

Cards For Community Project

What is Cards for Community?

Cards for Community is a city-wide participatory project created to foster dialogue & community connection thru “storytelling-on-a-postcard”. Our goal is to make invisible parts of our city visible, & amplify stories from every Calgary neighbourhood.

What is the purpose of Cards for Community?

Loft 112 endeavors to invite Calgarians— young and old, artists, musicians, storytellers, craft-makers, photographers, writers, cooks, bakers, ANYONE who lives, works, plays, gathers in our city and wishes to participate.—to open up this city, neighbourhood by neighbourhood, story by poem, image by song by handicraft by recipe by language by way of a 4x6 postcard. Cards for Community aims to connect strangers, neighbours, creators of all kinds, age & stage through sharing stories on a 4x6 postcard.

Ok, I’m interested, what is my next step?

Create a physical postcard which invites the viewer into your neighbourhood through your personal lens (see below for further clarification)

Fill out the submission form on our website: [loft112/submit](https://loft112.com/submit)

Send the postcard to us at 112, 535 8th Ave SE Calgary T2G 5S9 or email us: loftonetwelve@gmail.com to arrange a drop off

Deadline for submissions: December 12, 2021

What will you do with the postcards?

February 1-25, 2022 We will host a month long in-person and virtual gallery show at Loft 112, inviting Calgarians to come and discover their city through hundreds of postcard ‘stories’.

February 25-27, 2022 The Cards for Community show will move to the Calgary Central Library, a larger space, for the final weekend of the show.

February 1-27, 2022 we will also share the submissions virtually on our instagram and Facebook platforms. To further and celebrate new relationships and understanding, we will also curate events both in our space and in various communities. This curation will be better understood once we receive submissions as we want these (up to 6) events to come from what we learn so we can grow in understanding of our Calgary neighbours.

February 2022 (date TBD) 21 postcards representing 21 areas of our city will be highlighted as ‘winners’. Each winning postcard will be reproduced in a series of 500. Each winning artist will receive \$300. Reproductions of the 21 winning postcards will be available through the Calgary Public Library branches for Calgarians to pick up as a postcard that represents their part of the city in a fresh, new, exciting way.

March and beyond: The 21 winning postcards will be framed and be part of a travelling art show through the 21 Calgary Public Libraries

What exactly do you mean by ‘storytelling on a postcard’?

We ask you to reflect on the neighbourhood you live in and ask yourself:

‘what do I love best about this place?’

‘What do I want others to know/see/hear/smell/about where I live?’

‘If I share one part of my neighbourhood...

‘you should see this’ or ‘you should know this



What do you mean by telling/showing/demonstrating my story through a lens?

We all make our way through the world differently depending on who we are. Who we are, where we come from, what influences us, what our perspective is...these individual differences shape how we 'see' the world. So, the lens that we speak of is influenced by:

culture
religion
who we see ourselves as
values
fears
influences
childhood
morals....

your personal-only-you-can-tell-it-lens makes your story compelling and unique.

So what makes my community/neighbourhood unique?



Is it?

the language spoken, how others might view the homes, and the history and politics of the place or your journey to it.

Some place special like a school, a building, a street (scape), landmark (existing or demolished), a business, a park, a building, a favourite restaurant, store/shopkeeper, bench, bus stop, your home...

Something historical like your family story, a demolished building, a memory

A place of gathering like a festival, food you cook and eat with family or friends, cars that park on the street, your neighbours, your family, walking route, favourite meeting place, a place of worship,

Something unique because of the people who live there like the fashion/clothing people wear, music you hear, sport or game played, dances that are held and where they are held....

.....you getting some ideas?

Is this project only for visual artists?



No!

It can be:

art of any kind
photography
mixed media
a story (all languages encouraged)
poetry (in any language)
recipe
something created from local menus/signs/flyers
a QR code to your original music or
a mixed tape you've created for your neighbourhood
hand-work (stitching, yarn, beading, knitting...)
something you know or do that many in Calgary don't
anything you want it to be that reflects your 'story'

***Don't worry if it doesn't lie flat on the card. Your postcard story may have 'depth' (like a sculpture) or folded like a map... We just ask you to consider it will be hung on a wall.**

But please only use ONE side of a postcard

Follow Loft 112 on Facebook for (almost) daily creative inspirations



What is Loft 112?

LOFT 112 is a literary / creative space in Calgary's East Village. It is a place where unheard voices are given a platform and a place of collaboration. Loft 112 is a respectful community that welcomes and celebrates everyone and does not discriminate based on ability, age, orientation, nationality, gender nor religion.

In 2021, Loft 112 won The SANDSTONE City Builder Award recognizing artists and organizations that make Calgary a better place to live. The winners of this award are committed to enriching Calgary through and artistic practice or arts program driven by a social impact outcome.

Why Cards for Community?

As a community/creative/arts & literary space, Loft 112 chose this project because it celebrates 'story' in its many forms, inspires and builds a connection between members of Calgary's vast and diverse communities and neighbourhoods and strives to open up our understanding of who Calgarians are, what are their stories, and what is valued in our city. As a literary/creative space we continually look for projects that support the diversity of creative, literary and cultural life in our city. This one is our most ambitious projects in terms of scope of geography but we are excited to make genuine connections through this project, through stories, through meeting new people, learning about what happens around the city and making some new friends.

By bringing 'stories' from across the city into one central location (and then moved the Central Library), Calgarians can travel through their city, an artistic and storied tour, opening up their understanding of Calgarian origin stories, languages spoken, food shared, and geography... and who knows what else! We can only guess as we have no idea what we will receive. But we KNOW it will be spectacular

This idea came from working with university students from around the world. We sincerely thank the students from the University of Calgary Global YYC Challenge and the various postcard projects from which we further inspiration.



Can we get a poster/templates/a workshop for our organization?

Yes!

Please contact Lisa at loftonetwelve@gmail.com for any inquiries

cards for community.

Examples of Postcard Designs from Artist, Karen Yuen

