

has been implemented) and using the spaces on Elgin Street — rented out to private businesses — for highly pedestrian-accessible purposes. These were meant for a satellite box office, space for its own retail services, a sidewalk summer bistro and an entrance connecting directly to the main foyer. As Mr. Charles Haines, a CBC Radio commentator and professor of English at Carleton University told the Sub-Committee members, the present management is not responsible for the lack of a pedestrian entrance on Elgin Street. In his entertaining style, he described the problem faced by visitors to Ottawa:

If I am from Melville, Saskatchewan, and I suggest we go to the Arts Centre, I cannot find how to get into the place. It is hidden behind a bush down there, ashamed of itself, that people act and do things like that. There is nothing on Elgin Street. There is nobody out there barking and attracting people in. I do not know why that is.⁽²¹⁾

He also had this to say on the lack of showmanship in the commercialization of the Centre:

Have it out there, conspicuous: this is what we saw. You do not have to sell dirty t-shirts. You can sell genuine Arts Centre things. Of course you can. There is no shame in commercializing. Arts were born in Medici Florence when bankers did it and the artists did it. Business and the arts are interlocked. Let us keep them interlocked, but with intelligence and with showmanship first.⁽²²⁾

The Committee urges the Centre to consider the feasibility of implementing the Hendry Task Force recommendation dealing with a better and greater physical access for pedestrians on the Elgin Street side of the building. Another highly visible and public purpose for that space would be the provision of a booth staffed by volunteers to promote their work, to solicit memberships, to raise funds and to sell gift items. This gesture would create further goodwill among its supporters and would give the Centre another means to reach its public.

Recommendation 16

- a) **That the Board of Trustees of the National Arts Centre examine pedestrian access to the building and consider providing a direct pedestrian entrance to the main foyer from Elgin Street; and**
- b) **that this entrance provide a box office and space for a boutique and for the marketing activities of its volunteers, supporters and “friends”.**