

PROJECT FINAL REPORT

Exhibition: Temporary Public Art Project: *Johann Wessels: Fossils from the Future*, produced for the City of Kelowna

Dates: September 2015 to August 2016

Introduction

Fossils from the Future was a temporary public art project produced for the City of Kelowna by the Kelowna Art Gallery. The underlying idea of project was for pedestrians in the downtown area/cultural district of Kelowna to come across strange-looking, intriguing, and mysterious objects that had attached themselves to light standards or other structures. Questions would arise. Had these objects really been sent to our present time from the future? Or were they some sort of hoax? The goal was to get people to start thinking, and perhaps as a result, their usual sense of “reality” would become slightly altered. This one-year long project comprised a total of nine works that were installed gradually in the downtown area of Kelowna. A collaborative project between the artist and a group of Gallery staff, the aim was to engage viewers by several means. Plaques were installed with each Fossil that presented a thought-provoking question. The team produced short videos related to each Fossil and a dedicated website was established on the Gallery’s homepage. The public was encouraged to respond via social media posting to this web page. Numerous tourists and residents encountered the pieces over the years’ duration and posted comments and their photographs using social media.

Overall Attendance

Fossils from the Future was a year-long project, installed outdoors in public spaces within downtown Kelowna. We estimate that many tourists and Kelowna residents encountered the pieces and read about them through traditional and social media, but we have no estimates of actual numbers.

Social Media Component of the Project

Fossils from the Future comprised nine works of art along with a social media component that was a vital element as well. We created a label for each work of art installed underneath that read: #fossils from the future#, with the Kelowna Art Gallery logo, the title of the work, and a question directed to the public. People were encouraged to use the hashtag #futurefossils and to snap a photograph, tweet about it, post on Facebook, or even film their own video. A dedicated Future Fossils website was created as a repository for all this material that included backgrounder “expert” commentator videos, maps, media coverage, images, and an aggregation of posts populated by the public who used the hashtag #futurefossils. Numerous #futurefossils tags that were posted on social media were added to the *Fossils from the Future* website as people contributed to Twitter, Instagram, Vine, Flickr and Facebook. Because the software could accommodate a total of fifty contributions at a given time, many that were posted eventually were dropped as others took their place.

- <http://kelownaartgallery.com/futurefossils/futurefossils/>

Kelowna Art Gallery Facebook page (2,113 “likes”)

- <https://www.facebook.com/KelownaArtGallery>

Kelowna Art Gallery Twitter account (4,376 “followers”)

- <https://twitter.com/kelownaart>

Kelowna Art Gallery YouTube channel (1,823 views)

- <https://www.youtube.com/user/KelownaArt>

Kelowna Art Gallery Instagram page (772 “followers”)

- <https://instagram.com/kelownaartgallery/>

The Video Aspect of the Project

The *Future Fossils* project team produced a series of videos related to the *Fossils from the Future* to engage the community. All of these videos are still on view on the Gallery’s dedicated *Future Fossils* website via YouTube.

Video # 1 Breaking news report from the Kelowna Art Gallery, featuring Shaw TV *Go! Okanagan* host Doug Brown, as he introduces the *Fossils from the Future* project.

Running time: Approximately 30 sec. Posted on Sept 2, 2015.

224 views on YouTube as at Sept. 2016.

Video # 2 Interview between a news anchor and a mad scientist, commenting on the recent appearance, meaning and significance of *Fossil 001*.

Running time: Approximately 1 min., 9 sec. Posted on Sept 16, 2015.

221 views on YouTube as at Sept. 2016.

Video # 3 Video featuring an archeologist reporting from Area 49 in the desert, on the discovery of artifacts that appear to be fossil fragments.

Running time: Approximately 1 min., 6 sec. Posted on Sept 25, 2015.

156 views on YouTube.

Video # 4 Undercover video footage of an astrophysicist reporting from an unnamed observatory in the desert near Area 49 on the mysterious appearance of an unidentified object on the radar, and the subsequent data being erased.

Running time: Approximately 45 sec. Posted on Oct 14, 2015.

86 views on YouTube as at Sept. 2016.

Video # 5 Video report by Catherine Ranney, leading Leonardo Da Vinci scholar, reporting on her opinion that *Fossil 003* is an authentic fragment of Da Vinci’s masterpiece, *The Mona Lisa*.

Running time: Approximately 1 min., 41 sec. Posted on Oct 23, 2015.

130 views on YouTube as at Sept. 2016.

Video # 6 Video of Kelowna City Councillor Ryan Donn and Kelowna Mayor Colin Basran at the side of City Hall, discussing *Fossil 004*.

Running time: Approximately 1 min., 16 sec. Posted on Oct 30, 2015.

682 views on YouTube as at Sept. 2016.

Video # 7 Video featuring artist Keith Langergraber as Eton Corrasable, under *Fossil 001*, attempting to get a reading of its frequency using his special equipment.
Running time: Approximately 1 min., 53 sec. Posted on Nov 20, 2015.
100 views on YouTube as at Sept. 2016.

Video # Leaked media footage of a business man having a private cell phone conversation confirming the whereabouts of the “objects” and that everything is going according to plan.
Running time: Approximately 21 sec. Posted on Dec 4, 2015.
71 views on YouTube as at Sept. 2016.

Video # 9 Video of young computer geek-conspiracy theorist showing surveillance footage he took with a drone on Bernard Avenue before the drone crashed or was sabotaged. He fears he is being spied upon.
Running time: Approximately 1 min., 26 sec. Posted on Dec 11, 2015.
136 views on YouTube as at Sept. 2016.

Video # 10 Night-vision video footage recovered from Area 49 of a team of scientists wearing hazmat suits, removing the *Fossils* and storing them in a secluded warehouse.
Running time: Approximately 2 min., 47 sec. Posted on Sept 6, 2016.
17 views on YouTube as at Sept. 2016.

Kelowna Art Gallery *Fossils from the Future* dedicated website

- <http://kelownaartgallery.com/futurefossils/>

Number of hits to the dedicated web page created for the *Fossils from the Future* on the Kelowna Art Gallery website:

- Based on Google Analytics, from August 25, 2015 to August 22, 2016 there were 4,710 unique page views for the Kelowna Art Gallery webpage dedicated to the *Fossils from the Future* project.

Print Media

We also wanted to engage the public who do not use social media platforms and created a series of four colour postcards depicting *Fossils 001-004*. These were available for free at the gallery and the public was invited to respond the *Fossils* project by mailing the postcards to friends and family. 200 copies were printed of each design.

We printed a rack card, depicting *Fossils 001, 002* and *003* and their locations for the delegates at the 2015 Creative City Summit held at the Delta Grand Hotel in Kelowna, and also distributed them throughout various locations downtown, October 27-29, 2015. 200 copies were printed.

Numerous copies of a *Fossils from the Future* colour poster advertising the launch of the public art project, 8½ x 14 in. and 11 x 17 in. printed and distributed throughout downtown Kelowna in September, 2015.

PUBLICITY AND PRESS RECEIVED

Print Media – newspapers, magazines and newsletters

Capital News (Kelowna)

- News section, Kelowna City Council, “Judging public art proves challenging,” article about the temporary public art program, by Alistair Waters, June 24, 2015, p. A3.
- News section, “New installation for Fossils from the Future art project,” article about *Fossils From the Future*, with mention of *Fossils 006* and *007*, January 20, 2016, p. A7.

The Daily Courier (Kelowna)

- Cover, “Art from the future to land on city streets,” article about the *Fossils From the Future* project with preliminary sketch by the artist, by Ron Seymour, June 23, 2015, front page.
- City section, “Where is Running Man hiding?,” article about the temporary public art program with mention of the *Fossils From the Future* project, by Ron Seymour, June 24, 2015, p. A3.
- Opinion section, “Art from the future for here and now,” column about the *Fossils From the Future* project and comments by members of City Council, by Jim Taylor, June 28, 2015, p. A6.
- Courier Extra – “Where is Running Man hiding?,” reprint of article by Ron Seymour (from June 24), July 1, 2015, p. 4.
- Courier Extra – “Art from the future to land on city streets,” reprint of article by Ron Seymour (from June 23), with preliminary sketch by the artist, July 1, 2015, p. 4.
- Courier Extra – “We can have art from the future here and now,” reprint of column by Jim Taylor (from June 28), July 8, 2015, p. 8.
- Cover, “Art from the future here now,” article about *Fossils From the Future*, with small colour image of *Fossil 001*, by Andrea Peacock, September 3, 2015, front page.
- City section, “‘No wrong interpretation’ for time-travel art pieces,” editorial about *Fossils From the Future*, with large black-and-white image of *Fossil 004*, by Ron Seymour, November 4, 2015, p. A3.
- Letters section, “Relics from the future don’t impress me much,” letter to the editor about *Fossils From the Future*, with small black-and-white image of *Fossil 004*, by M. Hanak, November 6, 2015, p. A9.
- City section, “‘Cellular phones latest art ‘fossil’,” brief listing about *Fossil 005* based on media release, November 27, 2015, p. A3.
- Okanagan section, “How many fingers will we have in the future?,” article about *Fossil 007* based on media release, with large image, January 15, 2016, p. A5.

off-centre magazine (Okanagan)

- At the galleries, “Fossils flooding Kelowna,” listing and description of *Fossils from the Future*, with large black-and-white image of *Fossil 004*, December issue, 2015, p. 9.

City of Kelowna

- City of Kelowna Cultural District, exhibition listing and description on outdoor public kiosks, February to June Events, 2016.

TV/Video

Shaw TV (Okanagan Valley)

- Go! Okanagan episode talks about *Fossils from the Future* project featuring a mock breaking newscast with host Doug Brown, aired on September 11-13 at 6 pm, and posted to the Shaw YouTube channel on September 12, 2015.
- Go! Okanagan episode, featured a 4-minute interview with host Brendan Osborne and the artist about the *Fossils from the Future* project, included footage of the six that were installed at the time of recording, aired on January 25 at 6 pm, and posted to the Shaw YouTube channel on January 26, 2016.

akimboTV (Canada)

- <http://www.akimbo.ca/tv/>
Fossils from the Future video 7 featured in AkimboTV newsletter and hosted on their online TV channels, posted on November 27, 2015.

Radio

Daybreak South (CBC Kelowna)

- Host Chris Walker and correspondent Jaimie Kehler introduce *Fossils from the Future* with an audio clip from the first *Fossil* video and an interview with the artist on location at his latest installation, aired on September 18, 2015 at 8:30 am.

Online

Castanet Media (Okanagan Valley)

- <http://www.castanet.net>
Kelowna section, "Mystery art crash lands," article based on media release, with large colour image of *Fossil 001*, and featured image on home page, posted on September 2, 2015.
- <http://www.castanet.net/news>
News section, "Art from the future," article based on media release, with large colour image of *Fossil 002*, posted on September 16, 2015.
- <http://www.castanet.net/news/Kelowna>
Kelowna section, "Third future fossil arrives," article based on media release, with large colour image of *Fossil 003*, posted by Nicholas Johansen on October 9, 2015.
- <http://www.castanet.net/video>
"Fossils from the Future," featured Video # 6 produced by KAG, with Kelowna City Councillor Ryan Donn and Kelowna Mayor Colin Basran at the side of City Hall, discussing *Fossil 004*, posted on November 10, 2015.

KelownaNow (Kelowna)

- www.kelownanow.com/watercooler/news
"Kelowna Residents Could See More Temporary Art Around the City," article by Stacy Penner about the *Fossils From the Future* project with two preliminary sketches by the artist, posted on June 21, 2015.

- www.kelownanow.com/watercooler/news
“Temporary Public Art to Adorn Kelowna Neighbourhoods,” article about *Fossils From the Future* project with two preliminary sketches by the artist, by Cassandra Jeffery, posted on June 23, 2015.
- www.kelownanow.com/watercooler/news/Arts
“Kelowna Art Gallery Kicks Off Community Project With Downed Spacecraft,” article about *Fossils from the Future* based on media release, with large colour image of *Fossil 001*, posted by Cassandra Jeffery on September 2, 2015.
- www.kelownanow.com/news
“Mysterious Bits of Junk Found Fossilized in Kelowna’s Cultural District,” article based on media release, with large colour image of *Fossil 002*, posted by Cassandra Jeffery on September 17, 2015.
- www.kelownanow.com/watercooler/news
“Industrial Looking Capsule Found in Downtown Kelowna,” article based on media release, with three colour images of *Fossil 003*, posted by Cassandra Jeffery on October 9, 2015.
- www.kelownanow.com/watercooler/news
“Futuristic Eggs Found Outside Kelowna City Hall,” article based on media release, with two colour images of *Fossil 004*, and embedded Video # 6 produced by KAG, with Kelowna City Councillor Ryan Donn and Kelowna Mayor Colin Basran at the side of City Hall, discussing *Fossil 004*, posted by Cassandra Jeffery on November 2, 2015.
- www.kelownanow.com/watercooler/news
“More Capsule Art Pops up in Kelowna,” article based on media release, with colour images of *Fossil 007* and *Fossil 006*, and *Fossils from the Future* map, posted by Molly Gibson Kirby on January 17, 2016.

ook (Okanagan)

- www.ook.ca/2015
“Downed spacecraft found in Kelowna,” article based on media release, with large colour image of *Fossil 001*, posted by Jason Vance on September 16, 2015.
- www.ook.ca/2015
“Future Fossils number two discovered in downtown Kelowna,” article about second *Fossil from the Future* based on media release, with three colour images, posted by Jason Vance on September 27, 2015.
- www.ook.ca/2015
“Latest fossil from the future appears downtown on Bernard,” article about third *Fossil from the Future* based on media release, with three colour images, posted by Jason Vance on October 16, 2015.

Global News (Okanagan)

- globalnews.ca/news
Local section, “Mystery objects strewn around Kelowna for art project,” article about *Fossils from the Future* based on media release, with large colour image of *Fossil 001*, posted on September 2, 2015.

Infonews.ca (Kelowna)

- <http://www.infotel.ca/newsitem>
Vernon section, “Downed spacecraft part of public art project in Kelowna,” article about *Fossils from the Future* based on media release, with large colour image of *Fossil 001*, posted on September 2, 2015.
- <http://www.infotel.ca/newsitem>
Kelowna/Vernon sections, “Second fossil from the future discovered in Kelowna,” article about *Fossils from the Future* based on media release, with large colour image of *Fossil 002* and embedded Video # 2 produced by KAG, posted by Adam Proskiw on September 18, 2015.
- <http://www.infotel.ca/newsitem>
Kelowna section, “Third of nine ‘Fossils from the Future’ appears downtown,” article about *Fossils from the Future* based on media release, with large colour image of *Fossil 003*, posted on October 14, 2015.
- <http://www.infotel.ca/opinion>
Kelowna section, “Poulsen: Public Art: the good, the bad and the money,” article about public art with mention of the *Fossils from the Future* project, with small image of Johann Wessel’s preliminary sketch for *Fossil 006*, by Chuck Poulsen, posted on December 10, 2015.

Capital News (Kelowna)

- www.kelownacapnews.com
News section, “Kelowna council: Challenges of being an art critic,” article about City Council members discussing the merits of temporary public art with mention of artist Johann Wessels and the *Future Fossils* project, by Alistair Waters, posted on June 23, 2015.
- www.kelownacapnews.com
News section, “Future Fossils number two discovered in downtown Kelowna,” article about second *Fossil from the Future* based on media release, with colour image, posted on September 20, 2015.
- www.kelownacapnews.com
News section, “Second future fossil discovered in downtown Kelowna,” article about second *Fossil from the Future* based on media release, with colour image, posted on September 25, 2015.
- www.kelownacapnews.com
News section, “Third of nine art pieces found on Bernard Avenue,” article about third *Fossil from the Future* based on media release, with large colour image, posted on October 12, 2015.
- www.kelownacapnews.com
News section, “Another Fossil from the Future in downtown Kelowna,” article about seventh *Fossil from the Future* based on media release, with large colour image, posted on January 14, 2016.

The Daily Courier (Kelowna)

- www.kelownadailycourier.ca/news
News section, “Art from the future here now,” article about *Fossils From the Future*, with colour image of *Fossil 001*, and featured image on home page, by Andrea Peacock, posted on September 2, 2015.

- www.kelownadailycourier.ca/news
“Time-travelling art: Some get it, some don’t,” editorial about *Fossils From the Future*, with colour image of *Fossil 004*, by Ron Seymour, posted on November 4, 2015.

Interior Daily News (Penticton)

- www.interiordailynews.com
“City Hall site of latest *Fossils from the Future* Relic,” article about fourth *Fossil from the Future* based on media release, with large colour image, posted on November 3, 2015.

IN-HOUSE PUBLICATIONS

Kelowna Art Gallery *Journal* (newsletter)

- Issue 48, Sept-Dec, 2015, one-page piece with half-page write up and half-page image of a concept drawing for *Fossils from the Future*, p. 5, and listing for Lunchbox Speaker Series with mention of the artist and project, p. 21. 1400 copies printed.
- Issue 49, Jan-Apr, 2016, one-page piece with half-page write up, and half-page with colour images of *Fossils 001-005* in various locations, p. 13. 1400 copies printed.
- Issue 50, May-Aug, 2016, two-page spread with full-page write up and description of all the *Fossils*, and full-page colour map of downtown Kelowna with locations indicated and thumbnail images of *Fossils 001-009*, pp. 12-13. 1400 copies printed.

RELATED PUBLIC PROGRAMMING

Photography Contest

- As part of Culture Days activities, a *Fossils from the Future* photography contest was held in which participants took a creative photograph of one of the *Fossils* installed near the Gallery, and were entered into a draw to win a Gallery prize package. September 25-27, 2015.

Draw By Night

- Drawing event facilitated by the Faculty of Creative and Critical Studies, University of British Columbia Okanagan, held outside the Kelowna Art Gallery building, inspired by the *Fossils from the Future* project. Tuesday, October 6, 2015, 6-8 pm.

Lunchbox Speaker Series

- Talk by artist Johann Wessels about his process for creating *Fossils from the Future*. Wednesday, November 4, 2015, 12 pm.

Family Day (BC-wide holiday)

- For a special Family Day activity at the gallery, participants created futuristic-themed prints inspired by the *Fossils from the Future* public art project. Free postcards and maps were available for the public to have self-guided tours of the *Fossils* art pieces located outdoors. Monday, February 8, 2016, 10-4 pm. 59 visitors participated.

Information Sent from the Kelowna Art Gallery

Kelowna Art Gallery *Journal* (newsletter)

- Distributed from the Kelowna Art Gallery and mailed to Kelowna Art Gallery members, media and arts organizations locally and across Canada.

Monthly E-newsletter sent via email monthly during the run of the project

- Sent to Kelowna Art Gallery members and e-mailing list.

Media releases were sent via email at the launch of each of the nine *Fossils* throughout the project to the following places:

PUBLICATIONS

Canadian Art
Border Crossings
Galleries West
Preview: The Gallery Guide
YLW Connection, Kelowna
BC Bookworld, Vancouver
Beyond 50 Magazine, Kelowna
enRoute Magazine/Spafax Canada
eVent Magazine, Kelowna
Georgia Straight, Vancouver
Kelowna Capital News
Kelowna Daily Courier
Lake Country Calendar, BC
Off-Centre Magazine, Kelowna
Okanagan Life Magazine, Kelowna
Osoyoos Times
Paradigm Communications Group
Penticton Herald
Preview – The Gallery Guide
RedPoint Media Group Inc./Up! Magazine
snapd Okanagan
Summerland Review
The Phoenix Newspaper, UBCO, Kelowna
The Province, Vancouver
Vancouver Sun
Vernon Morning Star
Vie des Arts
Westcoast Reader
Western Native News
Westside Weekly
Wineries Refined/Refined Publication
Paradigm Communications Group/Alaska Airlines

RADIO / TELEVISION

Astral Media - Kelowna

- AM 1150
- 101.5 EZ Rock Kelowna
- 99.9 Sun Fm

CBC Radio – Kelowna

CBC Radio – Vancouver

Vista Radio – Kelowna

- 103.9 The Juice

New Cap Radio - Kelowna

- K 96.3 FM
- Country 100.7 FM

Jim Pattison Radio Group - Kelowna

- Q 103.1 FM
- Power 104 FM

CHBC News – Global Okanagan

Shaw Cable – *go! Okanagan*, Kelowna

ONLINE

Artists in Canada

Castanet Media

Interior Daily News

Pear Tree House Productions

Oook.ca

KelownaNow.com

Okanagan Art Review

Infotel News

Okanagan Visitor Publications

ARTS/BUSINESS/TOURISM ORGANIZATIONS

Alternator Gallery, Kelowna

Art Avenue

Arts Council of the Central Okanagan

BC Museums Association

City of Kelowna

Downtown Kelowna Association

Headbones Gallery

Hodge Communications

Kelowna Chamber of Commerce

Kelowna International Airport

Lake Country Art Gallery



Magpie Marketing
Okanagan Visitor Publications
Opus Art Supplies
Preview – The Gallery Guide
Summerland Community Arts Council
Thompson Okanagan Tourism Association, Kelowna
Tourism Kelowna
Van Dop Arts & Cultural Guide to British Columbia

