

Goulbourn Recreational Center Gallery X Proposal

PROPOSAL

We, the GRC Gallery X Steering Committee, propose that a visual-arts gallery space be included in the GRC as part of the planned expansion currently underway.

Modeled after the thriving Foyer, Atrium, and Kanata Civic galleries, a GRC gallery would follow the successful partnerships of City of Ottawa recreational and arts initiatives. Vibrant progressive societies support the arts; the Goulbourn and regional citizenry need the voice that visual arts provide.

The GRC should be providing space for local visual artists because Stittsville and Goulbourn are expanding rapidly and currently have no arts center. A City art gallery would strengthen the bond between the rural communities and the rest of Ottawa, while expanding the local art scene and giving a face to the far west of Ottawa.

The proven model of the Foyer and Kanata Civic Galleries shows that with just the 60 current artist volunteers, the City fosters not only goodwill for and integration of visual arts to a broad range of citizens with diverse socio-economic backgrounds, but:

Benefits from 3,120 volunteer hours, worth approximately \$55,000

Receives over 480,000 visitors in the galleries per year

Mounted 102 art exhibits in 2006, and

Engages young artists in the community, demonstrated by the 110% increase in participation in the Young at Art Program at just the Foyer Gallery location.

While clearly cost-effective and economically viable, there are stronger, qualitative reasons for increasing access to art publicly. A public gallery denotes a quality of life and culture for its City. Unlike private sector, City programs are about citizenry and access. This creates good will in the community, and a central focus to the urban plan. In addition, it gives the complex an identity as the community focal point and as a broader gathering place than simply a pool or rink. It fosters a centralized community plan and will assist in the development of the community as Goulbourn/Stittsville grows.

A gallery is an opportunity for the City to develop partnerships in the community, with business and educational institutions. This symbiotic relationship will encourage the arts and local artists, while satisfying and supporting educational and cultural programming priorities, encouraging participation in City-run educational programs, such as the Nepean Visual Arts Center. Moreover it is a draw for those who may not already be users of the facility into a taxpayer sponsored multi-use facility.

We are suggesting a partnership that simultaneously benefits the city and services the local community. Creating an autonomous artist run Gallery is the modern, progressive choice for a City.

Gallery Mandate:

The GRC Gallery X will be an independent, non-profit public art gallery/space, committed to the presentation and interpretation of art for the benefit of the Ottawa Region.

This will be an inviting gallery showcasing original works of art created by a juried group of emerging and well-established visual artists.

The art will be unique and professional, yet still affordable.

Visitors will appreciate this friendly, accessible gallery that will be staffed by knowledgeable artists.

The Gallery will increase the awareness, appreciation and promotion of the visual arts in the community. It will provide a diverse and rewarding experience for artists, patrons and visitors.

The Gallery in the Community:

GRC Gallery X members are committed to working in partnership with the Nepean Visual Arts Centre (NVAC) and the GRC Parks and Recreation staff to develop recreational visual arts programs for all ages and levels. An example of this collaboration is the successful service-delivery partnership between the artist-run Foyer Gallery with the City-operated NVAC, where instructional arts programs are offered to citizens of all ages and all skill levels. In 2007 alone, this partnership hosted 2,674 participants at 303 art programs and activities at the Nepean Sportsplex.

For a quick start on establishing recreational arts programming in the area, it is recommended that a proposal be made to the NVAC to hire GRC Gallery X artists to teach courses on their behalf. The NVAC has access to suitable classroom space, it would further diversify its teaching network, and it provides teaching opportunities to the artists. When the GRC Gallery X opens, visitors will not only be able to see original art, they will be able to meet the artists and see them in the classroom. The benefits of linking the artists with the visiting public will not only increase accessibility, but will generate a greater awareness of City programming and ideally encourage participation.

Gallery Structure:

Initially 30 juried artist members, selected by an arms-length peer review committee
Establish a formal executive to plan and manage the day to day operations of the Gallery
Call to Artist is to be open to the general public, advertised broadly across the region through arts and non-arts based media.

Proposed Gallery hours:

Wed - Fri, 1pm - 8pm

Sat- Sun, 10am 5pm

This is equivalent to 1 sitting shift per month per artist, based on a minimum of 30 active members.

Twelve (12) family-friendly shows a year, plus special events, artist demonstrations, vernissages, meet the artist evenings.

Sample scheduling:

Themed shows, January, March April, June, September, October, and November (sample themes could be: water, environment, movement, etc.)

Holiday Gift show December

Young at Art in May

A minimum of one (1) show for rural or aboriginal arts initiatives (e.g. West Carleton Artists, Kitigan-Zibi Algonquin artists, etc.)

Two (2) other juried shows for visual arts groups in need of Gallery space (e.g. RA Photo Club, OMMA, Manotick Art Society, etc.)

Design Elements:

The structural design of the gallery could be modeled after the Atrium or Foyer Galleries.
Adequate size (750-1000 sq. ft.) enclosed space with a locking door, featuring glass panels for gallery visibility and exposure.

Heated and air-conditioned.

A tubular support structure from the ceiling with museum quality adjustable lighting, and a hanging system of moveable panels suspended from a grid system.

On the walls - hook and chain on wall track and carpeted panels to hang the paintings on.

Art and shows will be accepted and displayed following Foyer Gallery professional hanging procedures.

Possible Gallery Locations in the GRC:

The committee believes there are number of possible areas in the GRC which a suitably sized gallery could be situated:

A re-configured foyer area. This area includes the double door entry area next to the pool and the small "dry seating" area outside the pool glass wall

A re-configured hallway area

A new adjunct building on current green space in front of the GRC

Gallery Revenue Sources:

20% commission on all art work sold in the galleries

Yearly membership fees of \$100 per artist (est. \$3,000 to start)

Jurying fee (\$25) for submitting artists

Rental fee for outreach to visual arts groups in need of gallery space (est. 3 shows per year @ \$1000 per show = \$3,000)

Young at Art Program: Foyer Gallery and Kanata Civic Gallery (City of Ottawa)

Young at Art is an exceptional opportunity for young visual artists between the ages of 13 and 19 to reach out and experience a citywide juried art exhibition. "Young at Art" 2008 marks the third year of participation by youth artists from east, west and central Ottawa and continues to grow from its beginnings at the Kanata Civic Art Gallery 12 years ago and the Foyer Gallery with its local-school arts award program for over 8 years.

Works selected for "Young at Art" are displayed in Ottawa community galleries and award winners are often invited to show at private local galleries, welcoming them to the professional visual arts community in the National Capital Region. Prizes for outstanding work in various categories are presented at a separate awards night for the east, west and central areas of the city. Awards include the Mayor's Award, Counselor Awards, and recently sponsored awards from local professional artists and businesses, such as Don Monet from the Cube Gallery, nationally-recognized artist David W. Jones presenting on behalf of Canadian Artists' Representation/Le Front des artistes canadiens (CARFAC), and Corel Software.

This on-going program is building as the arts and arts programming in the City grows, thanks in part to the "Young at Art" program. Encouraging young artists to participate through their schools is only one aspect - engaging parents and families in participating with their budding artists in visiting local galleries and recognizing the quality of local talent has been an enormous boost to the arts community. Moreover, "professionalizing" the program with an awards night, including distinguished guests and many well-known national artists, encourages young artists and their families to continue to support the arts.

Most children when they are young express themselves through art, however, at an early age developing talent further it is often discouraged in lieu of sports or academia. "Young at Art" recognizes and rewards youth where art is their passion and they may not receive honours for their other pursuits. This creates confidence

and there are many success stories for students who continue in visual arts programs at colleges or universities. For those who choose more traditional professions, such as engineering, commerce and architecture, passion for visual arts and participation in a "Young at Art" program rounds out their resume and is a strong statement of their abilities. At most, "Young at Art" is a launching point for future professional artists, at minimum it encourages and expands participation of interested youth and their families in their local arts community.

"Young at Art", while being one of the of the only on-going city-wide visual-arts festivals for youth in North America, has distinguished itself in the community with over 300 submissions representing over 50 local school reaching all social and economic backgrounds. This year's awards were not only covered by local and regional newspapers, but also enjoyed exposure on television news (Rogers Cable 22). One of the benefits for the program is that each participant's work is professionally photographed, juried and hung in a professional gallery, securing exposure not only on the galleries walls but through the media; newspapers, magazines, television, and the Foyer Gallery website at www.foyergallery.com

The overwhelming response has created a need for more gallery space. In 2008's edition, the Program welcomes two additional civic galleries to assist in exposing as much talent as possible and distributes the richness across the region. In addition to the three-week shows in each of the 5 venues and the awards night, this year the Foyer Gallery will host the all-star gala show featuring the award winners from across the City, uniting talented visual artists from across the region and the viewing public in one central location.

GRC Gallery X Steering Committee:

Terry Sametz	Chairman of the GRC Gallery X Steering Committee, President of the Foyer Gallery, Professional Artist, Visual Arts Commentator for CBC Television Ottawa and Rogers Cable 22 TV Ottawa
John Madden	Past Chairman of the GRC Gallery X Steering Committee, Owner of ART MAD, Artist
Gerald Smith	Member of the Kanata Civic Gallery, Member of the Foyer Gallery, Juror, Teacher at the Ottawa School of Art, Artist
Beverly Ashford	Member of the Kanata Civic Gallery, Juror and Fellow of the Ottawa Watercolour Society, Artist
Louise Barker	Member of Kanata Art Club, Artist
Sue Perley-Robertson	Co-Chairman of the GRC Gallery X Steering Committee, Member of Kanata Art Club, Artist