



# Digital Art Proposal

DVP22-0050

May 31, 2022

**Jeff Cruickshank** and **Rommel Palanca**  
proud members of the TELUS team



Create meaningful change through  
the power of our purpose



## TELUS Social Purpose

- We give where we live
- Bridging digital divides
- Helping everyone live healthier
- Investing in sustainable futures



## Kelowna & TELUS

- Since 2011, the TELUS Interior and Northern B.C. Community Board have donated \$3.1 million to 363 grassroots projects, charities and organizations
- 31 active volunteer campaigns ongoing in Kelowna as part of TELUS Days of Giving
- Local TELUS teams actively provide community support with installs and ongoing technical support.



## Current State

<b>Address</b>	2002 Enterprise Way
<b>Plan of Intent</b>	Existing banner sign displaying Social Impact Programs
<b>Current Size</b>	33.66 m <sup>2</sup> (3.96m x 8.50m)



# Proposed Future State

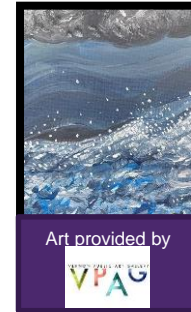
<b>Permit Location</b>	South side of 2002 Enterprise Way building
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<b>Plan of Intent</b>	Replace existing banner sign with display enabling Digital Art & Community Messaging
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**Proposed Size:**

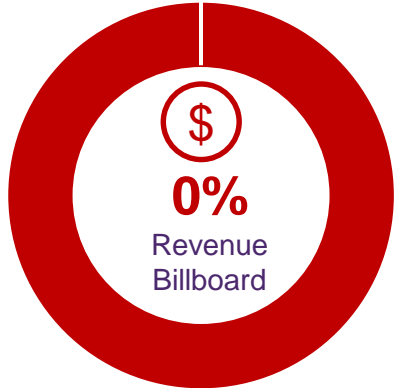
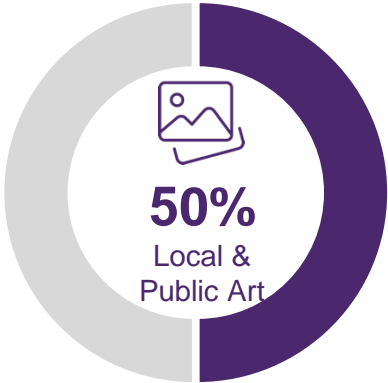
**33.66 m<sup>2</sup>**

←3.96m→



↑8.50m↓

# Digital Art Plan of Intent



Leverage the power of Digital to enable a collaborative, innovative, connected and responsible community.



# Local Digital Art Partnerships



Okanagan Campus

The logo for the Kelowna Art Gallery, with the words 'KELOWNA' and 'ART GALLERY' in red, uppercase letters. A red swoosh underline is positioned beneath the 'ART GALLERY' text.The logo for the Vernon Public Art Gallery (VPAG). The words 'VERNON PUBLIC ART GALLERY' are written in small, grey, uppercase letters at the top. Below them are the letters 'V', 'P', 'A', and 'G' in large font. Each letter has a vertical color gradient: 'V' is green, 'P' is orange, 'A' is teal, and 'G' is blue.

Agreements in principle to showcase and provide credit to local artist work





# Digital Art provided by the UBC Okanagan

**Title: Seasoned: Spring**  
**Year: 2013**  
**Artist: Julie Oakes**

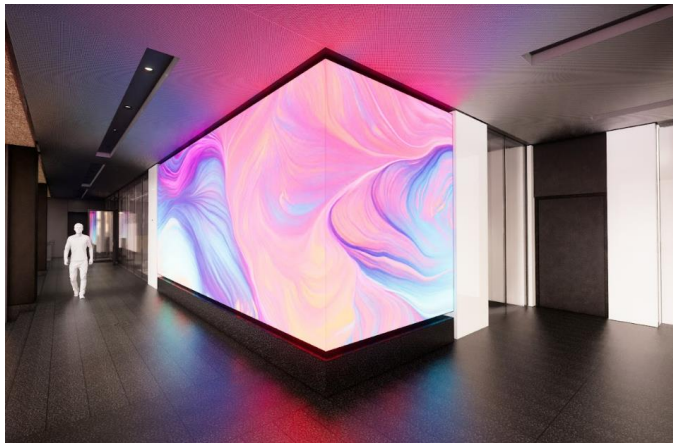


# Sample Digital Art provided by the Vernon Art Gallery

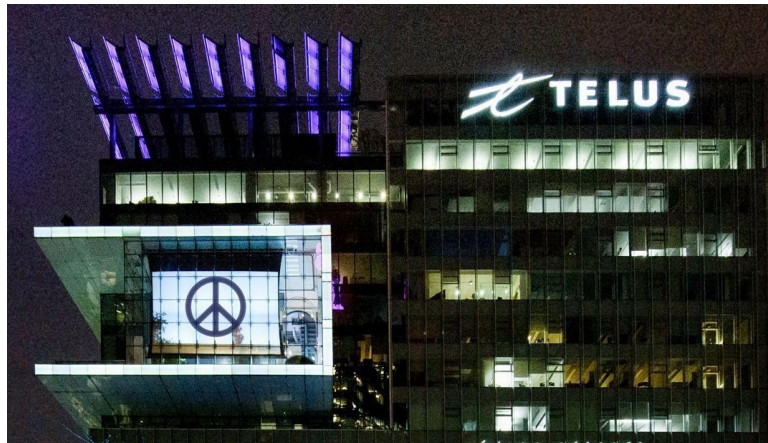
**Title: Though Our Eyes**  
**Artist: Teen Junction**

This exhibition feature artwork produced by the youth in the Teen Junction support group under the Vernon's chapter of the Boys and Girls Club.

# Current TELUS Outdoor Art Displays



TELUS Calgary



TELUS Garden, Vancouver

Displays public & professional art, community outreach and community programming. No TELUS product or external advertising displayed.

# Intended Digital Outcomes



## Light Pollution

- Adjustable and adaptable brightness levels to reduce light pollution impact
- Customizable deactivation times



## Usage

- Limited to local art, community messaging and social programs
- No direct revenue generation



## Distraction

- Limited to still content
- Restricted from displaying full motion video



## Supply of Power

- Utilizes existing building power with no additional land requirements

# Closing Remarks



let's make the future friendly™



# Backup Slides

To be referenced during Question period

# TELUS Social Impact Initiatives



Mobility for Good



Internet for Good



# TELUS Social Impact Initiatives



Tech for Good



Health for Good

# Samples of Digital community messaging

- Acknowledgements
- Holiday messages
- Municipal reminders
- Support local sports teams
- Festival & event dates
- Tributes & recognition
- Emergency alerts



Content displayed at  
TELUS Garden on  
September 30, 2021

# VPAG Digital Art Sample



Title: Malleus

Year: 2022

Medium: Mixed media sculpture

Artist: Kelsie Balehowsky

Kelsie is a Kelowna resident and is the learning & community engagement curator for the Vernon Public art gallery.