

MINUTES

Groundstory Hamilton Advisory Convening 1.1

Players' Guild of Hamilton

May 7, 2018

Appendix 2: Empathy Map

Put yourself in the shoes of an impacted person/company and their experience with Groundstory

Empathy Map	Group 1	Group 2	Group 3
<i>Pre-map notes</i>	N/A	N/A	N/A
<i>What are they seeing?</i>	<ul style="list-style-type: none"> • Seeing positive change • Park space included • Change of empty space into useful space • Improved spaces around them • Transition of negative space into positive • Neighbourhood infrastructure 	<ul style="list-style-type: none"> • Artist run and owned facilities • Now: Rents going through the roof for apartments; no studio space • Future: A live/work building with specialized 'dirty workshops,' in which they can age. 	<ul style="list-style-type: none"> • N/A
<i>What are they saying?</i>	<ul style="list-style-type: none"> • Now need more affordable studios/workspaces! 	<ul style="list-style-type: none"> • Now: I can't afford to be an artist – I don't have room to create • Future: I feel at home here – I have a place to grow old while working 	<ul style="list-style-type: none"> • N/A
<i>What are they doing?</i>	<ul style="list-style-type: none"> • Full time art practice • Expressing these issues through their art • Lobbying for change • Searching for housing 	<ul style="list-style-type: none"> • Making art, teaching, showing • Future: going to shows, concerts, exhibitions 	<ul style="list-style-type: none"> • Practicing art • Teaching • Getting out more • Collaborating
<i>What are they thinking?</i>	<ul style="list-style-type: none"> • Am I furthering gentrification or fighting it? • Contemplating our role in gentrification 	<ul style="list-style-type: none"> • Aware of mechanisms in place • Hope • Belonging • Part of a community 	<ul style="list-style-type: none"> • Inspiration • Planning for the future
<i>What are they feeling?</i>	<ul style="list-style-type: none"> • Angry and scared but using those emotions in a creative way • Empowered, hopeful • Productive, capable 	<ul style="list-style-type: none"> • Creative, secure, part of a community • Stable • Inspired 	<ul style="list-style-type: none"> • Security and stability • Feeling free • Inspired by network • Social

Empathy Map	Group 1	Group 2	Group 3
<i>What are they hearing?</i>	<ul style="list-style-type: none"> • They would be receptive to the call for change, although possibility put off by the language, which is too corporate business jargon heavy right now BUT hopefully will change • Responses to their work • Does culture deserve this? • “Not alone,” more people recognize and relate • Participating in the success of the community 	<ul style="list-style-type: none"> • Other similar stories • “I like your work. Can I buy a piece?” • “We’re happy you live in our building.” • “I read a review of your show” 	<ul style="list-style-type: none"> • Their own news reflected by others
<i>Three things they want</i>	<ul style="list-style-type: none"> • Rent control/policy • Affordable food • Increased access to venues to sell/earn 	<ul style="list-style-type: none"> • To make artistic work and make a living from it • A network of friends and professional relationships • Secure, affordable and accessible living/working and UBI 	<ul style="list-style-type: none"> • Able to retire • Stable/affordable housing • Opportunities/belonging
<i>Three obstacles to their desires</i>	<ul style="list-style-type: none"> • Devaluing of art • Loss of venues • Surrounding growth 	<ul style="list-style-type: none"> • Low income/income precarity • Affordable/suitable public transportation • Lack of understanding of cross-sectoral alliances 	<ul style="list-style-type: none"> • Lack of public infrastructure • Changing technology • Low income
Notetaker	JT	BN	N/A
Minutes	<ul style="list-style-type: none"> • Reasonable space to live/precariously employed makes it difficult to find work/work in an artistic practice, especially if you don’t have a car • Feels – hopeful and productive • Thinks – could actually have a full-time practice; mental health is better • Sees – artistic outlet for anger and frustration • Thinks – empowered; do they contribute to gentrification? • Clarity to hear response to their art 	<ul style="list-style-type: none"> • Doing & Feeling: security; not feeling restrained; collaborating (by being situated in a space with colleagues); feeling inspired by community and being social • Thinking & Seeing: part of a community; hope; belonging • Wants: work/life balance; retirement savings; independence and relationships. Top need is to produce/make art. Some financial nets. A whole cohort coming up for which isolation would be an issue – if you’re an older artist, you need support in place. Transportation is important in this respect. 	N/A

- Peer support & realization - you are not alone
- Obstacles: Precarity / technological change – [illegible] experience with artist they learn quickly.

Empathy Map	Group 1	Group 2	Group 3
	<ul style="list-style-type: none"> • Transforming of [illegible] buildings is amazing for the community • Beautification not gentrification! • Wants: rent control/policy, affordable and accessible food • Obstacles: precarious workplace, devaluation of art, surrounding growth, loss of venues, economic changes are out of the people's control, collective impacts are difficult 	<ul style="list-style-type: none"> • Obstacles cont'd: education; there's disability issues and therefore, might be a need to move. • What would the statistics be for artists in terms of mental health issues • Make alliances – recognize gentrification, recognize that artist make desirable communities 	N/A