at High Park. In total, 27 murals have been programmed during our Graffiti Jams.**



**Being able to represent my Nicaraguan and Mesoamerican Indigenous roots in the 2023 Bump Mural festival has me on a high and I couldn't be more proud to represent Calgary. The Bump team has been incredibly supportive during the entire process and this experience has given me the opportunity to connect with talented local and international artist that I'll cherish forever.**

***LA GUITA (Calgary, Alberta)***



**During my time painting at BUMP, I received many visits from the general public, people who live and work in that region, and others who were just passing through. I saw that most people are curious to see the artist in action, to understand how a large-scale painting works, and also to find out about the meaning of the work that was being created. This dynamic interaction between the public, the artist, the city, and the art highlights the important role of BUMP in promoting a deep connection between them. It was incredible to see up close how BUMP transformed a large part of the city of Calgary into an open-air museum, consolidating itself as one of the most important public art projects in Canada.**

***Dinho Bento (Ottawa, Ontario)***



**The mural as created and executed by Anais Lera is a visual delight for our associates at Walls Alive as well as our clients and others in the greater community. The value of public art as BUMP has overseen cannot be overstated. It has created an amazing sense of community in the Beltline especially. Bravo to the organizers and volunteers that have allowed this to happen and we all hope this is really just the beginning!!! You will be able to count on Walls Alive's continued support.**

***The Walls Alive Team***

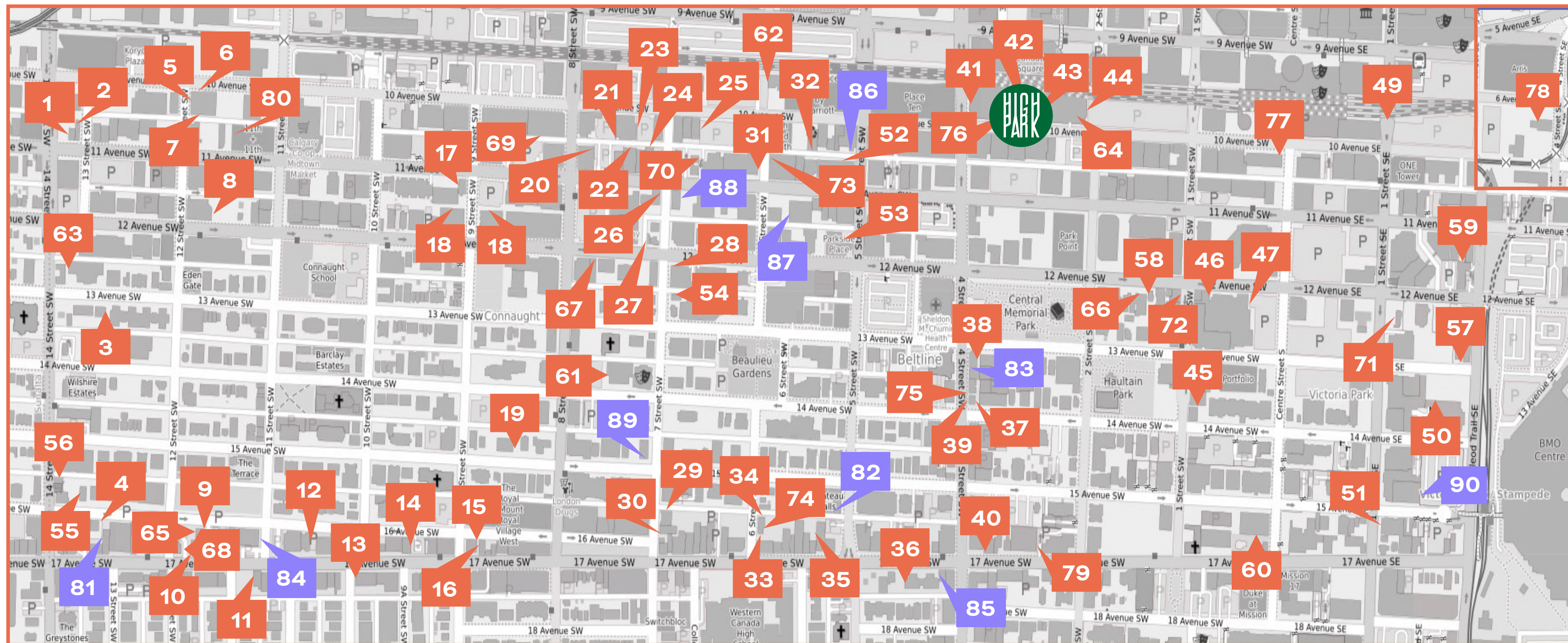


**BUMP** is a force in bringing art to the City. The **BUMP** murals are more than just using walls as canvases, it's about changing how we see the space around us as an opportunity for connection, interaction, and being seen. If life imitates art, then **BUMP** is something worth imitation.

*Courtney Wallcot,  
Ward 8 Councillor  
City of Calgary*

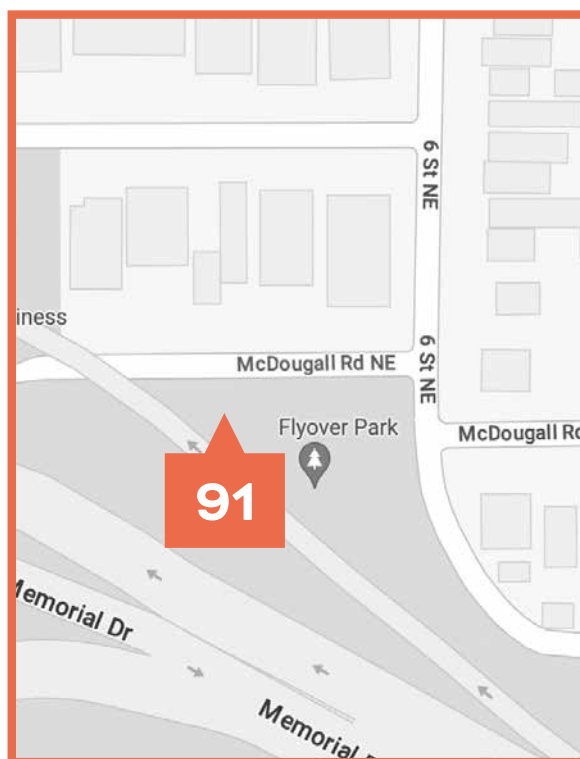


# Since its inception, BUMP has commissioned **120+ public art murals** and **150 Road Works** across the city

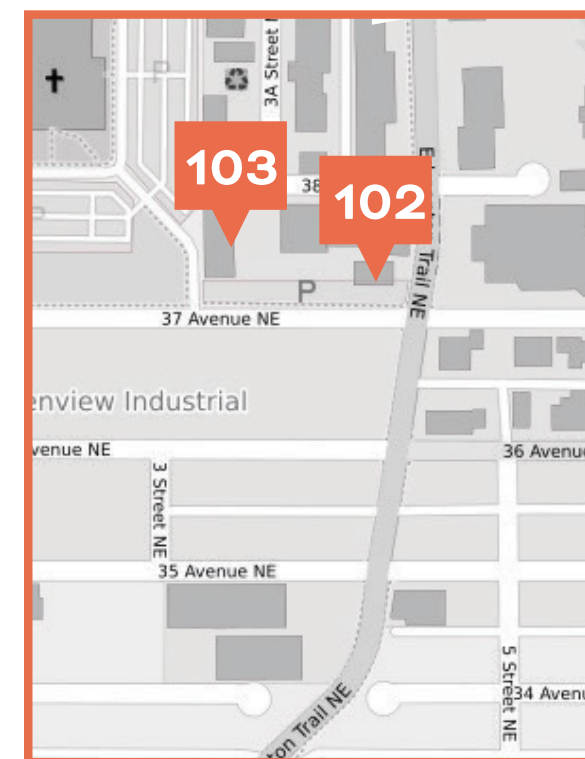
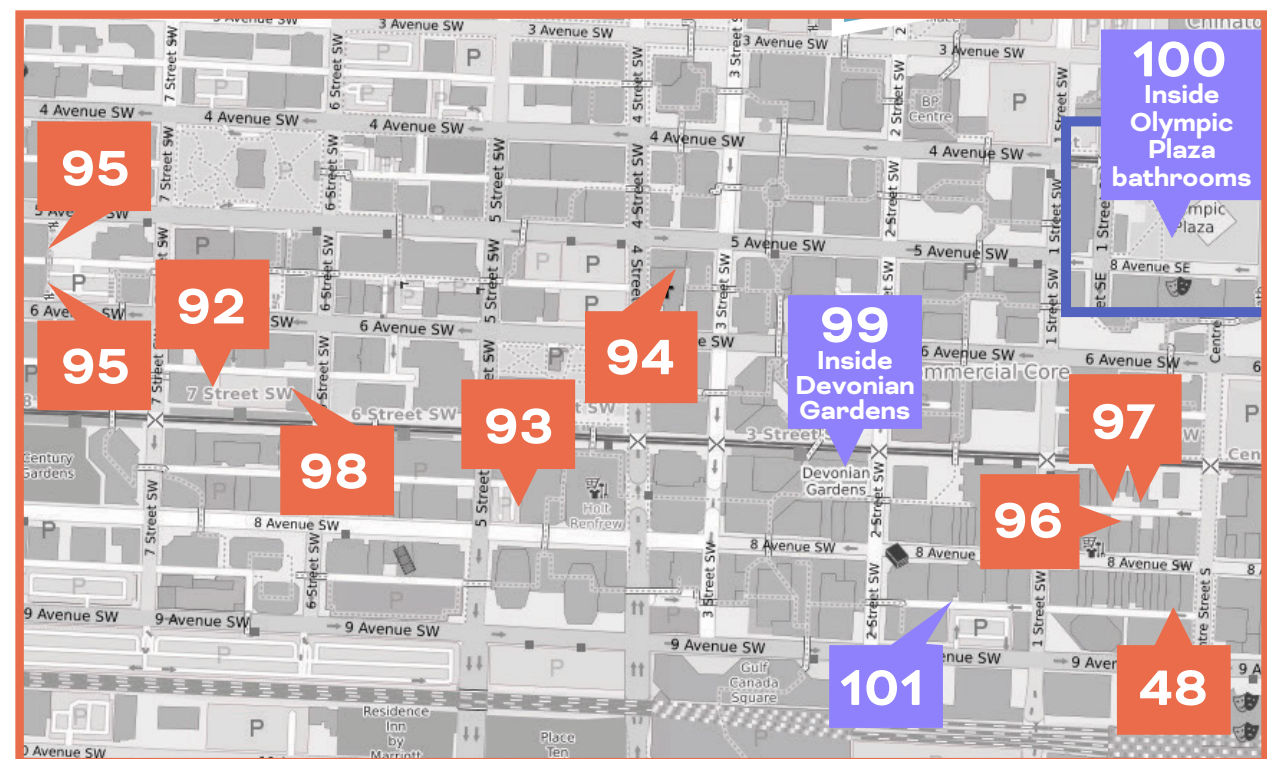


**BELTLINE  
/EAST  
VILLAGE**

**2023 MURALS**



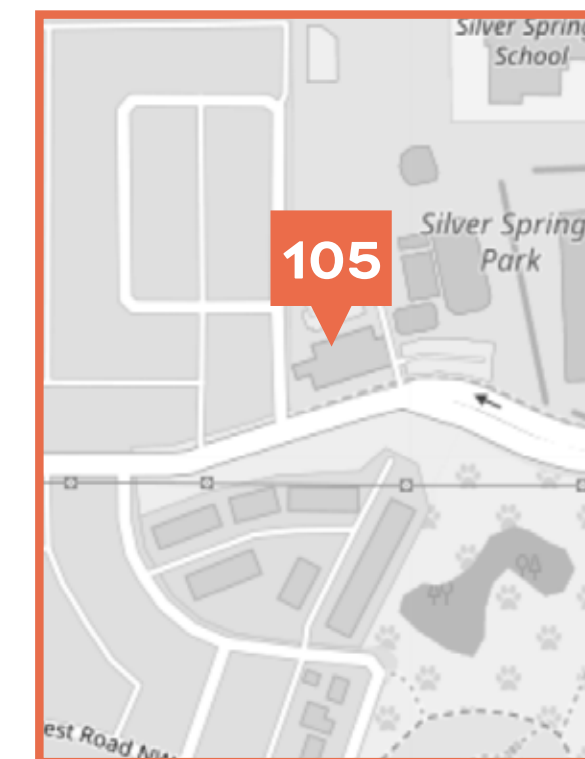
**BRIDGELAND DOWNTOWN**



**GREENVIEW INDUSTRIAL**

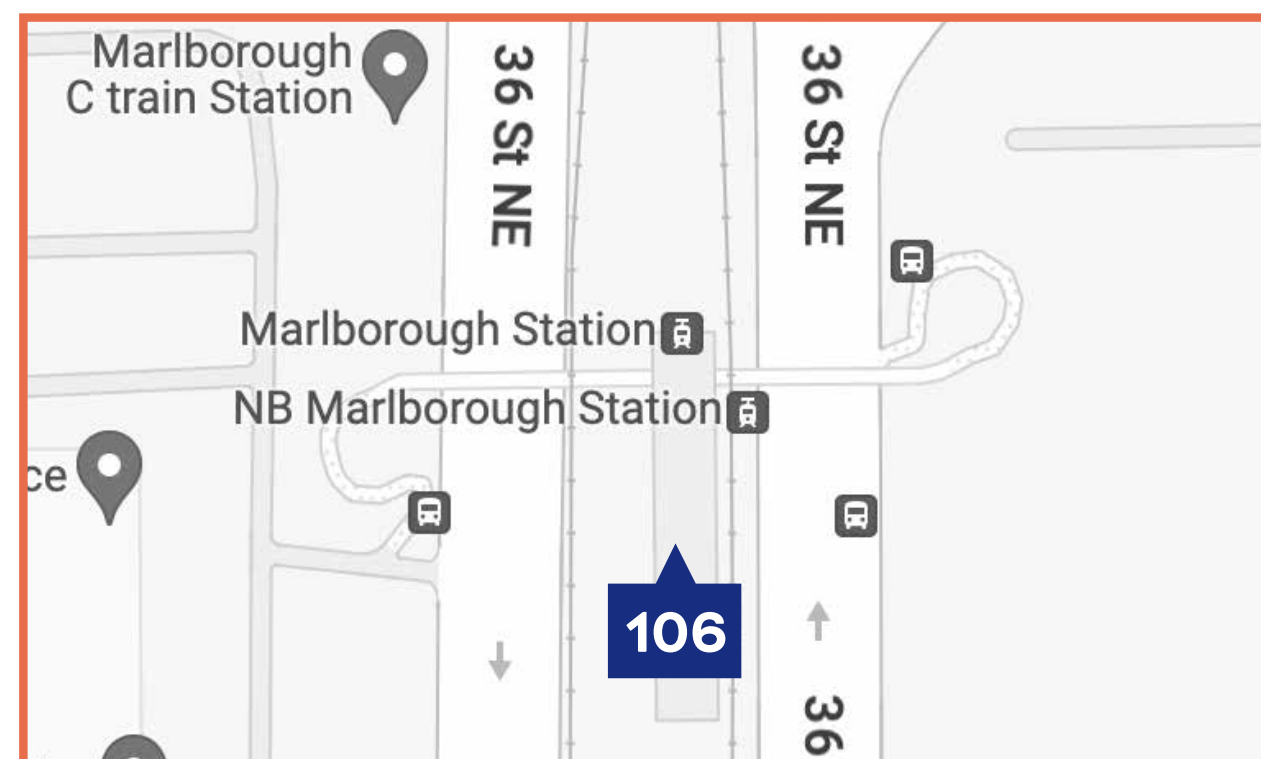


**INGLEWOOD**

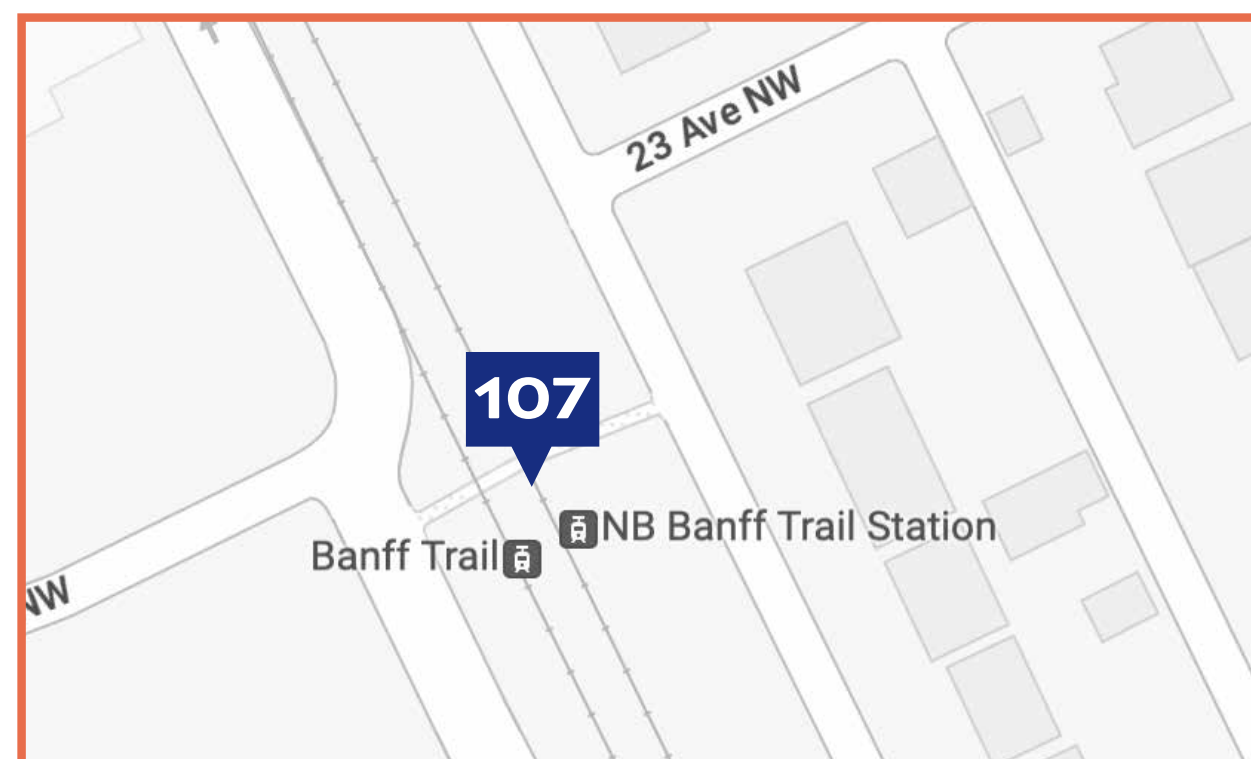


**SILVER SPRINGS**

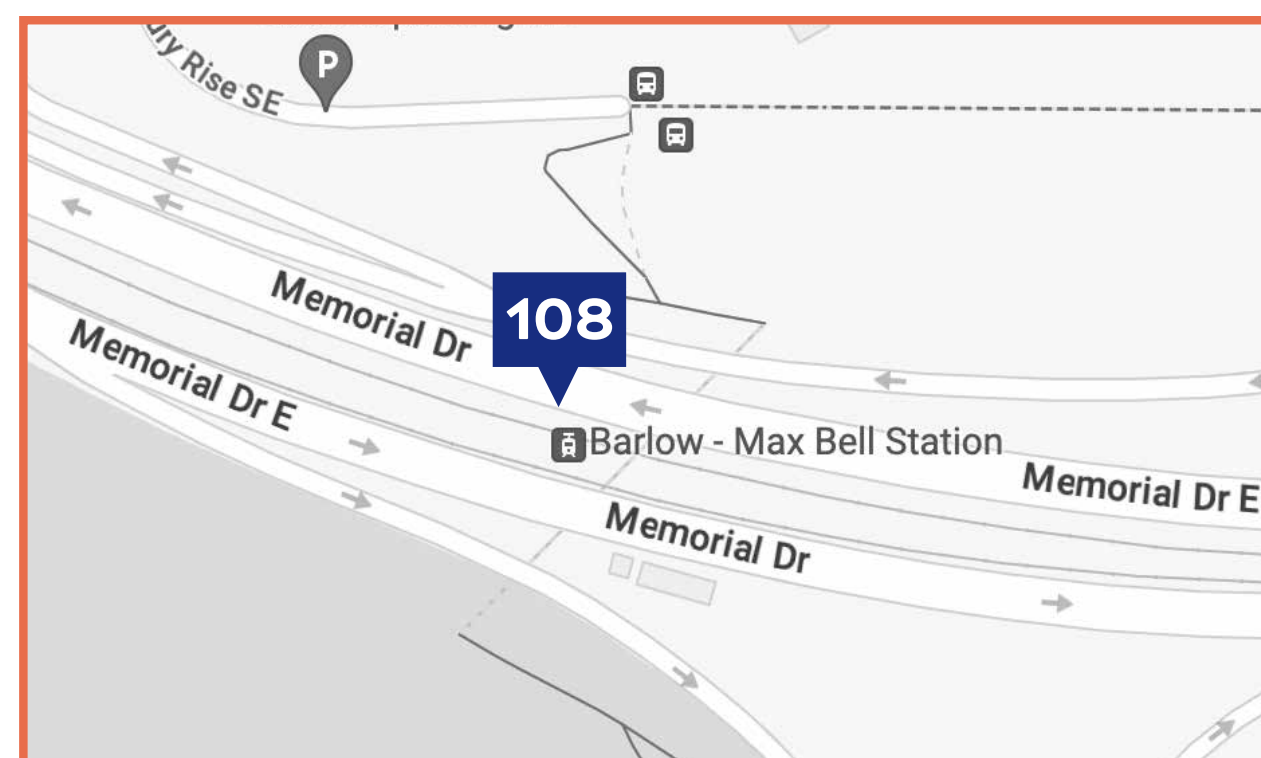




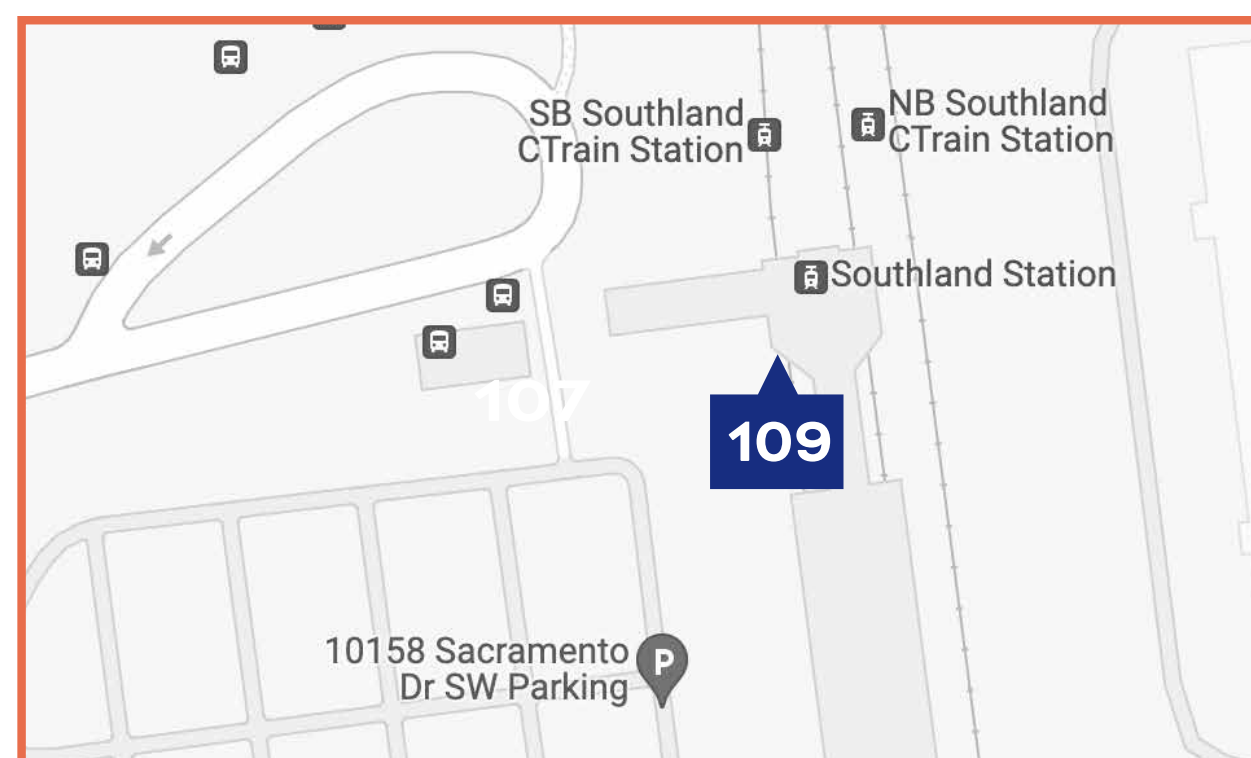
**MARLBOROUGH STATION**



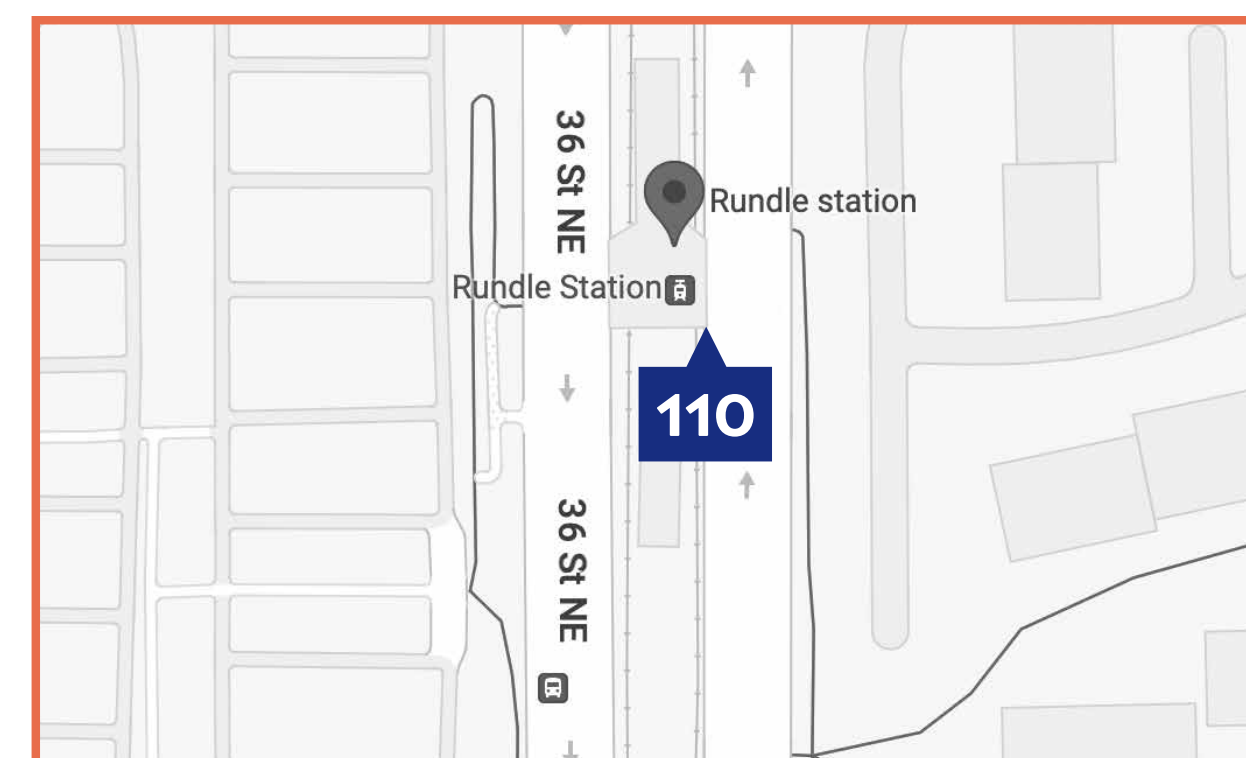
**BANFF TRAIL STATION**



**MAX BELL/BARLOW STATION**



**SOUTHLAND STATION**



**RUNDLE STATION**

COMMUNITY HIGHLIGHTS

ALLEY  
PARTY

In 2023, we saw over  
**9,000 people** attend the  
**BUMP Festival**. We held  
**12 public events** and  
utilized **10 venues**.

MURAL  
TOURS



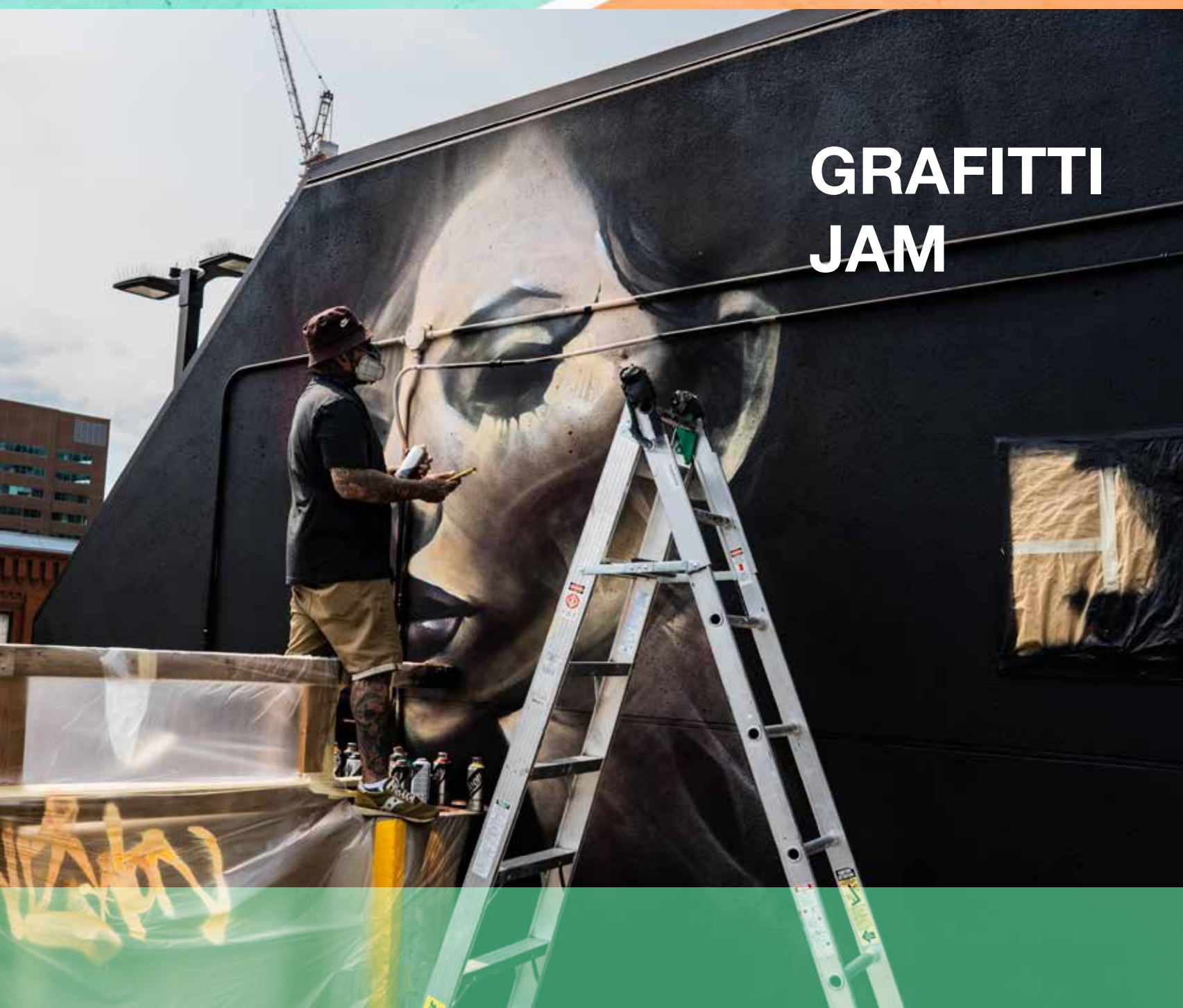
ARTIST  
TALKS







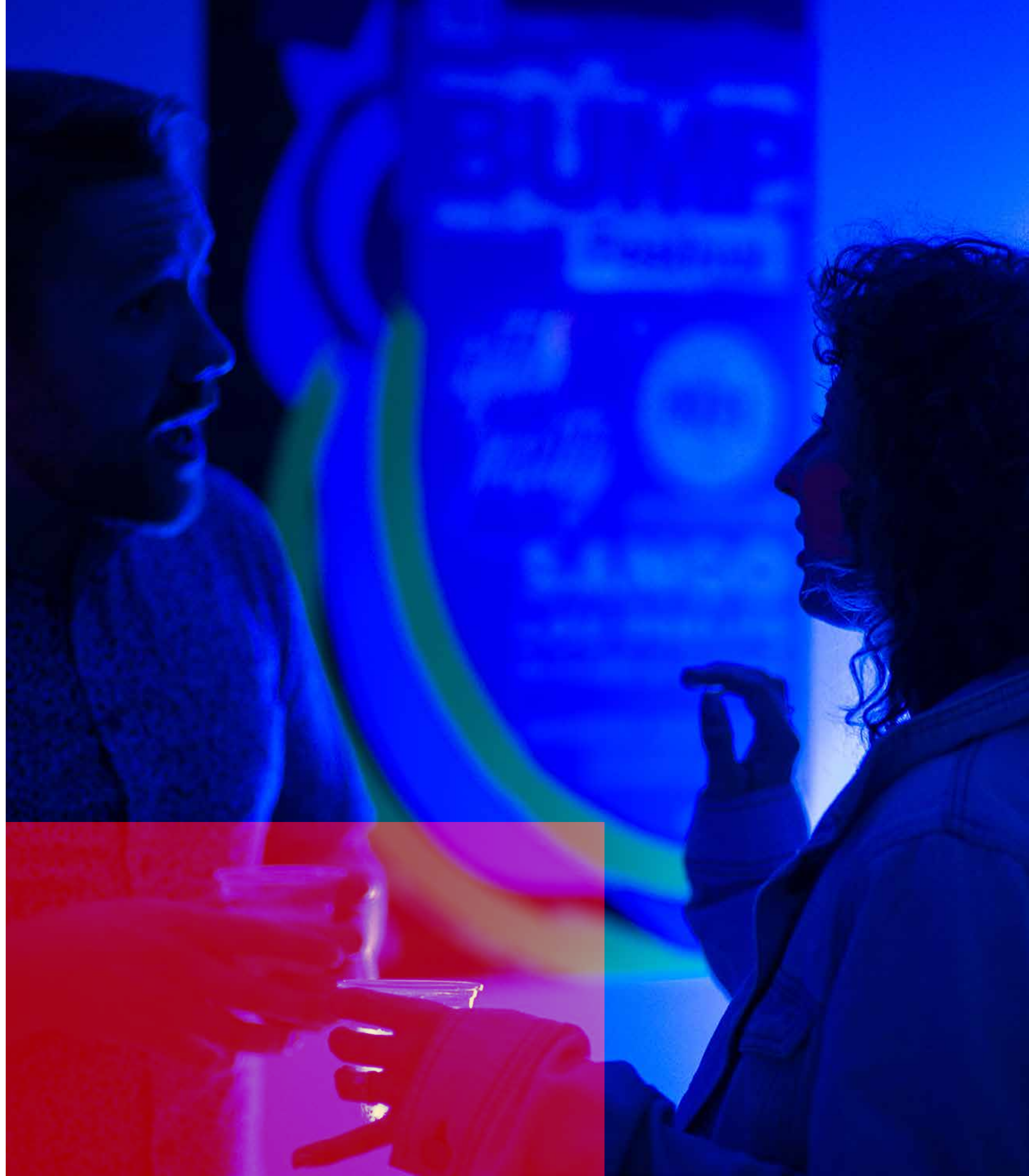
**We also cultivated the arts community by holding 7 private **BUMP** artist networking and educational events.**



**GRAFITTI  
JAM**



**Built relationships  
with 13 non-profit  
organizations across  
the city to create a  
more connected  
and enriching  
arts ecosystem  
in Calgary.**

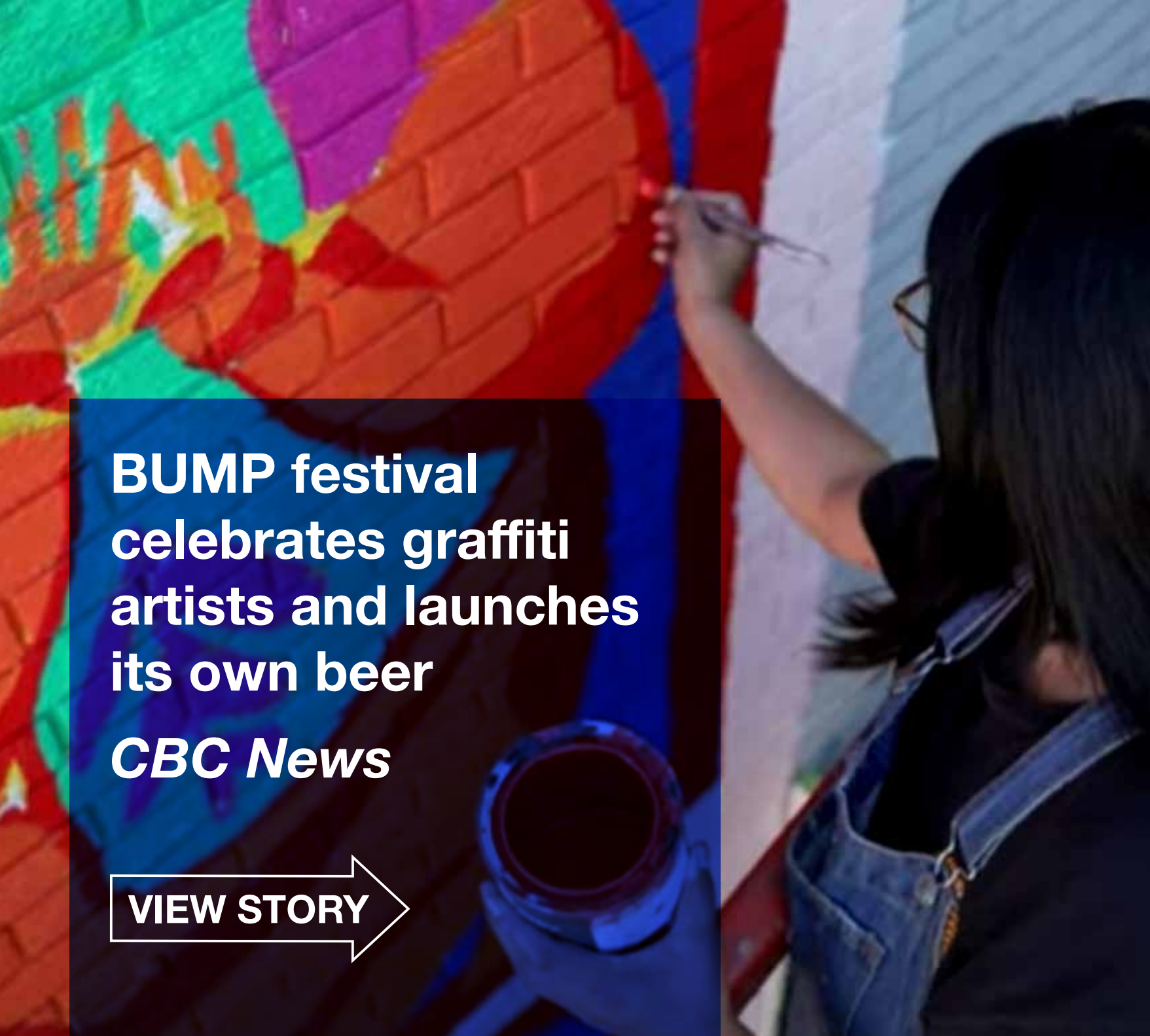




City-wide street art movement transforms Calgary into a canvas

*Global News*

[VIEW STORY](#)



BUMP festival celebrates graffiti artists and launches its own beer

*CBC News*

[VIEW STORY](#)



BUMP: Calgary's colourful street art festival kicks off its seventh year

*Calgary Journal*

[VIEW STORY](#)

## 2023 Earned Media

**TV** \_\_\_\_\_ **4**

**Radio** \_\_\_\_\_ **4**

**Online  
/Print** \_\_\_\_\_ **12**

# 2023 Digital Reach

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## INSTAGRAM @YYCBUMP

**Followers** \_\_\_\_\_ **15.9K**

**+23% INCREASE SINCE 2022**

**Engagement Rate** \_\_\_\_\_ **2.7%**

**Views on Reels** \_\_\_\_\_ **300K+**

**Accounts Reached** \_\_\_\_\_ **130,000+**

**Impressions** \_\_\_\_\_ **1,000,000+**

## TWITTER

**Followers** \_\_\_\_\_ **1.5K**

## FACEBOOK

**Followers** \_\_\_\_\_ **2K**

## WEBSITE YYCBUMP.CA

**Unique Visitors** \_\_\_\_\_ **18K+**

**Sessions** \_\_\_\_\_ **26K+**

**Page Views** \_\_\_\_\_ **60K+**

**We create high quality photo and video assets that showcase artists, their stories and their works commissioned through the BUMP Festival.**



**ANAIS LERA**

[VIEW STORY](#)



**FLEO**

[VIEW STORY](#)



**EMILY CHU**

[VIEW STORY](#)



**DINHO BENTO**

[VIEW STORY](#)



**YASAMAN**

[VIEW STORY](#)

# Thank you to our 2023 Funders

## PRESENTING PARTNER



## PRIVATE PARTNERS



## SPONSORS

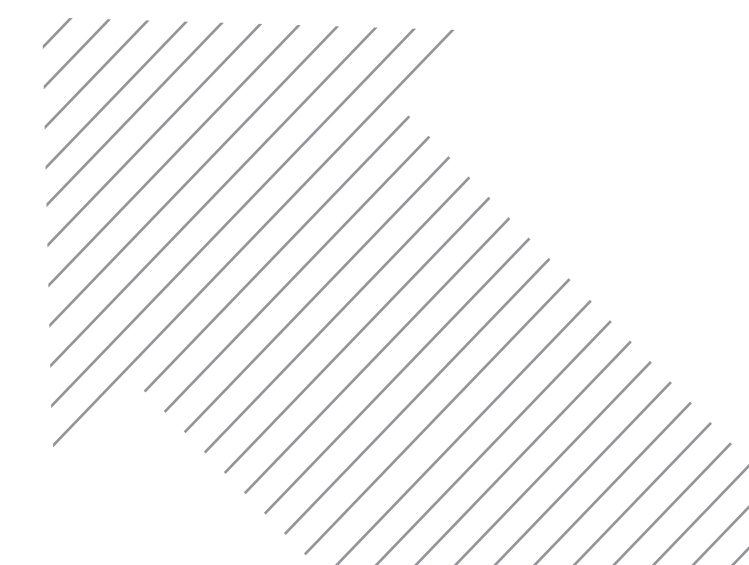


## PUBLIC PARTNERS

This project has been made possible in part by the Government of Canada. Ce projet a été rendu possible en partie grâce au gouvernement du Canada.



## COMMUNITY PARTNERS



# BU MP

[yycbump.ca](http://yycbump.ca)

 [yycbump](https://www.instagram.com/yycbump)

