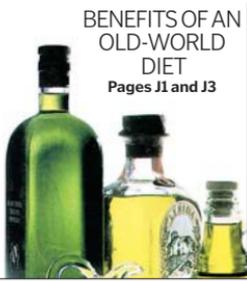


WEEKEND LIFE



BENEFITS OF AN OLD-WORLD DIET  
Pages J1 and J3



SMASHING DESIGN AT SOUTHWEST EATERY  
Page J2

HEARTLAND HITS 100-EPISEODE MILESTONE  
Entertainment, Page D1



# CALGARY HERALD

OUTSTANDING CORPORATE PHILANTHROPIST 2012

BREAKING NEWS AT CALGARYHERALD.COM

WEEKEND EDITION

SATURDAY AND SUNDAY, MARCH 2-3, 2013

## KEYSTONE XL CLEARS HURDLE IN U.S.

State Department report suggests project will have minimal impact — **Page A3**



Gavin Young/Calgary Herald

Douglas Coupland, best known as the author of Generation X, sits in front of a scaled-down mural similar to the artwork he'll be creating for the Mark condo project in Calgary's Beltline.

### Coupland's 'kaboom'

AUTHOR-ARTIST TO BRING AN EXPLOSION OF COLOUR TO 'GREY AND BROWN' CALGARY AT NEW CONDO PROJECT

STORY, PAGE A13

### CANCER CENTRE



REDFORD OFFICIALLY ANNOUNCES NEW FACILITY

PAGE B1



### SALES TAX DILEMMA

SOME SAY TIME HAS COME FOR A PST  
PAGE A4

TRAVELLING THE WORLD WITH A DISABILITY  
VALERIE FORTNEY, PAGE B2

LNG PLANS SEE KITIMAT EMERGE AS B.C. BOOM TOWN  
BUSINESS, PAGE C1

**HEAVEN ON EARTH**  
ENJOY THE SERENITY OF THE COOK ISLANDS TRAVEL, PAGE H1

**PICKING UP THE PIECES**  
FLANAGAN REMARKS STUN WILDROSE  
PAGE A4

Today 12°  
Tonight -5°  
Complete weather information Page E8  
Full index on Page A2

Thanks, Chris and Barbara Veenman for being loyal Herald subscribers! The Calgary Herald is proud to be part of the community and we appreciate the support of our readers and advertisers.

Saturday's jackpot.  
**\$30,000,000** est.  
Tomorrow's traffic jam.



welcome to cloud 649



# INSIGHT

SATURDAY, MARCH 2, 2013 A13



Qualex-Landmark illustration

An artist's rendering of Douglas Coupland's artwork to be installed in the lobby of the Mark condo project in Calgary's beltline. Coupland has done urban artwork across Canada.

## Acclaimed artist Coupland hits mark with urban sculpture

Design intended to capture city's burst of colour

ERIC VOLMERS  
CALGARY HERALD

While it may have been privately commissioned, Douglas Coupland did not get a lot of guidance when it came to designing his first large-scale artwork in Alberta.

He had a big blank wall to work with and vague instruction that it be "somehow reflective of Calgary." He took it from there. "With most walls, they'll put a fire alarm in the middle of it or do something to wreck it," said Coupland with a laugh. "So it was really beautiful."

On Friday, the acclaimed Vancouver-based author and artist revealed his design for Interpretation of Calgary in the 21st Century, a colourful 4.9-metre high by 4.1-metre wide piece that will tower over the lobby of the Mark on 10th condo building being built at 10th Avenue and 8th Street SW.

Commissioned by developers Qualex-Landmark, the piece represents the 51-year-old's vision of modern Calgary and is the latest in what is becoming an impressive collection of large-scale urban artworks Coupland has completed across Canada.

Using a target motif, Interpretation of Calgary will consist of 30 steel circles, each one roughly 90 centimetres in diameter and consisting of three coloured rings and a centre. The circles will investigate some form of flora, fauna or recognizable institutions in Cowtown with its colours, whether it be magpies, wild roses, black-eyed Susans, curling or hockey.

"My experience with Calgary, over a long time now, is that it tends to be very grey and brown and when you see colour, it's like kaboom!" said Coupland, who visited Qualex-Landmark's sales office in the Beltline Friday for the unveiling of a scale model of the condo building and an "artist's wall" that has been set up to highlight the lobby installation. "I wanted to capture



Gavin Young/Calgary Herald

"My experience with Calgary, over a long time now, is that it tends to be very grey and brown and when you see colour, it's like kaboom!"

DOUGLAS COUPLAND

those little kabooms of colour."

Qualex-Landmark announced the commission in November of last year. Both the art and the Mark on 10th building are expected to be finished in fall of 2013.

While the art will be in the lobby of a private building, the open-concept design should make the colourful piece visible to passersby as well.

It's the latest bold piece of artwork for Coupland, who is perhaps still best known as the author of the ground-breaking 1991 debut novel Generation X.

For the past decade his profile has risen considerably for his large-scale public works, which include his Digital Orca at Vancouver's Jack Poole Plaza and the Monument to the War of 1812 in Toronto, an intriguing four-metre sculpture of two toy soldiers.

That piece was also commissioned by a condo developer. Those who pay for these type of works tend to take a hands-off approach, leaving Coupland to his own imagination, he says. He likens the differences between gallery works and commissioned projects to the difference between fiction and non-fiction writing.

"I make art to be seen in a gallery and I do public work or commissioned work, which is a non-fiction

version of art," he said. "It's grounded in some aspect of reality, in this case Calgary."

Parham Mahboubi, vice-president of marketing for Qualex-Landmark, would not reveal how much the company paid for Coupland's artwork. But it will be a central focal point in the \$100-million project, itself meant to be a focal point of Calgary's emerging Design District.

"The lobby will have a three-storey atrium, which is where we'll have Alberta's first large-scale Coupland piece," Mahboubi said. "For us, that's very exciting. To have an artist of this stature creating an art piece for this project is going to really set us apart from anything else that's been done in Calgary."

Coupland was an air force brat who was born in West Germany before his family relocated to Vancouver a few years later. But his family roots extend into Alberta. His mother's side of the family were "preachers and Bible-thumpers" who lived in High River and Lethbridge, he said.

While best known as an award-winning author

[calgaryherald.com](http://calgaryherald.com)



Go online for a gallery of Coupland's condo art

— his books also include Shampoo Planet and Girlfriend in a Coma — he graduated from the Emily Carr University of Art and Design in 1984 with a focus on sculpture.

He said large-scale art pieces add life and mystery to urban centres.

"Having art in your environment just reminds you that there's more to life than doughnuts and commuting and mundane things," he said.

"I think this piece here is about going through technology to reconnect you to the organic. I guess you don't know what you have until it's gone. I do single out the States, because they do seem to have almost contempt for any form of public art. You can feel it in the texture. Something is missing. You're not sure what it is."

EVOLMERS@CALGARYHERALD.COM

AS EASY TO PARK AS IT IS TO AFFORD.



>> Get moving with these financing offers.

It's the quickest way through the city at a super-affordable price. The 2013 smart fortwo takes you there and gets you back with style and planet friendly fuel-efficiency. Visit Lone Star for a test drive today. Limited quantities are available.



<p>Monthly Finance for 72 months*</p> <p>Finance APR</p> <p>Zero%</p>	<p>Down payment</p> <p>\$Zero*</p>	<p>Due on delivery</p> <p>\$Zero*</p>
---	------------------------------------	---------------------------------------

Total price  
\$99 \$14,400

www.smart.com smart - a Daimler brand

Lone Star Mercedes-Benz 403-253-1333  
[www.lonestarmercedesbenz.com](http://www.lonestarmercedesbenz.com)

10 Heritage Meadows Rd. S.E., Corner of Deerfoot Tr. & Heritage Drive  
Mercedes-Benz Dealer Of The Year 2000, 2001, 2005, 2007, 2008 & 2010

© 2012 smart Canada, a Division of Mercedes-Benz Canada Inc. 2013 smart fortwo passion shown, total price from \$16,000. Vehicle shown with optional equipment. Price does not include taxes, vehicle license, insurance, registration, or fees levied on the manufacturer (if charged by the dealer). \*Finance offer based on smart fortwo pure available only through Mercedes-Benz Financial Services on approved credit for a limited time. Finance example based on bi-weekly payments for 72 months with APR of 0% and a total starting price of \$14,400. Bi-weekly payment is \$99 (excluding taxes) with \$0 down payment or equivalent trade-in. Cost of borrowing is \$386 for a total obligation of \$14,286. Freight/PDI, dealer admin fee, air-conditioning levy, PPSA, EHf fees, and AMVIC fee totaling \$1,909 are now included in the due on delivery charge and final purchase price. Vehicle license, insurance, registration costs are extra. Offer ends March 31, 2013.