



# The Trunkshow YYC

*Re. Imagine. Transit.*

A PILOT Placemaking Project (with Guidance from the Calgary Transit)

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## place making (v)

to capitalize on community assets, inspiration, and potential resulting in the creation of quality public spaces that contribute to people's health, happiness, and well-being. ([www.pps.org](http://www.pps.org))

## leadership (n)

*"If you want to build a ship, don't drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea." --- Antoine de Saint-Exupery*

## social enterprise (n)

are revenue-generating businesses with a twist

a social enterprise has two goals: to achieve social, cultural, community economic and/or environmental outcomes; and, to earn revenue

may operate like traditional businesses, but looking more deeply, one discovers the defining characteristics of the social enterprise: mission is at the center of business, with income generation playing an important supporting role (from The Centre for Community Enterprise). --- (BC Centre for Social Enterprise <https://centreforsocialenterprise.com/what-is-social-enterprise/>)

## I. Why a Trunk show?

The “trunk” represents journeys, passages, treasures and voyages. A “trunk show” is a mobile platform for showcasing ideas, innovations, creations, and enterprises. You do not “go to a trunk show”, because “the trunk show” comes to you. The Trunkshow YYC thus, celebrates local businesses, start-ups, artists, organizations, and concepts; and brings them closer to you.

## II. Why the C-Train Stations?

We tend to not give much significance to “transiting” because we are “just on our way”. But transit stations are important intersections in our daily commute. It connects us in many ways. I imagine being in transit can be a meaningful experience. Because being in transit is “the” journey. *Are we not all just transiting in life anyway?*

Bringing The Trunkshow YYC to public transit spaces hopes to expose journeys of peoples in our city. *Because being “in transit” is not being NOWHERE. Being in transit is where we are right now.*

## III. DATES and VENUE:

7:30 AM – 6:00 PM, 19 -20 April 2018 Westbrook LRT Station Atrium

## IV. Site (Not to Scale)



## The Pilot Cast:

**InOrbis** InterCity is founded by a brilliant young man. InOrbis is an ingenious car transport and car pooling service with Tesla Electric Vehicles fleet! InOrbis combines technology + service for the win-win and for fun-fun! You can even book your Tesla ride home from the LRT! So why InOrbis? I believe that the solutions to global issues do not come from technological innovation alone. Solutions come from the way we use technology for achieve our goals. <https://www.inorbis.ca/>

**Sponsor Energy** is "THE" socially conscious energy broker in town. They literally use "power for good!" Sponsor Energy reassures that there could be win-win solutions in giving back to the community. Do check out their red cute-as-a-button "Sparrow" Electric Vehicle and learn how to be part of our city's pool of positive energy!!! <https://www.sponsorenergy.com/>

**AirTerra, Sun Country Organics and Sun Country Highway** - Ever heard of Carbon Negative biochar and fertilizer? Or ever wanted an ultra-low maintenance grass seed so you save time and energy (and the planet) from mowing lawns this summer? (Me: Yes!) Or have you ever dreamed of riding an electric bicycle? (It's quite fun actually!) You have to speak with Tim and he might make your wishes come true! <http://suncountryorganics.com/>

**Duonamic** - Invented by 2 local maverick (and ripped) engineers, their portable exercise equipment (fits my handbag!) will get you pulling-up anywhere there's a door! And YES, they will have a door on site, so get ready to pump! And yes, healthy people = healthy citizens = healthy planet. <http://www.duonamic.com/>

**Aleppo Savon** - Husny has not only brought beautiful traditional Syrian all-natural soap "made and sold" here in Calgary. He is preserving and sharing a heritage of a rich civilization from right here!!! What an incredible and inspiring story of resilience, identity, and generosity. Aleppo Savon inspires me a lot to be brave in life and in business. He said he has some FREE SAMPLES to give away!!!! \*screams\*

<https://www.alepposavon.ca/>

**KaffeeKlatsch** - means "coffee + conversation", Jessica is our dedicated and passionate brewer and purveyor of great coffee + pastries (from fellow lovely ladies) + chats of course. Have you ever tried COLD BREW coffee?! It is coffee steeped for 24 hours to reduce the acidity making the coffee drink smooth and silky. Jessica's vision of serving great coffee in unexpected places encourages me to allow myself to be pleasantly surprised in life. Imagine specialty (single-origin) coffee on the LRT - > Something to wake up early for!!!

<http://www.kaffeeklatsch.ca/>

**The Calgary Beekeepers Association and Buzzy Bee Honey** - Meet our friendly expert apiarist in town, "Bert B." of Buzzy Bee Honey. He is a gem in the City who knows and protects our bee friends. Bert will bring an observation cell for you to say hello to local bee neighbors, and of course some local honey-sweet goodies. SWEETNESS! <http://www.calgarybeekeepers.com/> and <http://www.buzzybeehoney.ca/>

**The Canadian Artists Against Poverty** - CAP is a passionate organization dedicated to supporting the arts and artists from the most vulnerable in our community. The important work and love that they share with their programs for aspiring artists with various challenges will touch and inspire you. I am witness to the dedication that CAP has for the communities they serve. I hope you can come and meet them and support their adorable and talented artists! CAP is also supported by **Jesmic Jewelry**, which was founded by sisters Esther and Linda. Both bring their

passions and creativity to light with iridescent "Suncatchers" from natural and vintage materials. They call them "bling bling for windows and for wear"!

<https://www.artistsforthe poor.ca/> and <https://www.jesmicjewelry.com/>

**The Drop In Shelter and Rehabilitation Center** - The DI is synonymous to "kindness". The incredible role they play in our City is so invaluable. And they do it with so much energy and care and fun! I hope you can champion the work they do, support their campaigns and their clients, and help spread kindness everywhere! As we transition to a diverse and more sustainable economy, NOBODY should be left behind!

<https://www.calgarydropin.ca/>

**Energy Efficiency Alberta** - The EEA booth will be at Westbrook LRT, **20 April 2018 from 3PM-6PM**. And so if you want the latest on how we can save energy, money, and help the planet, please come by their booth and meet their friendly staff!

<https://www.encyalberta.ca/>

### **Performances from invited artists:**

Egyptian and Bohemian Belly Dance - Radwa and Kristine and Company!

Harp Solo – Teresa Rambold will serenade on Thursday 3PM – 5PM with music of encouragement

Cello Solo - Stefanos Boukis, who is fairly new to Calgary will share his music. He is a classically trained concert cellist from Greece

Visual Artist - Sergio Gaytan, Friday 5:00 PM - 6:00 PM Portrait and Drawing session for the benefit of the DI (\$25/ session)

Visual Artist - Elena Bushan, Thursday 11:00 AM - 3:00 PM Portrait session for the benefit of the DI (\$25/ session)

## **Our Vision:**

*The Trunkshow YYC is an inclusive, creative, and open platform for placemaking experiments that benefit communities, economies, and the environment.*

## **Our Mission:**

Re-imagine and transform transit spaces and experiences to promote sustainable and inclusive social, cultural, economic, and environmental well-being of the City.

## **Impressum:**

The Trunkshow YYC is a citizen-led initiative and social enterprise that works to promote and elevate transit spaces and transit experiences in the City (and perhaps, in life as well) through various combinations of placemaking events, experiments, and performances.

The process of placemaking involves time and resources from committed communities that come together with the intention to transform and create meaningful public spaces and meaningful relationships with each other.

The Trunkshow YYC is a willing connector, presenter, ambassador, laboratory for various communities, business sectors, civic organizations and/or their collaborations.

The Trunkshow YYC ventures for win-win solutions *for meaningful and sustainable transits and transitions.*

The Trunkshow YYC is registered Trade Name of The Wobbit Hole Wellness Group Inc.

[www.wobbithole.com/trunkshow](http://www.wobbithole.com/trunkshow)

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## Long Term Goals for **The Trunkshow YYC**

- 1) Engage and promote the creative community of crafters, artists, and performers for self-supporting innovative event ideas and performances in public transit spaces.
- 2) Host experiments to promote local businesses, entrepreneurs, and start-ups from various business sectors e.g. product expositions and fairs etc in transit spaces.
- 3) Collaborate with civic groups such as Charitable Organizations (CO), Not-For-Profit (NFP) associations for events that help advance their causes and social services e.g. raise awareness and funds for projects in transit spaces.
- 4) Establish rapport and long-term relationship with the Public sector (City Calgary, Calgary Transit, Province of Alberta) e.g. advocating and promoting public transportation, supplementing services in transit spaces e.g. having ambassadors on transit sites, adding and maintaining public washrooms etc.
- 5) Continually re-imagine transit...