



CASE STUDY

Gallery Opaque

Location:

634 Brunswick St. Fredericton, NB.

Contacts:

Sheila MacPhee

Products and Services:

Art Industry

Date of Case Study:

November 6, 2008.

Achievements:

Everyday, sometimes without anyone even noticing, art is created; whether from the splatter of nail polish falling onto a white carpet, or from a glass patio table being blown over by the wind. One person, Sheila MacPhee, does notice though and in fact can find the beauty in almost every accidental art creation. She calls it “Eco-Art”, and prides her line on the usage of recycled material as the dominant feature, such as the glass from her blown over patio table! Her son Joshua also draws on environmentally conscious tactics for inspiration and helps his mother manage Gallery Opaque where both their art is showcased.

Although a small art gallery, Gallery Opaque is making a big difference in how Frederictonians view art. Having implemented an efficient recycling program, and promoting an active transport strategy, Sheila and Joshua have integrated environmental responsibility with artistic creativity. Getting tile manufacturers to donate their discontinued samples, and salvaging fudgesicle sticks, Sheila encourages reusing materials to create an art line like no other.

Already a Green Shops member with 14 credits, Gallery Opaque is quickly climbing towards Bronze status and towards being a “green” gallery. Sheila and Joshua are passionate about Fredericton and how we treat our environment, their contribution to “greening” our city is not going un-noticed. Next time you’re downtown, stop into Gallery Opaque to see the beauty in recycling!

Currently Implemented Actionable Items:

1. Using high efficiency CFL bulbs
2. Implemented a recycling program
3. Promote and active transport strategy
4. Install a programmable thermostat
5. Install timers on all non-essential electrical appliances