



UNCONVENTIONAL RISK  
INSPIRES INNOVATIVE  
VISIONARY PUSHING BOUNDARIES

2014 ANNUAL REPORT

**PuSh 10** YEARS crossing  
the line

Vancouver's International Performing Arts Festival  
January 14 – February 2, 2014

**10 years crossing the line with you.**

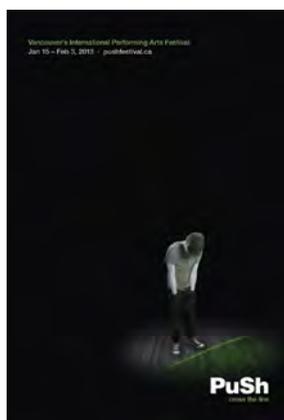
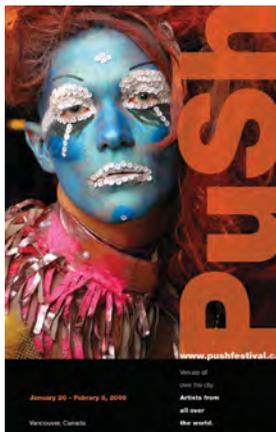
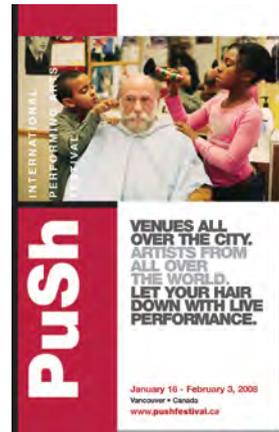
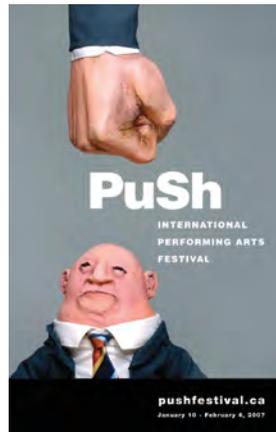
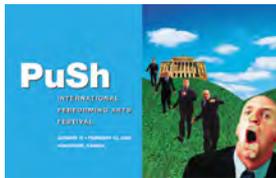
Pushing artistic boundaries is not only the PuSh Festival's reason for being, we believe it's ultimately what the performing arts are all about. Because when you cross that line between safe and risky, sometimes amazing things can happen. We're over the moon that for ten years now, they could all happen with you.

UNCONVENTIONAL RISK  
INSPIRES INNOVATIVE  
VISIONARY PUSHING BOUNDARIES



**PuSh 10** 10 years crossing the line

Celebrating 10 YEARS of  
**crossing the line**



# 10 YEARS OF PUSHING BOUNDARIES ↓



**2003**

- » PuSh performance series, with three shows, is conceived and produced by Norman Armour of Rumble Productions and Katrina Dunn of Touchstone Theatre
- » *Georgia Straight* becomes the founding media sponsor



**2004**

- » One full-time staff person is employed
- » PuSh begins presenting multi-disciplinary work, with an inaugural partnership with The Dance Centre



**2007**

- » PuSh engages international festival producer to help develop its first five-year strategic plan



**2008**

- » 94 donors contribute over \$15,000
- » PuSh partners for the first time with the Arts Club Theatre Company with *Black Rider* (November Theatre)



**2011**

- » PuSh launches City of Vancouver's official 125<sup>th</sup> anniversary celebrations
- » *La Marea* (Mariano Pensotti) in the streets of Gastown draws audience of 6,500 people
- » *100% Vancouver* (Rimini Protokoll/Theatre Replacement) features cast of 100 performers



**2012**

- » Club PuSh expands to three weeks of programming
- » Vancity supports an Aboriginal Performance Series



### 2005

- » PuSh is established as a stand-alone organization
- » First PuSh International Performing Arts Festival takes place over three weeks with nine shows
- » World premiere of *Crime and Punishment* (Newworld Theatre/Vancouver Moving Theatre) at the PuSh Festival

### 2006

- » First PuSh Assembly market development/networking event is held over three days
- » PuSh operates with a \$500,000 budget and five board members
- » PuSh expands into music presentations with commission of *Nunavut* (Kronos Quartet/Tanya Tagaq), in its first partnership with The Chan Centre
- » The Cultch and PuSh begin long-term partnership



### 2009

- » Fifth PuSh International Performing Arts Festival takes place with 19 shows
- » Club PuSh, presented with Theatre Conspiracy, launches at Performance Works on Granville Island
- » Ongoing partnerships begin with Capilano University, grunt gallery and Music on Main
- » PuSh operates with a \$1 million budget and 15 board members

### 2010

- » Major presenting partnership with Vancouver 2010 Cultural Olympiad
- » PuSh presents inaugural performance in the Fei & Milton Wong Experimental Theatre at SFU Woodward's with *The Show Must Go On* (Jérôme Bel)
- » PuSh Leaders Council of 22 cultural influencers is introduced

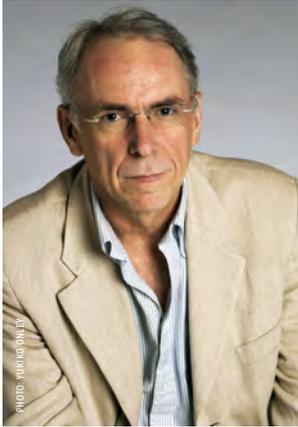


### 2013

- » PuSh Film Series launches
- » Accessible PuSh launches, making performances accessible to patrons who are blind, partially sighted, deaf and hard of hearing
- » PuSh Assembly expands to three weeks of free events
- » 270 volunteers contribute more than 5,200 hours of support

### 2014

- » PuSh Youth program launches
- » PuSh introduces new Artist-in-Residence program
- » City of Vancouver awards CBC cultural amenity space to PuSh and its partners Touchstone Theatre, DOXA Documentary Film Festival and Music on Main
- » PuSh produces commemorative documentary *Kiss the Rabbit*, with support from TELUS



**NORMAN ARMOUR**  
ARTISTIC & EXECUTIVE DIRECTOR

Ten years in the making. The PuSh Festival has reached a major milestone true to its beginning, true to its mission and values, true to its aspirations. And yes...it's also in fine shape—financially sound, community resourced and engaged, applauded and honoured.

We are so proud that we commissioned a documentary to capture the occasion. *Kiss the Rabbit* is a moving tribute to the contemporary performing arts, to our local arts scene, and a testament to the value and impact of the PuSh Festival's brief existence to date. It speaks to both the artistry of renowned German troupe Gob Squad, and the transformative power of art to affect lives on the individual and collective level.

The PuSh International Performing Arts Festival was, in its infancy, imagined as an inspirational, annual platform—an occasion, if you will—that would transform Vancouver's performing arts scene. Those behind PuSh envisioned that—if done right, with rigour and vigour—it would become a beacon for artists and curators across Canada and further afield. It would stand out as something unique, a treasured cultural asset in the larger arts ecology. We were convinced that it was needed; thankfully we soon learned that it was also wanted. PuSh was welcomed as a breath of fresh air in the city's cultural calendar, much beloved and anticipated each January.

From the first moment, our mission was to play a leadership role. Risk-taking has been part and parcel, in both high-stakes and not so grand ways. In all our efforts, the underlying litmus test is the organization's sense of relevancy to audiences, artists, producers, donors, public and private investors. This might be innovation in form or content, it might be in strategies for new audience development, or it might occur through our ceaseless scoping of new partnerships with arts organizations and community groups that share our outlook.

Showcasing Vancouver's finest performing artists, alongside the world's best, defines our sense of purpose; yet, what truly drives PuSh is our interest in provoking reflection and dialogue on the human experience, on our world at large, and on the pressing issues of the day. To *push*. It's that simple.



**PETER DICKINSON**  
BOARD PRESIDENT

In addition to chronicling what PuSh has accomplished in the last year, this report attests to how thoroughly the Festival has transformed the performing arts landscape of Vancouver over the past decade. Providing transformative experiences for audiences by programming the very best in contemporary performance gets to the heart of what PuSh values and what we do. Anyone who was at this year's opening show, *Super Night Shot*, knows exactly what I mean. When Rodrigo kissed that rabbit he took a risk that inspired those of us watching our city reflected back to us in ways at once reassuringly familiar and strangely disturbing. For me, that is what this Festival is all about: those moments when artists—be they from Berlin, or Montreal, or Vancouver—help me see the world I thought I knew differently.

As PuSh embarks on its next phase, change and renewal is afoot. This fall we move, along with our partners at Touchstone Theatre, Music on Main, and DOXA, into new city-leased facilities adjacent the CBC on Hamilton Street. Overseeing this project has been PuSh's founding Managing Director, Minna Schendlinger, who after eight years of dedicated service to the organization departs for new horizons. We welcome as our incoming Managing Director Roxanne Duncan, joining us from the Theatre Centre in Toronto. More modestly, my term as Board President draws to a close at our July AGM; succeeding me is Christianne Wilhelmson. Leadership is something else we value at PuSh, and with Norman and Roxanne and Christianne at the helm, we're in the most capable of hands.

# PRESENTING THE VERY BEST IN CONTEMPORARY PERFORMANCE

- 20 days / 15 performance venues / 150+ performances & events
- 20 Mainstage Shows / 10 Marquee Acts at Club PuSh
- 280 artists presented work from Canada, England, Germany, Ireland, Lebanon, Portugal, the United States



## TAPPING INTO NEW AND EXISTING AUDIENCES FOR THE PERFORMING ARTS

- 24,000 attendees
- 79% house capacity / 37 sellouts
- 5,400 Facebook fans / 6,000 Twitter followers / 12,700 e-news subscribers
- 79,811 visits from 48,582 unique visitors to [pushfestival.ca](http://pushfestival.ca)
- 64.3 million+ earned media impressions across print, TV, radio, online (VERIFIED BY MRP MEDIA RELATIONS POINTS)

# SHOWCASING NEW, GROUNDBREAKING AND EXTRAORDINARY WORKS

- “The tenth anniversary edition of the PuSh Festival has finished up leaving us with a longing for more... Congratulations to PuSh for bringing such great international artists to our city!” - *Vancouver Observer*
- “Artists take risks, and lay it all out on the table. Audiences attending PuSh do the same, and not everything is to everyone’s tastes. The point is to try something new.” - *Vancity Buzz*
- “For a decade now, the PuSh Festival has been pushing this city’s ideas of what performance can be—of who an actor is and what a stage should look like. It’s fused art forms, prodded local groups to collaborate with each other and international troupes, and put Vancouver’s interdisciplinary scene on the world map...” - *Georgia Straight*



# STIMULATING AUDIENCES & ARTS INDUSTRY THROUGH DIALOGUE AND EXCHANGE

- 17 PuSh Conversations
- 5 screenings in PuSh Film Series
- 12 PuSh Assembly networking events over 3 weeks / 500 attendees
- 2 international Artists-in-Residence / 2 artist workshops / 2 gallery exhibitions



## FOSTERING INNOVATIVE PARTNERSHIPS AND COLLABORATIONS

- PRESENTATION PARTNERS: 149 Arts Society, Arts Club Theatre Company, Boca del Lupo, Capilano University, The Chan Centre for the Performing Arts, Contemporary Art Gallery, The Cultch, The Dance Centre, DanceHouse, Douglas College, Full Circle First Nations Performance, grunt gallery, Indigenous Performing Arts Alliance, Langara College, Music on Main, Roundhouse Community Arts and Recreation Centre, SFU's School for the Contemporary Arts, SFU Woodward's, Theatre Conspiracy, Theatre Replacement, Théâtre la Seizième, Theatre at UBC, Touchstone Theatre, Vancouver Art Gallery, Vancouver Community College, Vancouver Public Library, Zee Zee Theatre Company

# GIVING GENEROUSLY, PUSH PATRONS CIRCLE MEMBERS ENSURE THE FESTIVAL'S TRANSFORMATIVE EXPERIENCES ARE ACCESSIBLE BY ALL

- More than 340 donors contribute over \$138,000
- 273 free Accessible PuSh tickets distributed to indigenous and First Nations organizations
- 87 free Accessible PuSh tickets distributed to community groups serving marginalized populations
- 266 young people register for the inaugural PuSh Youth Passport program, for \$5 tickets to select performances
- 6 performances offered with VocalEye live description or American Sign Language translation for patrons who are blind, partially sighted, deaf and hard of hearing





# COLLABORATING WITH CORPORATE PARTNERS TO ACHIEVE ARTISTIC, COMMUNITY AND BUSINESS OBJECTIVES

- Corporate sponsors give \$183,000 in cash and \$117,000 in in-kind contributions
- PuSh's partnership with John Fluevog Shoes, among other examples, is a mutual creative and business success; it results in a great party, funds raised for PuSh, and more Fluevogs on the street
- PuSh is core to Vancouver's arts and culture sector, which is increasingly shaping the city's economy and reputation as an internationally renowned centre of innovation and creativity
- Brand association with PuSh is an alignment with Vancouver's evolving identity and its informed, engaged and sophisticated citizens

# THANK YOU PUSH SPONSORS, PARTNERS & FUNDERS

The support and partnership of our Sponsors, Partners and Funders—this year and over the past decade—have been essential to making PuSh possible. We couldn't do it without them!

## Premier Media Partners



## Production Partner



## Accessibility Partner



## Official Creative Partner



## Cultural Partner



## Gala & Event Partner



## Documentary Partner



## Program Partners



## Community Partner



## Outreach Partner



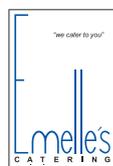
## Transportation Partner



## Hotel Partner



## Catering Partner



## Club PuSh Beer Partner



## Club PuSh Wine Partner



## Telecommunications Partner



## Media and Promotional Partners



## Distribution Partners



## Funders



**Foreign Agencies** British Council, Consulate of the United States (Vancouver)

**Behind the Scenes** The Arts Factory, Budget Car & Truck Rental, Christie Lites, The Donnelly Group, Earnest Ice Cream, McMedia Audio Visual Services, Odd Society Spirits, Pederson's Event Rentals, Rocky Mountain Production Services, Yaletown Brewing Company

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Peter Dickinson & Richard Cavell~\*, Marna Disbrow, Blayne & Sharon Johnson, Schein Foundation, Jennifer Stanley & Thom Weeks

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Anonymous in memory of Nigel Charnock; Leanne Averbach in memory of Betty Averbach; Pamela Dickinson in honour of Peter Dickinson; Marna Disbrow in memory of Anna Wong; Tony Giacinti in memory of Lola MacLaughlin; Dr. Evelyn J. Harden in memory of John Wood; Judy & Jim McFarlane in memory of Kathleen Gleave; Miriam Moses in memory of Jackie Crossland; Marcia Sauder in honour of Michael Bull; Mary Schendlinger in memory of Jackie Crossland

\* Donors who have given for at least five consecutive years. We are so honoured to have so many deeply committed individuals who continue to see value in supporting what we do. An extra special thank you goes out to you!

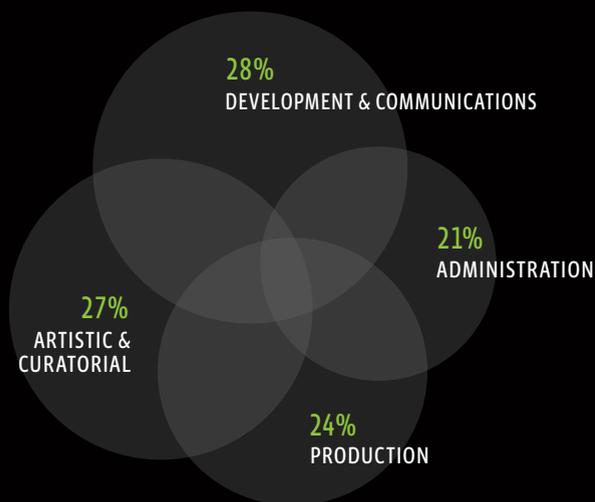
~ Donors who are part of our monthly giving program. We extend our deepest gratitude to these donors, whose monthly gifts are a vital part of nurturing the future of the PuSh Festival.

May 1, 2013 – April 30, 2014

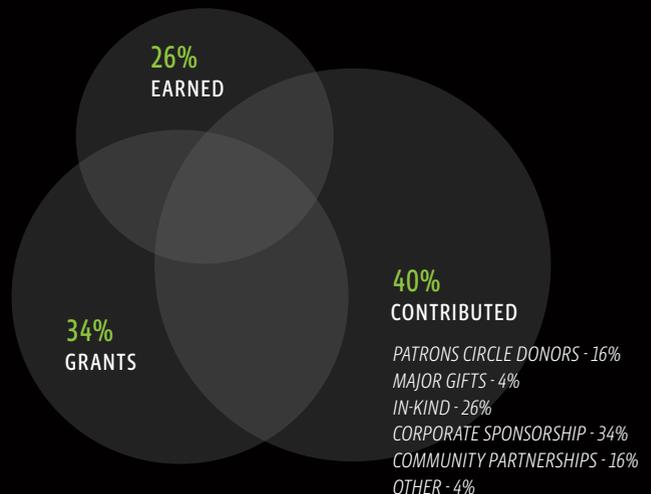
# BUILDING A SUSTAINABLE ORGANIZATION TO DELIVER ITS MISSION OF ENRICHING AUDIENCES WITH CONTEMPORARY ARTS

- **\$1.8 million budget**
- **9 permanent employees / 26 contractors**
- **19 board members / 25 Leaders Council members / 1,400+ hours contributed**
- **145 Festival volunteers / 14 Young Ambassadors / 1,910 volunteer hours worked**

## EXPENSES



## REVENUE



PuSh realizes its values of leadership, risk-taking, innovation and respectful collaboration on a daily basis, and tests itself regularly to ensure that it adheres to those values. They are not just words on a page—they are integral to every operating day at the PuSh Festival office, in our communications with internal and external stakeholders and our interactions with audiences, partners and ourselves.

In our 10th anniversary year, the PuSh Festival Society was focused squarely on the future: from our first presentation at the Vancouver Playhouse to our investment into young professionals through both the pilot Youth Program and the growth of our staff with four emerging and mid-career professionals. How far have we come? In my first year at PuSh, in 2006, our office was 250 square feet, our budget was just over \$550,000 and our staff was two permanent full-time, one permanent part-time and a handful of contractors engaged for the festival production period. This year—my last as Managing Director—we were selected as the main sub-tenant (with three partnering organizations) of the City of Vancouver's 8,500 square foot cultural amenity space at the CBC Broadcast Centre, our budget was nearly \$1.8 million and our staff is now more than two dozen full-time or part-time employees and seasonal contractors.

The organization we have built is one that leads by its values and it will continue to grow with these values as the foundation of our future work. I am indescribably proud of what we have accomplished and the community we have built around us over the past 10 years.

**MINNA SCHENDLINGER**  
MANAGING DIRECTOR

# PuSh 10<sup>YEARS</sup>

## INTERNATIONAL PERFORMING ARTS FESTIVAL ↓

### OUR MISSION

PuSh International Performing Arts Festival engages and enriches audiences with adventurous contemporary works in a spirit of innovation and dialogue.

The PuSh Festival is one of Vancouver's signature events. Produced over three weeks each January, the Festival presents groundbreaking work in the live performing arts.

The PuSh Festival expands the horizons of Vancouver artists and audiences with work that is visionary, genre-bending, multi-disciplined, startling and original. The Festival showcases acclaimed international, Canadian and local artists and mixes them together with an alchemy that inspires audiences, rejuvenates artists, stimulates the industry and forges productive relationships around the globe.

The Festival is a broker of international partnerships, a meeting place for creative minds, a showcase of Canada's best and an incubator of brilliant new work.

### VOLUNTEERS

Brendan Agnew, Jim Anhorn, Claire Antrim, Dylan Archambault, Evan Ardiel, Devika Arora, Alli Bail, Sue Barnes, Ross Bartleman, Alexa Beare, Jeanne Behre, Roxci Bevis, Deborah Blair, Dan Borzillo, Véronique Boulanger, Linda Brandt, Mickey Brazeau, Brenda Breck, Jon Brin, Louisa Brunke, Meaghen Buckley, Dean Buscher, Samuel Calvo, Evan Campbell, Joanna Cao, Anthony Casey, Nadia Cealbas, Kate Chalker, Melissa Chalkley, Emma Chang, Sabrina Chang, Hanyun Chen, Genya Cheung, Goeun Choi, Liam Clancey, Don Clancy, Karen Clare, Autumn Collins, John Conneely, Lidia Cooley, Devon Cooke, Amita Daniels, Katrina Darychuk, Jill Davidson, Craig Davidson, Deb Dawson, Lois Dawson, Anita Dhalla, Tasha Diamant, Ken Dixon, Miriam Dong, Doug Elliott, Fernando Este, Glynne Evans, Catherine Evashuk, Gail Franko, Natalie Gan, Sophie Gardner, Mary Gavan, Julie Geremia, Barbara Golden, Aliya Griffin, Johnson Guo, Issa Gutierrez, Riel Hahn, Liisa Hannus, Jen Harvey, Mary Lynn Hawksworth, Vicki Haynes, Riz Herbosa De Guzman, Anna Hilliar, Linda Hoffman, Natasha Holowachuk, Sanaz Jahanbakhsh, Karen Jang, Janet Janovick, Alissa Jiang, Gerald Joe, Alannah Jones, Maria Kaiser, Yabuz Kaya, Jessica Keefe, Alyssa Kostello, Rudi Krause, Taz Lacroix, Marc Larrivière, Alyssa Laube, Emily Le, Erica Leduc, Minah Lee, Ann Lee, Etie Leyland, Milton Lim, Michael James Limin, Rick Lin, Jill Lindsay, Claudette Lovencin, Sherry MacDonald, Chelsea MacDonald, Sheena Mair, Janine Malikian, Avneet Man, Joanna Mansbridge, Sean Marshall Jr., Ian Mass, Jordy Matheson, Emma McGuire, Berend McKenzie, John McVicar, John Mendoza, Nina Merette, Kaylin Metchie, Kaylen Mitchell, Sandra Moe, Patricia Morris, James Narvey, Rod Neuman, Rosina Neves, Chu-Lynne Ng, Anne Nguyen, Jerome Nicolask, Maddy Osborne-Wood, Emily Ostapovitch, Corey Ouellet, Andre Paris, Cleve Patterson, Nadine Pelaez, France Perras, Joel Perras, Jennifer Perrin, Dave Pham, Betty Lou Phillips, Nena Pierre, Philippe Rabot, Toban Ralston, Shiraz Ramji, Antonette Rea, Sabena Rebello, Raziel Reid, Brigitte Relova, Charlie Richmond, Lea Ricketts, Katherine Roberts, Erin Robertson, Marie Rondeau, Linda Rosas, Kayleigh Sandomirsky, Maren Schenk, Jess Amy Shead, Karen Shimokura, Lauren Schnell, Lisa St. Cyr, Madison Stoughton, Mona Struthers, Francine Su, Moe Tapp, Rowena Tate, Jamie Taylor, Scott Thran, Lilah Toker, Dario Tulusso, Chloe Traynor, Irina Vasylenko, Justin Victoor, Preetasha Vishwa, Audrey Vozel, Sandra Walton, Matthias Werder, Chris Wesker, Cora Whiting, Marilyn Williams, Michelle Williams, Robert Wilmot, Sharron Wilson, Harry Wong, Cynthia Wong, Conor Wylie, Kay Yamamoto, Beverly Yhap, Maki Yi, Alice Zhang, Kosta Zlatinis

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*OPERATIONS MANAGER:* LINDSAY MCMAHON  
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