

The background is an abstract composition of various shades of teal and dark green. It has a textured, layered appearance, resembling torn paper or a distressed surface. A faint, dark silhouette of a human face is visible in the center, with the text overlaid on it.

Behind The Mask

Public Consultation Summary

Question

Please rate your response to the following statement:

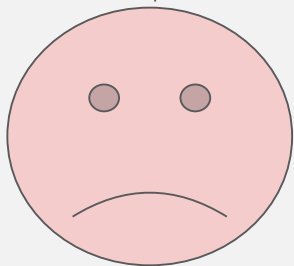
How much do you agree that visual arts are an appropriate way to communicate social issues in our community?

Answered: 342 Skipped: 11

**Vernon
Residents
Only
(303):**

6.60%

(20)



Strongly
Disagree

4.62%

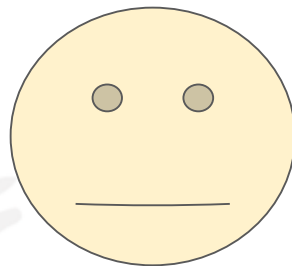
(14)



Disagree

10.56%

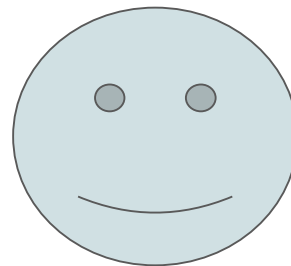
(32)



Neutral

24.42%

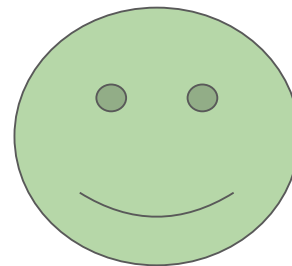
(74)



Agree

53.80%

(163)



Strongly
Agree

**Visitor/Skipped
Postal Codes
Responses (39):**

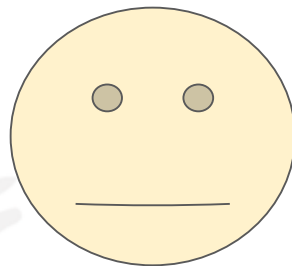
2.56%

(1)

2.56%

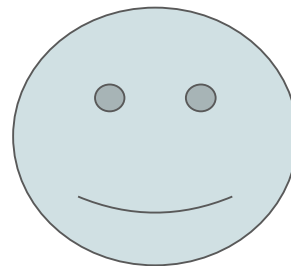
10.26%

(4)



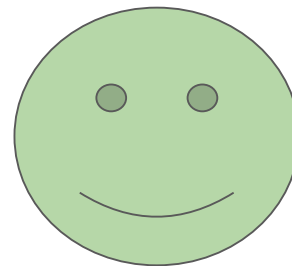
33.33%

(13)



51.28%

(20)

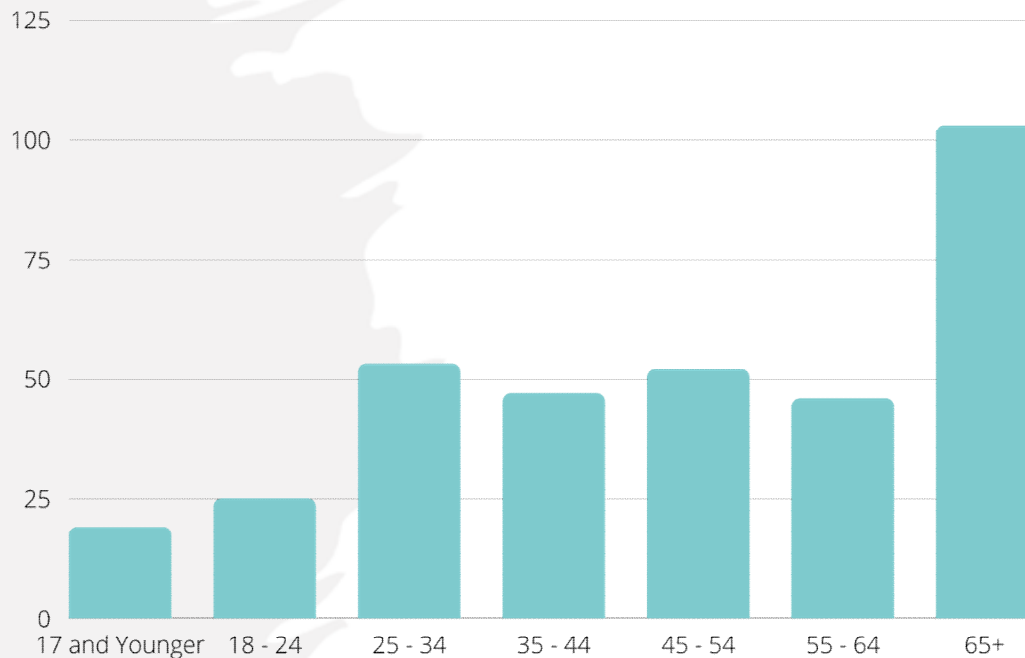


Survey Participants - Age Ranges

What age range best describes you?

Answered: 345 Skipped: 8

All Participant Answers:



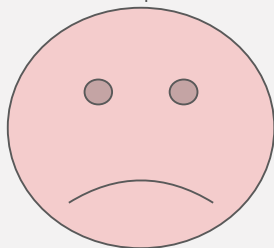
Question

Please rate your approval of the Behind the Masks exhibition (which will become Murals on buildings across Vernon)

Answered: 353 Skipped: 0

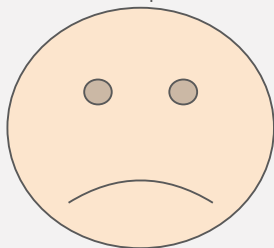
**Vernon
Residents
Only (313):**

23.96%
(75)



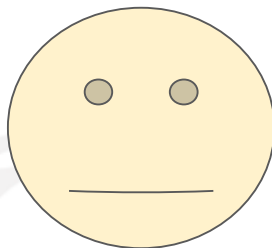
Strongly
Disapprove

6.71%
(21)



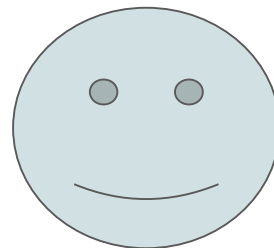
Disapprove

4.15%
(13)



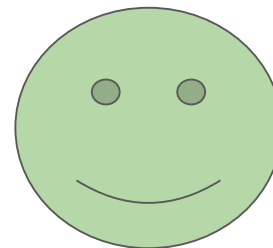
Neutral

15.97%
(50)



Approve

49.20%
(154)



Strongly
Approve

**Visitor/Skipped
Postal Codes
Responses (40):**

17.50%
(7)

7.50%
(3)

10%
(4)

10%
(4)

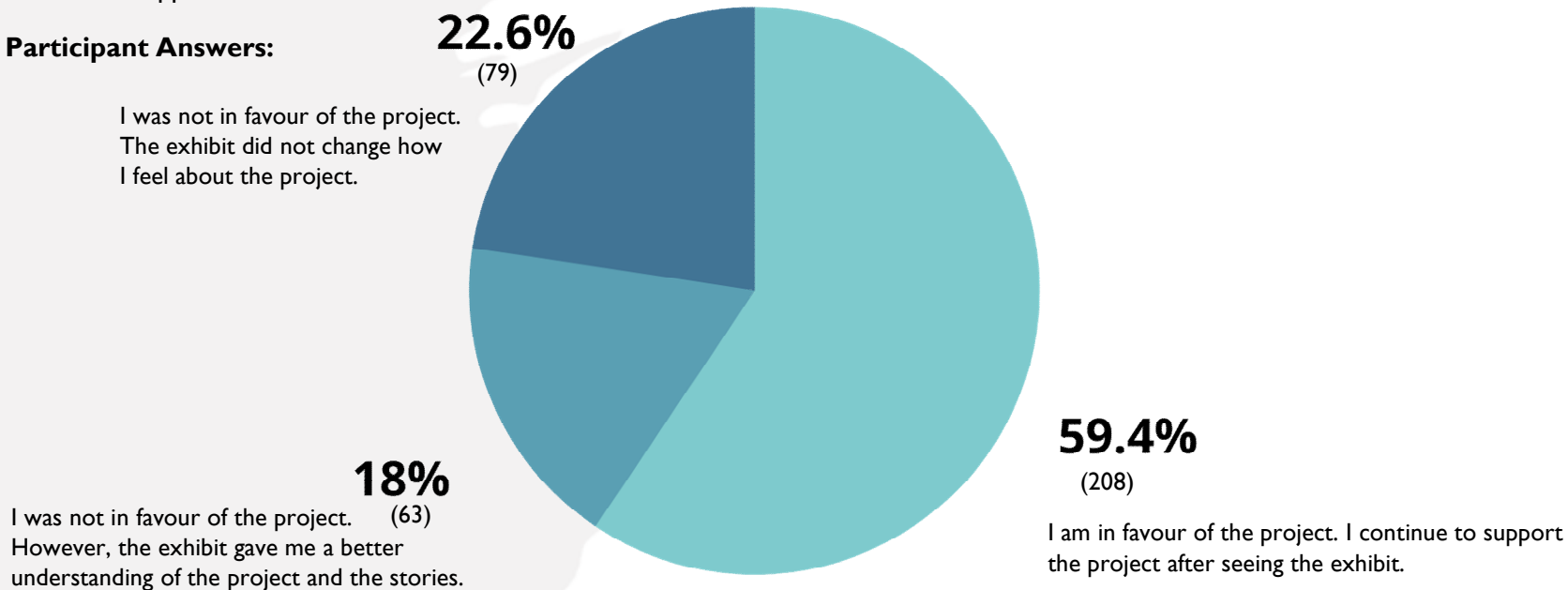
55%
(22)

Question

How did viewing the exhibition in person change your perspective of the project and the stories of the participants?

Answered: 350 Skipped: 3

All Participant Answers:



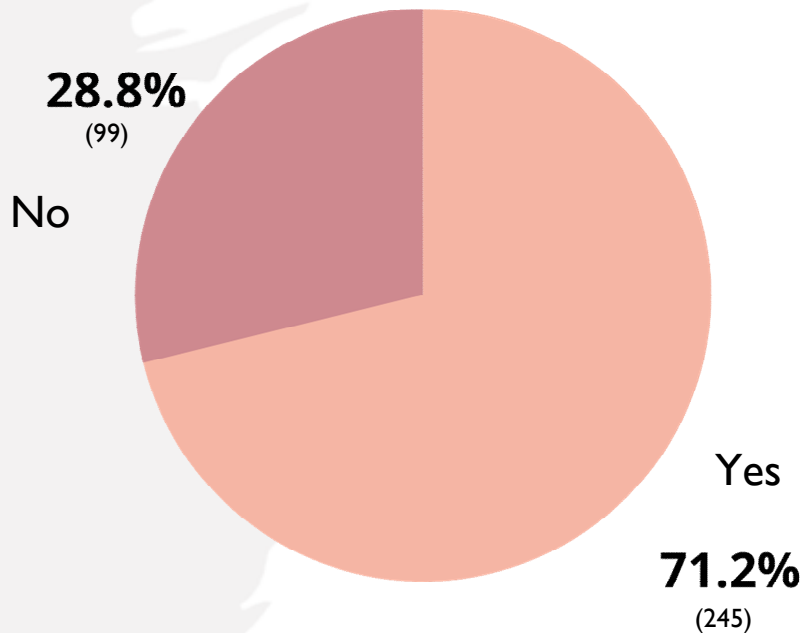
Vernon Residents Only (311 Answered, 2 Skipped): "I was not in favour. However..." (59) - 18.97%. I was *not* in favour, the exhibit did not change this..." (71) - 22.83%. "I *am* in favour of the project. I continue to support..." (181) - 58.20%

Question

Has or will the Behind The Mask project initiate conversations for you around the topic of mental health and our community?

Answered: 344 Skipped: 9

All Participant Answers:



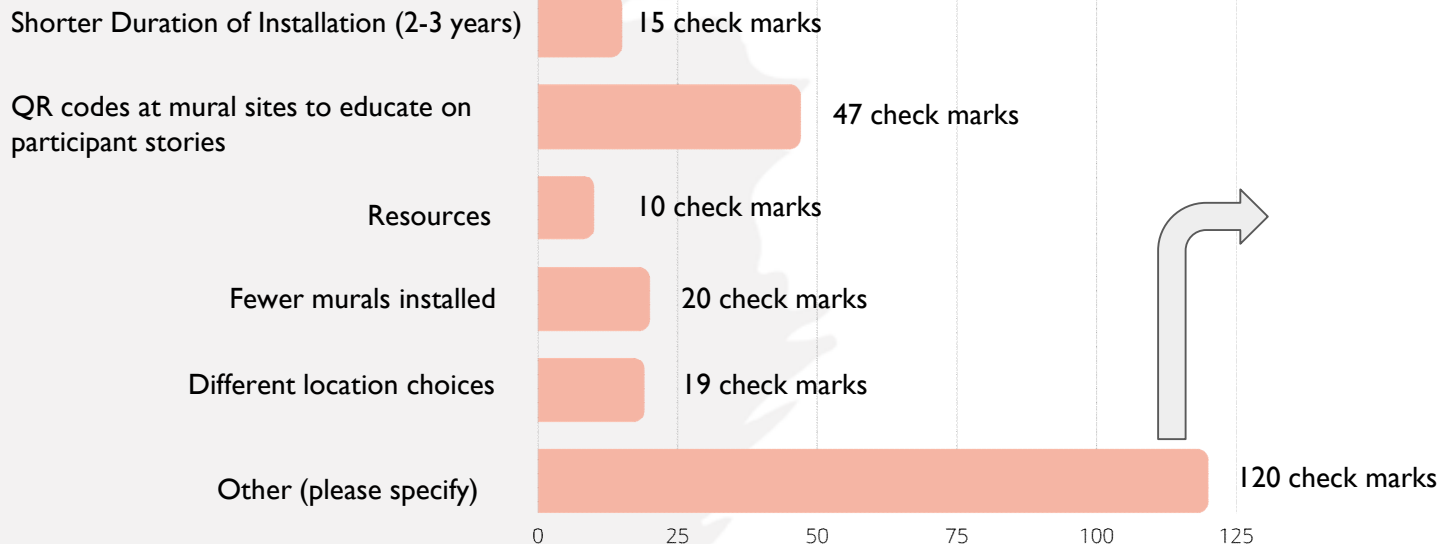
Vernon Residents Only (304 Answered, 9 Skipped): "Yes" (215) - 70.72%. "No" (89) - 29.28%.

Question

If in opposition, what actions would alleviate your concerns around the project? Check all that apply.

Answered: 182 Skipped: 171

All Participant Answers:



Keep it in the art gallery,
not suitable for murals

Objections to entire
project

Need for uplifting art or
different art in our
community

"N/A" responses (those
choosing to write N/A)

Question

General comments - please share any additional thoughts about this public art project.

Answered: 243 Skipped: 110

All Participant Answers:

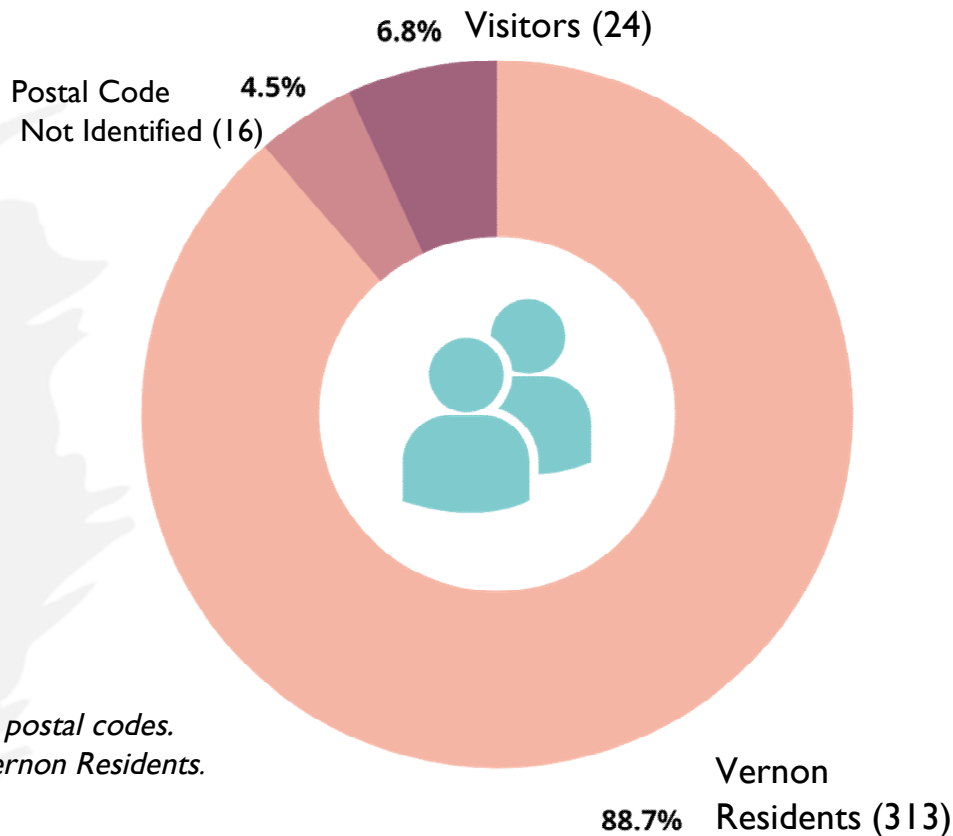
Open Ended Common Responses & Trends

- I. More than half who responded to the “general comments” question (153) left a comment that was positive in nature towards the project and murals. The following words being the most commonly used to describe the project:
 - a. “Love”
 - b. “Thank You”
 - c. “Amazing”
 - d. “Important”
 - e. “Beautiful”
- II. Of the comments that were hesitant about the project, the most common theme (41) was in favour of the project and think the project is important, but not in favour of murals being the medium.
- III. That leaves 49 comments of non-supportive nature.

Survey Participants - Locations

353 Total Survey Participants

- 313 Vernon Residents
- Visitors
 - 22 BC Residents
 - 2 Albertan Residents
- 16 postal code not identified



*Please note: Survey participants are organized by postal codes.
VIT, VIB, VIH postal codes being grouped as Vernon Residents.*

HOW WOULD YOU DESCRIBE THE MASKS AND THE PHOTOGRAPHS OF THE ARTISTS WEARING THE MASKS THEY MADE?

Difficult to interpret the emotions through the actual expression

Speechless Beautiful & Inspiring

Absolutely love this! Offers up conversation and understanding! Safe use! ♥

Inspiring and creative



lovely and meaningful

Emotional/Exceptional Thought-provoking

Very unique and funny

Very detailed, expressive, and personal

"Junior" looks relaxed

Brave's beautiful! Thank you!

dynamic bright interesting

Beautiful + Brave

AWESOME NECESSARY BUT OVERATTACHED

Brave, beautiful, poignant, important

UNIQUE COLORFUL INTERESTING

This Exhibition is young and extends I march!

POWERFUL. Really makes humanity empathetic, understanding and empathizing

So inspired and powerful! What a gift to our community!

So great! love what they had to say!

Very cool variety of masks/layers

AMAZING! HELD MORE LIVES THAN COCAINE! BEAUTIFUL

Amazing! Good to see a face! Very beautiful gallery!

Love the story behind every mask!

Also inspiring the message is vital, beautiful & hopeful. Thank you!

I think the message is really important and the way the artists presented it is really beautiful. I think the message is really important and the way the artists presented it is really beautiful.

eye catching & fun

weird and fun

CREATIVE

Thought-provoking & revealing

Brave!

Powerful!

amazing

captivating!

Beautiful!

queasy

Curious about painting

Very Brave

impactful

Important

very cool and inspiring

Eye opening

very unique

weird and cool

INSPIRING

important & representative

😊

beautiful! creative!

vulnerable

Beautiful & thought-provoking & inspiring

Deeply moving & so thought-provoking into people's feelings

WHICH MASK AND PHOTOGRAPH RESONATED WITH YOU MOST?

HIGHER SELF
 OPI
 KEVIN
 TWIDDLE BUG
 MS. AWESOMERTASTIC
 DIRK THE GREAT HUNTER
 KELSIE
 KOHAKU
 JUNIOR/JASON
 AZURA
 NONE

WHICH ARTIST'S REFLECTION (QUOTE) DID YOU FIND MOST MOVING?

HIGHER SELF
 OPI
 KEVIN
 TWIDDLE BUG
 MS. AWESOMERTASTIC
 DIRK THE GREAT HUNTER
 KELSIE
 KOHAKU
 JUNIOR/JASON
 AZURA
 NONE

HOW WOULD YOU DESCRIBE THE MASKS AND THE PHOTOGRAPHS OF THE ARTISTS WEARING THE MASKS THEY MADE?

INTERESTING

Interesting BUT how do I explain them to my young grandchild?

Beautiful, Extreme, intimate. Drawing of the respectful contemplation a artist's story. Emotion changed an understanding

Colorful! Playful Fun Beautiful! Alive

DIVERSE UNIQUE SPECIAL VULNERABLE

My granddaughters love it! We went home and painted artwork that we've made a mask!

I thought you were kidding

They're brave! But not around the community. Very good and interesting!

TOO POWERFUL TO KEEP RESTRAINED WITHIN GALLERY WALLS!

Caused me to reflect... Interesting...

An doesn't need to be funny to be powerful?

ART IS BEAUTIFUL LOVE IT

THIS PROJECT IS EXTREMELY POWERFUL AND BENEFICIAL

LINE IN THE GALLERY TO BE VIEWED. I DON'T HAVE TO GO OUT THERE.

They are beautiful & heart felt!

Appropriate for gallery & community display

Beautiful & Progressive for conservative Veterans! Important message

Intelligent & Human. Full of feeling.

Powerful - Moving - Inspiring!

Interesting, creative, inspiring, challenging, heart felt!

Moved to tears.

Display in a gallery, not in public places. Our presence makes us feel safe!

The gallery wall doesn't do it justice. Should be up on our town's walls!

Wow!

Appropriate in a gallery Not for public.

Appropriate in the gallery, NOT in the community all over huge buildings (masks, etc)

Brave

creative and personal

Depressing! Stories moving but more not for public places

Breath-taking thought-provoking - Actually beautiful

So deeply inspired by the work and shared the full range of emotions. I have the opportunity to share the importance of the work and the importance of the work.

CREATIVITY! ALSO VERY PERSONAL! PUBLIC MESSAGE! NOT JUST A PRIVATE MESSAGE! THE MESSAGE IS THE MESSAGE!

Great program! CREATIVE! ALSO VERY PERSONAL! PUBLIC MESSAGE! NOT JUST A PRIVATE MESSAGE! THE MESSAGE IS THE MESSAGE!

u/gly

Empowering

As someone that struggles with mental health, this is so inspiring - Beautiful! (actually does not look like a mask!)

Amazing display from the artist's perspective. I love that it's so interesting - Beautiful! (actually does not look like a mask!)

Eye on the mask. I love that it's so inspiring - Beautiful! (actually does not look like a mask!)

They are beautiful & heart felt!

They are beautiful & heart felt!

It's cool that they made the mask and the way they made it!

Brave! Important Beautiful

Amazing & Inspiring

Challenging in a good way. Art to make us think about another viewpoint

It's a gift to the community. I love that it's so inspiring - Beautiful! (actually does not look like a mask!)

I related to Kevin's story

Modified Proposal

- I. Decreasing timeline from 5 years to 3 years.
- II. Downsizing by taking the large one from the parkade (hwy) and relocating to downtown location.
- III. We have relocated some murals keeping in mind location and context within the community based on feedback received.
- IV. QR codes and additional participant quotes added to murals for public context.
- V. Number of murals

Option A – Recommended

Reduce from 11 murals to 10.

This is the ideal option as it includes all participants and support workers. This option also is a closer fit to the Canada Council for the Arts grant approval which was for 13 murals originally.

Option B

Eliminate murals by support workers Kelsie and Sarah. Not ideal as they are strong pieces both artistically and conceptually. Their inclusion also illustrates more clearly that mental health impacts us all in some form or by association. It is not limited to any particular demographic, but spans across all social/economic cohorts.

VERNON PUBLIC ART GALLERY

VPAG