



NUNAVUT YOUTH CREATIVE COLLECTIVE



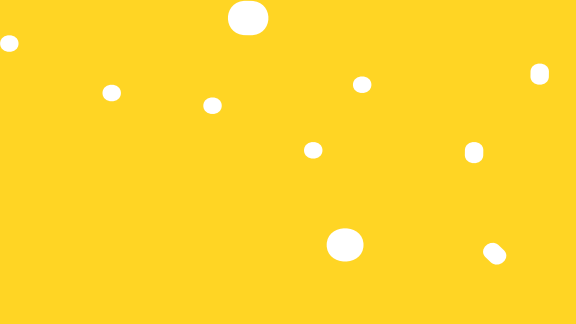
The Nunavut Youth Creative Collective won the 2022 Youth \$100,000 prize.

The Arctic Inspiration Prize is the largest annual prize in Canada. It inspires, enables, and celebrates the achievements of the people of the North, recognizing diverse teams with innovative projects in the fields of education; health and wellbeing; culture, arts and language; science and traditional knowledge; climate change; food security; and the economy.

Nominator: Adam Arreak Lightstone
MLA, Iqaluit-Manirajak

Team: Macintosh Pavia (team lead), Alassua Hanson,
Saaki Nuna

This report was compiled and created by the **Qatalyst Research Group**, with the help of Adriana Kusugak, the project team, and AIP.



WELCOME TO THE NUNAVUT YOUTH CREATIVE COLLECTIVE

The Nunavut Youth Creative Collective is a social enterprise with a simple yet profound vision to increase Inuit representation in advertising, media, and other digital art forms. The goal of collective is to create a sustainable creative agency that can take on contracts with private business, governments and other organizations.

<https://www.nuycc.ca>

CREATIVITY OF THE YOUTH



Mac Pavia, a graphic designer and photographer, is the team leader and the Chair of the Board.

Youthfulness is not just about age; it's about a mindset. It's the audacity to dream, the courage to challenge norms, and the enthusiasm to turn ideas into reality.

The NYCC agency is a celebration of this spirit by embracing the energy and fearlessness of youth and channel it into every project. With a team of vibrant, passionate, and talented individuals, the NYCC agency blends creativity with strategy to deliver unparalleled results.

The NYCC team includes five paid board members and two artists. Ninety-five percent of the board members are Inuit.

THE STOCK IMAGE DATABASE

In its first year, the Nunavut Youth Creative Collective worked on building their database of images, videos and other digital content.

250

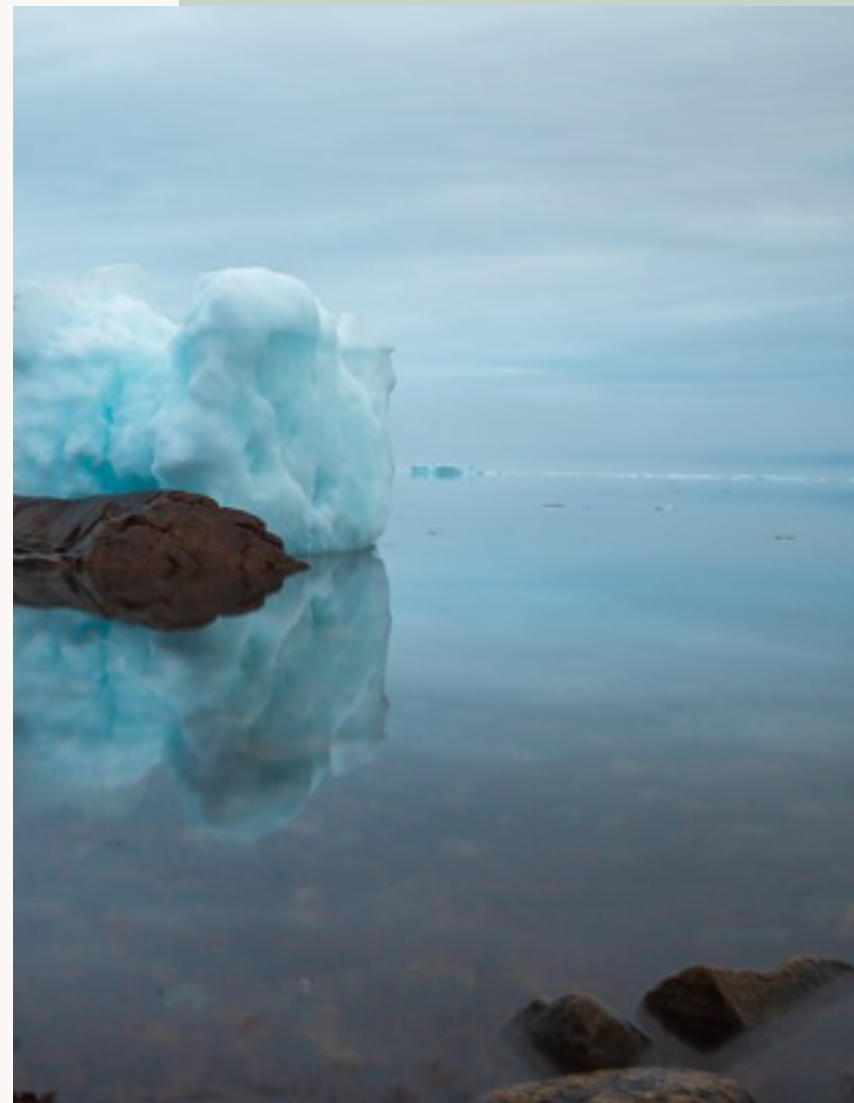
Stock Images

14

Vector Assets

7

Photoshoots



Stock Images



EMPLOYMENT OPPORTUNITIES FOR INUIT YOUTH

This includes the artists who create digital images, the photographers who go out to do photo sessions in different locations in the community, and the models that appear in the photos.

Compensation for photo sessions:

- \$200 call fee paid for just coming out to the shoot
- \$75 per hour that the shoot runs
- Shoots usually last about 4 hours

Some of the models are college students and have used this work to help them pay for their college expenses

To date, over 50 people have participated in the project.





PARTNERING WITH NORTHERN ORGANIZATIONS



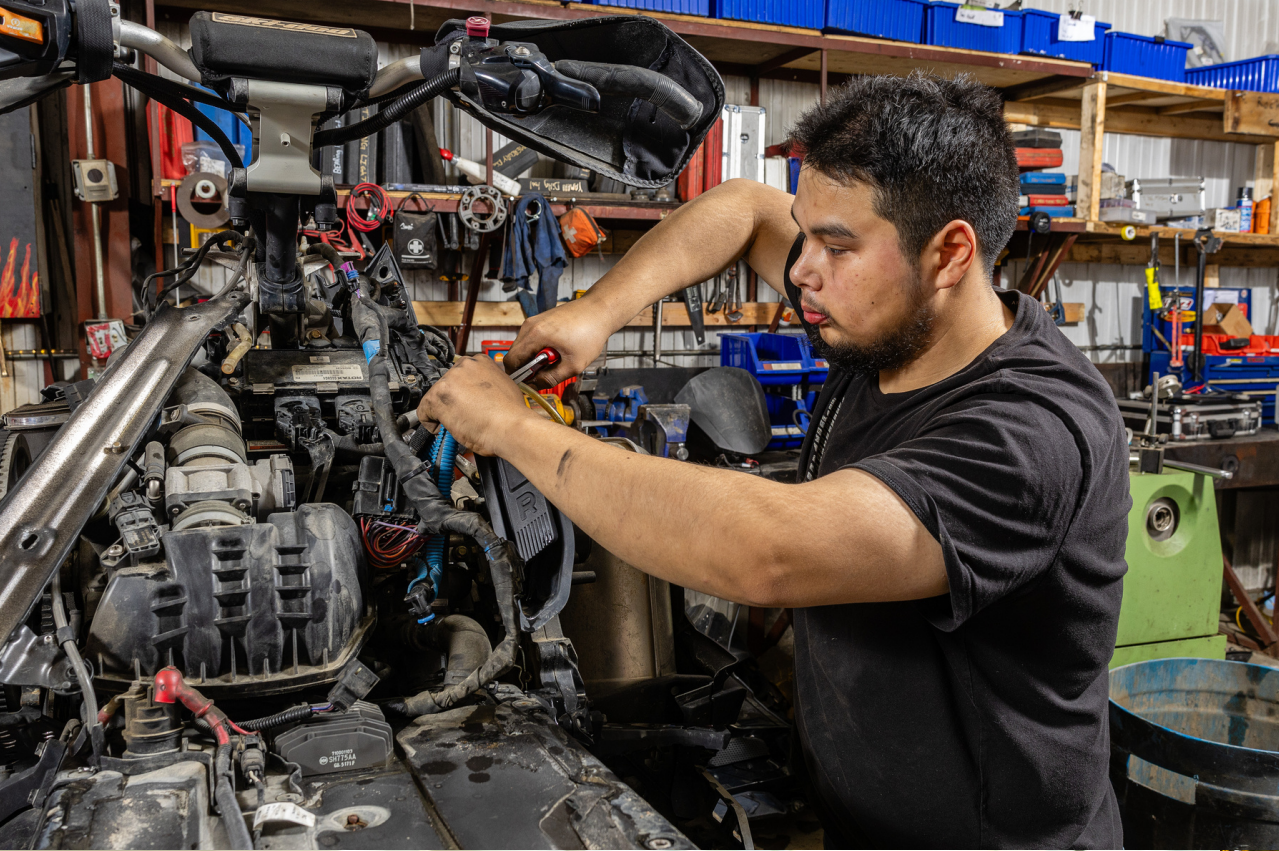
The **Legal Services Board of Nunavut** contracted the NYCC to take unique images for the site. The NYCC was able to keep the images for their database and contribute to growing their collection.



Three photo sessions were completed with the **Nunavut Disabilities Society (NDMS)** for use in their promotional and out reach materials.



The City of Iqaluit invited NYCC to photograph their newly opened offices, contributing to a curated collection of local stock photography.



ARCTIC VISUAL REPRESENTATION OF PEOPLE AND THE LAND

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“This one session, aside from him [Elder in a wheelchair] getting paid like \$700 after the fact and a free boat ride he was able to be out on the land. And while we were out there, they caught a seal so that alone really I think made a difference and definitely did leave an impact where it’s just the act of us going out and collecting these photos you know we brought someone who may not very often get the chance to go out on the land.”



LOOKING INTO THE FUTURE

Currently, the NYCC is hard at work building their website. The plan for the website is for it to be a place people can navigate, search for images, and pay a licensing fee for using the images and designs.

Their stock photography and custom work services are available to community organizations, non-profits, businesses, other designers or creative agencies, marketing firms or even the general public.

“Ultimately, we would like to train people in graphic design. The idea would be that we partner with a post-secondary institution for an accelerated micro-credential, that way people are getting a certificate out of it.”

- Mac Pavia

