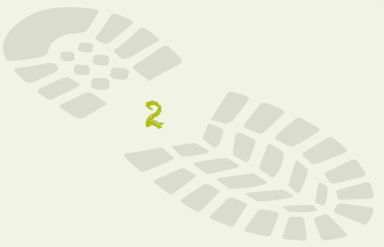




THE DARK

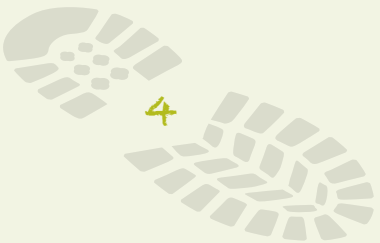
LET'S GO
EXPLORING





Open spaces are a canvas
for the imagination...
a stage for creativity...
a lab for curiosity.





More than open space, an acreage is part park, part playground, part studio and part retreat. It's where you go year-round to explore, build skills and courage, to play games, to express your creativity and to test your mettle and your muscle. Stepping out the back door can launch a child or an adult into a highly physical game, or an imaginative adventure.

At **TELUS Spark**, we are extremely fortunate to have 6.15 acres of our own diverse outdoor space at our disposal with which to stimulate the mind, body and spirit of our visitors.

The Park will become home to a range of experiences and activities for the adventurous and contemplative child in all of us. Our outdoor space will reflect the open spaces of Alberta and will encompass a range of environments dedicated to myriad styles of learning and play. Science will be the foundation of our programs, but play will be their essence.



Part wilderness,
part playground,
part classroom...



We started big. Phase One, the Brainasium, opened In August 2014. Taking up almost one acre, the Brainasium focuses on big iconic play structures, physics and sound, designed deliberately as a science playground. While challenging visitors with physical activity and body-mind connectivity, the Brainasium provokes questions and encourages problem solving.

Phase Two is now in the design stages, expected to become a reality starting in the summer of 2015. Our dream is that our natural landscape and unique environment becomes our visitors' new playground.



Whisper Dish

Phase One

Iconic Elements, Giant Play Structures, Physical Experiences

Centered around our giant climbing tower and 63-foot slide, this space mixes classic science exhibits focused on physics and sound with a challenging play environment. Interactive hands-on exhibits invite visitors to engage in body-on physical play that encourages risk taking and exploration, all the while developing the brain. High-energy, engaging physical activity is healthy for both children and adults alike.

Creative play is an essential component of cognitive and social development.

Learning through play is supported by science. Phase One has created opportunities for learning by stimulating open-ended adventure play, creating new challenges and expanding experiences while embracing a sense of physical engagement.

Five-ton
spinning rock



"I knew the
Brainasium
would be fun,
I just didn't
know it would
be important."
- a teacher

Phase Two

Captivating, Enduring, A Home for Playful Learning

The next phase of **The Park** has already begun.

Here we delve into **The Park's** landscape to highlight the underlying science behind the natural environment, climate, weather and vegetation. The expansion will be more naturalized, less explicitly constructed, to provide more opportunity to embrace play in a natural environment.

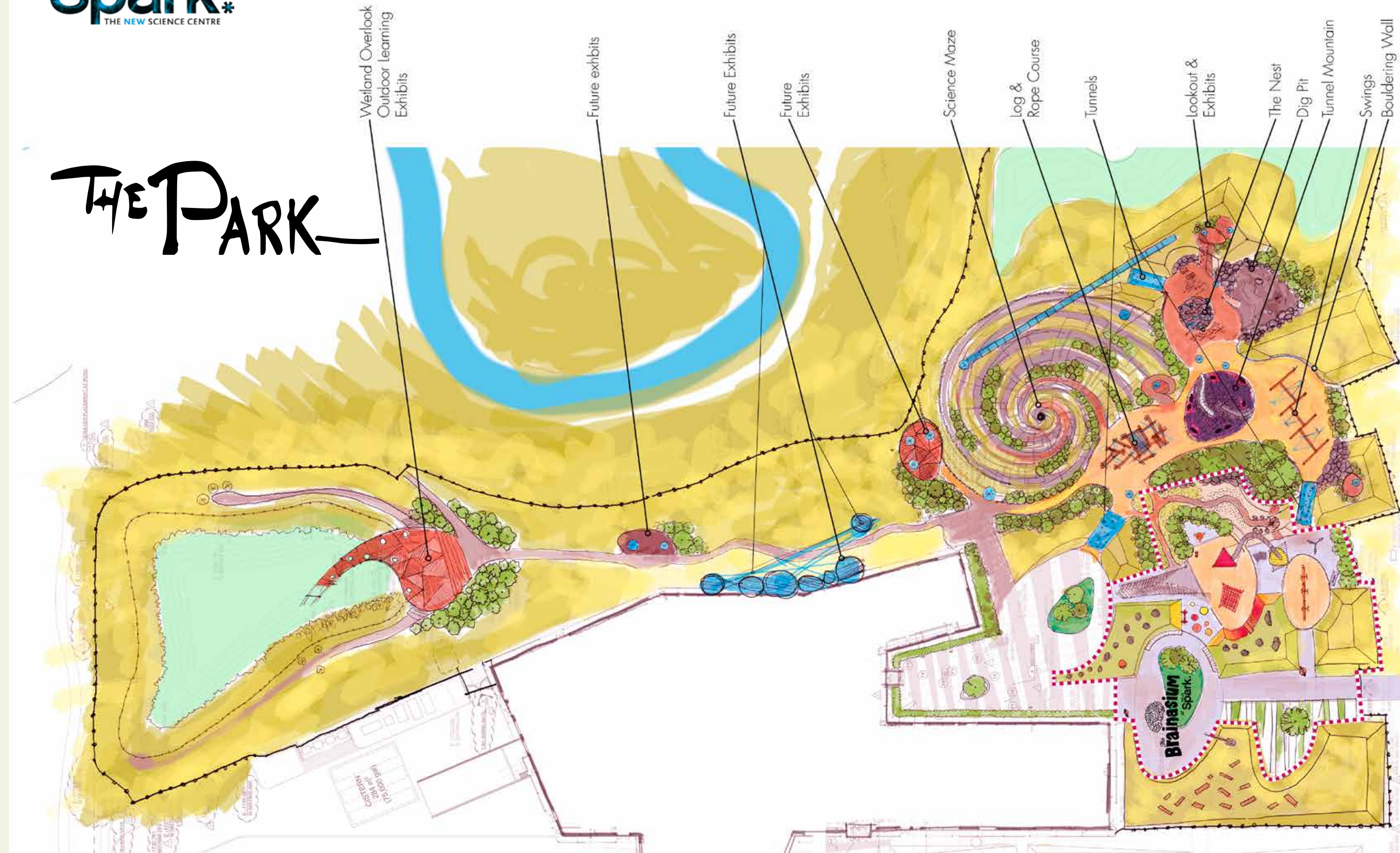
Phase Two will also be anchored to large-scale iconic forms that attract attention from afar. Open-ended adventure play develops spatial and problem solving skills, all while being physically active.

We are looking for a long-term partner to contribute their expertise and resources to help us maximize these learning opportunities.

From exploring a maze to crawling through a tunnel, peering through binoculars at clouds, to examining rock samples from the dig pit, four-season outdoor activities and experiences abound.

Visitors to The Park will come away with an understanding of the natural space while playfully exploring in an environment that contributes to their learning and brain development.

THE PARK



The Science

Researchers, educators and parents all know how critical play is for developing young brains. A growing body of research is documenting the “play gap”—a lack of unstructured play that can be a key foundation for learning and brain development. We know there is a strong connection between healthy bodies and healthy brains.

Skills developed through play at a young age are crucial for future success—curiosity, innovation and creativity all have their roots in playful exploration.



Play is
serious
business.

“Play is the
highest form
of research.”

– Albert Einstein



Feeding Curiosity

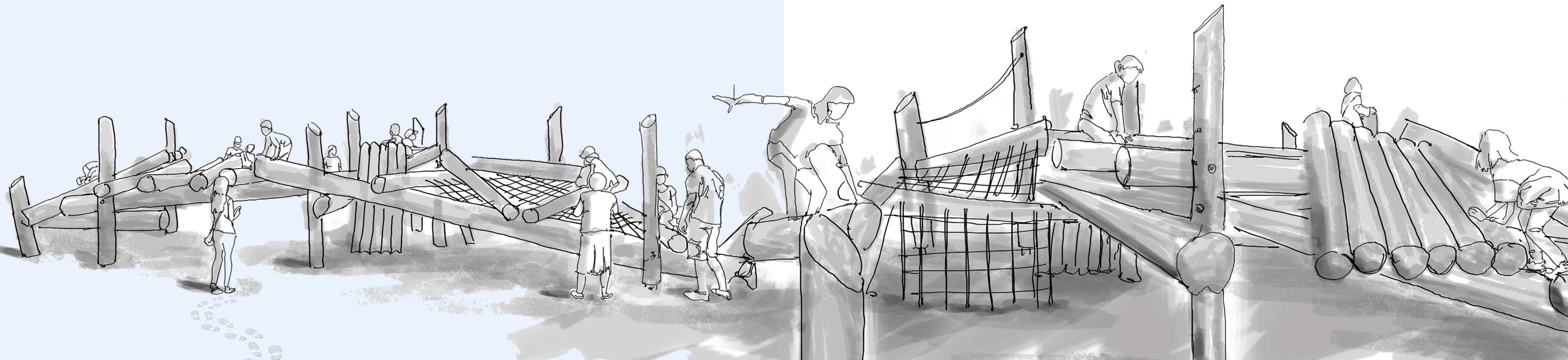
Everyone is naturally curious—we all ask questions, and look for answers. The second phase of **The Park** will foster these questions by creating a naturalized environment that will encourage visitors to explore the landscape in a playful and adventurous way. Exhibits and activities will draw energy and attention to elemental foundations—running through a prairie grass maze that shifts with the seasons, cloud spotting with binoculars, balancing blocks and logs to build a fort.

Throughout these experiences curiosity and observation will be emphasized, and in parallel the connections between the activities and brain development will be highlighted. The relevance of exploratory play to a healthy brain will be an undercurrent throughout the experiences.

Playing with Scale

Moving through the new phases of **The Park**, visitors will have the chance to explore different scales of experience. Giant swings stretch into the sky like fir trees. Shoulder high prairie grasses define the maze. Specially mounted magnifiers allow a close look at insects, seeds and snowflakes. A collection of classic science centre exhibits will connect visitors to their environment, building on curiosity and observation to trigger deeper investigation.

Highly visible, iconic experiences will draw the eyes, energy and imagination of visitors, while smaller more intimate experiences will encourage deeper, longer curiosity driven explorations.



Park Themes

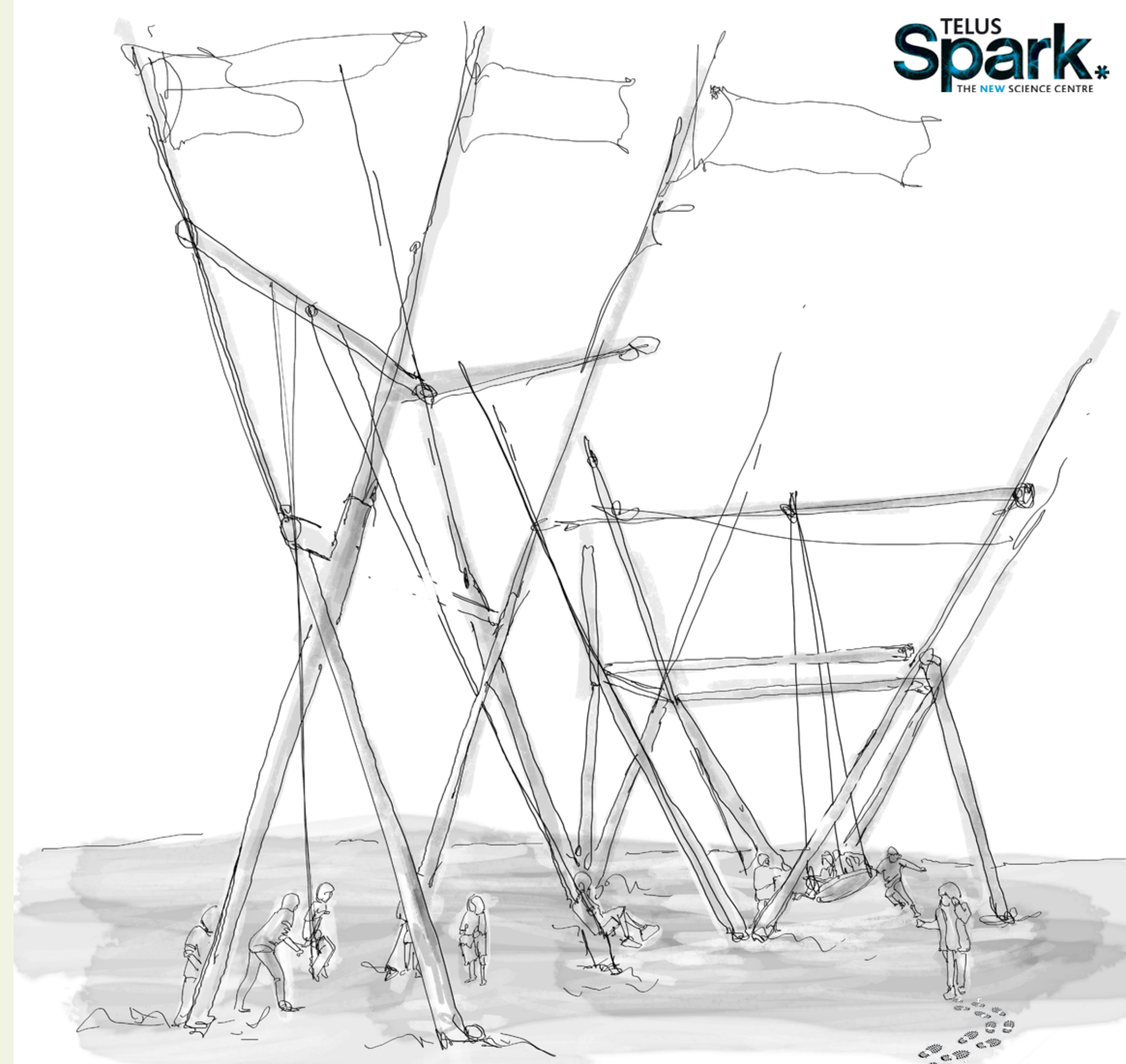
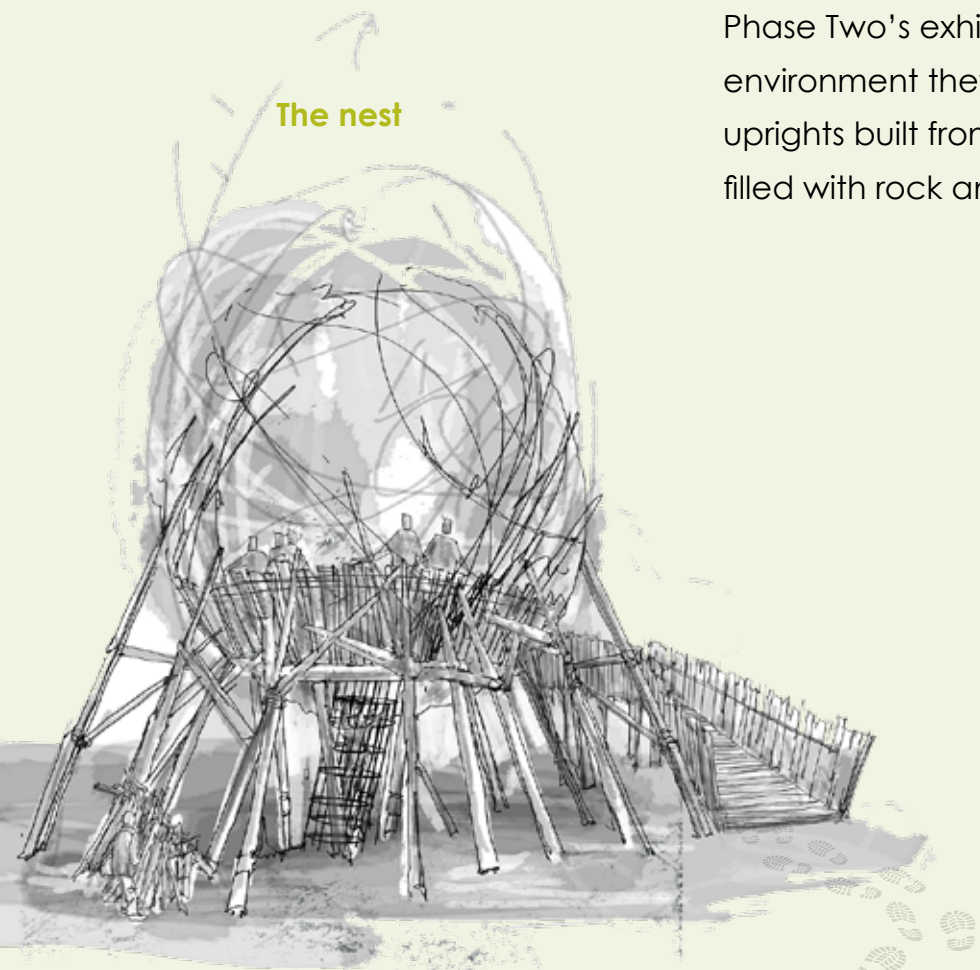
The Landscape

The natural landscape provides nooks and cubbyholes for children looking for more intimate, challenging experiences.

A combination of hardy plants and natural materials will create a series of naturalized spaces. Fences guide and direct, but do not deter. Paths can be defined by vegetation, and low split-rail fences channel movement, as well as evoking our Alberta heritage. Intimate spaces defined by the existing landscape create personal refuges, viewpoints, windbreaks or centres of activity.

Phase Two's exhibits connect our visitors directly to the environment they are playing in—a giant swing set with uprights built from old telephone poles, a shaded "dig pit" filled with rock and gravel, or a dark tunnel to explore.

The nest



The Weather

Southern Alberta delivers a unique, and often extreme, relationship with the weather. Sun, snow, wind, hail and incredible Chinook temperature swings drive our decisions on what to wear, how to spend free time and what grows best where.

In Alberta you can experience all four seasons in one day, and **The Park** will take advantage of the best that every season has to offer. Wind telltales and simple robust tools like barometers and hygrometers will be layered with digital tools that can be downloaded to a smart phone or shared by facilitators. Our visitors will explore the real measurements of our weather and see how these tools are used to predict changes. Supporting all-weather exhibits will illustrate how geography and physics drive Calgary's ever-surprising weather systems.

Periscope



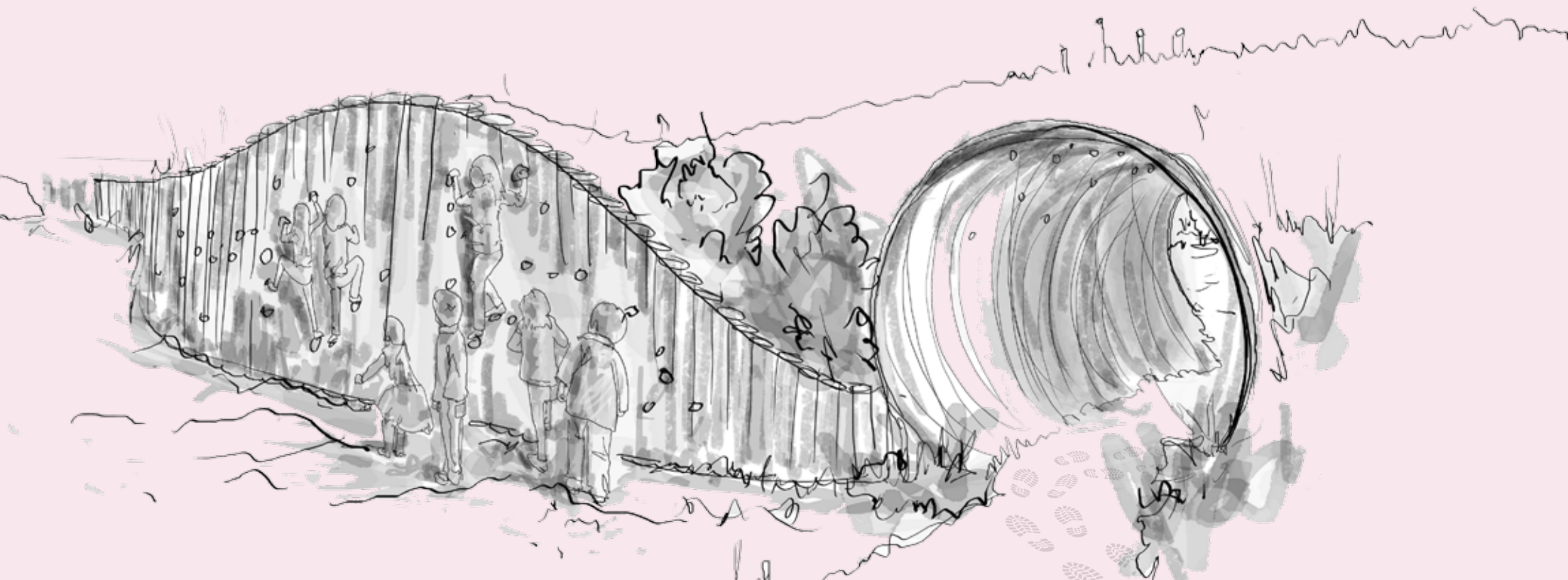
"Men do not
quit playing
because they
grow old;
they grow
old because
they quit
playing."

- Oliver Wendell
Holmes Jr.

Exhibit Design

The Park and all its new phases of development will continue to reinforce the core message of the Brainasium experience—the underlying connection between healthy bodies and healthy brains. Layered into this essential message are content elements that expand our understanding of the ecological and environmental sciences and highlight the benefits natural environments have for human psychological, physical and mental health.

Here at **TELUS Spark** we ask ourselves what new ideas and learnings the visitor takes home. Our intent is to hold a visitor's attention and challenge them in an authentic way. As a result of visitor feedback received about Phase One, we are committed to creating highly visible, intriguing and playful structures, providing experiences that are magnetic in their appeal, and stretching the imaginations of all who enter.



Future Phases

The remaining four acres will be developed in two overlapping phases. Our storm water retention pond at the north end of **The Park** has been transformed into a thriving wetland making it a destination for migratory species. This “outdoor classroom” will have guided environmental programs that focus on wetlands, environmental science and water related issues. Access platforms will allow students and visitors to truly experience an Alberta wetland without disturbing either plant or wildlife.

Along the east side of the building, a ‘destination’ iconic structure will attract attention and encourage visitors, young and old, to venture deeper into **The Park**. Themes and ideas are still under discussion—an exploration of transportation, trains, plains and automobiles is a possibility, perhaps further exploration into Alberta's agricultural resources or maybe even something of a larger scale that physically connects the Brainasium with the wetlands. We do know that the landscape in **The Park** is fragile and it is our responsibility to design and build accordingly.



Programming

Almost 70,000 students attend **TELUS Spark's** diverse curriculum-linked school programs every year. Inquiry-based learning for teachers, children's camps, Adults Only evenings and satellite programs make for even broader and more diverse audiences. The addition of **The Park** in its entirety will enable us to create many more stimulating science-based outdoor educational opportunities to engage audiences from across the province.

Timeline (Draft)

August 2014

Phase One Open

September 2014 – February 2015

Design and development for Phase Two

March – April 2015

Technical design and testing

April – June 2015

Phase two construction and installation

July 2015

Phase Two anticipated opening

July 2016

Phase Three

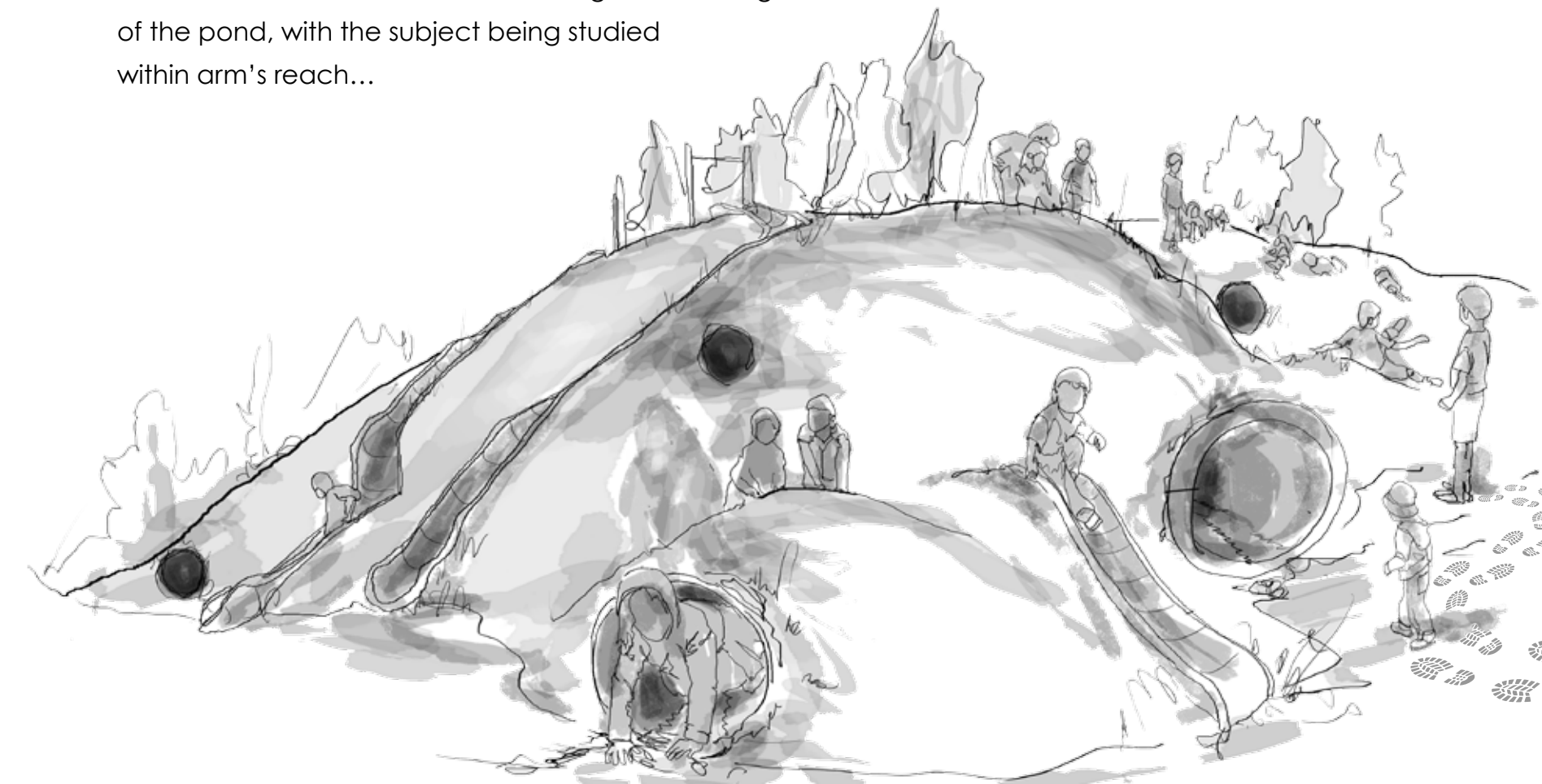
July 2017

Phase Four

A Call to Action

We are looking for like-minded partners willing to seize these acres of opportunity. What kind of environment can we develop that will engage children, adults, schools, community groups and our volunteers for the years to come? The opportunities are endless...

- » A giant blue metal tube along the ridge line that captures the shouts of playful children as they explore sounds and echoes...
- » Dark tunnels that lead...who knows where?
- » A place to get lost...and found in
- » Natural materials that allow visitors to work in groups to build their own fortress
- » And in future, an outdoor classroom right at the edge of the pond, with the subject being studied within arm's reach...



TELUS Spark: The Facts

For fun and discovery,
TELUS Spark is the
year-round destination
in Calgary.

School Programs (2014)

Program Offerings	40 and growing
Classes Delivered	1,750
Students / Year	70,000
Members	21,000
School Districts Served	17

Fast Facts

Opening Date	October 29, 2011
Project Cost	\$147 million
General Annual Attendance	360,000
Members	18,300
Social Media Reach	1 million+
Annual Volunteer Hours	17,500
Average Family Income of Attendees	\$75,000+

What?

Playground
 Discovery
 Self-expression
 Challenge
 Opportunity
 Exploration
 Wilderness
 Spatial Skills
 Connections to the Natural World
 Fun
 Learning
 Excitement
 Connection to the Earth
 Growing Things