



# A STRONGER LOCAL FOCUS

The Calgary TELUS Convention Centre (CTCC) has long been a hub for visitors to the city attending meetings and conventions.

Over the coming year, the CTCC will evolve to become more than a destination for regional, national and international meetings and trade shows. It will welcome more people for a wider spectrum of local community events and exhibits.

“Our goal is to see the Calgary TELUS Convention Centre be a bigger, more vibrant part of the community and the downtown core,” says Heather Lundy, CTCC executive director Rejuvenation. “We’re working with several groups to broaden our community support and connections.”

Those groups include the Calgary Arts Development Authority, Calgary Downtown Association, City of Calgary and Tourism Calgary. The results of collaborating with them, and other groups, are already visible. For example, the CTCC and Tourism Calgary are jointly operating a visitor information centre on the main level of the CTCC’s north building. In partnership with the Calgary Downtown Association, the CTCC will house *The Door*, an artwork by Paul Magnuson described as “augmented known reality” that reveals new images, colours and patterns each time it’s opened.

Also on display at the CTCC is a sculpture known as *The Painters* (formally titled *So the Bishop Said to the Actress*), on loan from the City of Calgary’s Public Art department. Plus, two exhibits curated by the U.S. Consulate will be displayed this fall at the CTCC to commemorate 150 years of U.S. and Canadian relations.

Lundy says the combination of these and other installations and upgrades as well as a greater variety of events, shows and exhibits will change the visitor



experience at the CTCC. And they will signal a stronger community focus at the CTCC.

“Conventions and convention-goers are changing, so it’s natural we change too,” Lundy says. “People often see convention centres as blank walls and clean canvases that only come to life with big events and out-of-town delegates. We’re working to make the CTCC ‘alive’ year round for visitors, residents and community groups. Increasingly, we’re more than a place where visitors come—we’re a place where Calgarians also come.”

