

Welcome to chairdrie

Qualico sponsoring community art project

Plans are afoot for a new centre for the arts in Airdrie under the guise of a unique promotion called the Airdiron-dack art project, sponsored by Qualico Communi-ties and spearheaded by Sherry Shaw-Frog-gatt, owner of airdrielifemagazine, and local artist Veronica Funk.

Myke Thomas
CALGARY SUN

Funk says a new arts centre will add to Airdrie's appeal as a place to live.

"Speaking to newer families, I have learned that they've missed a community gathering place for their children, for those in our community who don't necessarily have an affinity for sports — a place where they can nourish their souls through the visual and performing arts," says Funk.

The need sparked an idea, says Shaw-Froggatt.

"Veronica and I started this conversation about a year ago about getting things happening for the creative community," Shaw-Froggatt says, "and instead of asking for help or handouts, come up with our own action plan and be a starting point

for an organization that will plan for a future centre for the arts in Airdrie. This is our first step."

The step is Airdiron-dack, a play on Airdrie and the famous Adiron-dack deck chair, which had local visual artists, as well as children, adding their artistic touches to 12 of the iconic chairs back in July.

The chairs were on display throughout Airdrie, including four showhomes in Qualico's community of Ravenswood.

"It's an absolutely fabulous project that has huge potential to grow and we are delighted to be in at the grassroots level," says Lori Masse, marketing manager at Qualico.

Funk says the project will help establish a solid arts community in Airdrie.

"People in the community want

to settle in, make this a home and that means a well-rounded society — a community filled with opportunity, including arts and culture," she says.

"These chairs are symbolic of a place to be still, or settling in and growing roots."

The chairs will be auctioned off to the highest bidders on Oct. 14, with funds raised helping to develop future space for the arts community in Airdrie.

— with files from Lauren Barr



PHOTOS COURTESY SHERRY SHAW-FROGGATT

One of 12 chairs on display throughout Airdrie as part of a project dubbed Airdiron-dack — a first step by organizers in a bid to encourage the city's arts community and, eventually, the construction of a new centre for the arts.