

CURATORIAL REPORT

Submitted by Ewa Chwojko-Srawley

January 21, 2019

for period October 16, 2018 – January 21, 2019

Note: Since March 2018 it was decided that the curatorial reports should be submitted every three months instead of monthly. Therefore, this report covers the period stated above.

SUMMARY

- **Exhibitions, October – January**

There have been two main exhibitions in this period: Paul Harpley with Janet Harpley-Aco (Oct.21 – Dec2), and the Juried Art Show, *Figures of the Mind* (Dec.9 2018–Jan.20, 2019).

The next exhibition (*From the Turtle Island Collection of Indigenous Art*, collection of Dr. Paul Morgan) is being hung this week.

- **Satellite Galleries**

There has been great activity at all the satellites! The KidzArt show was hung at the Peter Gzowski Library (Sutton), Tom Zsolt's photography was hung at the Pefferlaw Library, and Annette Westlake' work was hung at the Central Library in Keswick. Three new shows will start at the end of this month.

- **Exhibition Schedules**

Schedules of the exhibitions for 2019 and 2020 are complete. Updated versions are attached to this report.

- **Curatorial Volunteers Initiative**

Jackie Diasio and I are working on a *Recycled Art Exhibition* that will be scheduled for the August-September 2019 timeframe. More about this in the next report.

- **Insurance**

Extensive discussions with the Collection Committee on how to insure the collection. Joan Tadier will present the conclusions to the board.

- **Collection database**

On going work updating the system. The intention is to have all data about every artifact listed in the database.

- **Promoting our Artists**

To create more 'community' among our member artists, I am compiling biographies and images that will (eventually) be put on our web site. Ongoing work.

- **The Palette**

The winter edition is available in paper format at the front desk of the Arts Centre and will

be available on the web site as soon as possible. Many of our patrons inquired about online version, so I saved each page of the publication in a jpg format and posted on Facebook.

NOTE: The deadline for the submission of articles for the spring edition is March 10, 2019. Please note this date and submit a paragraph or two!

- **Social media**

There are regular posts on a daily basis on 3 platforms – Facebook, Instagram, and Twitter. I provide images and information for this.

- **Web site**

It is updated as much as possible.

- **Diverse Tasks**

There are several tasks that are ongoing and daily. See the list in this report for details.

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General comments

Promotion: I am committed to promoting the Gallery, and especially the exhibitions and the collections. To this end I write short articles for the Metroland, and some are printed in Georgina Advocate. The next one is scheduled for Jan. 31, and it will be promoting the FROM THE TURTLE ISLAND show and the gallery’s own Indigenous collection (*see Exhibitions*). These articles are published online, and sometimes they also appear in the printed newspaper.

Social Media

I submit material for regular posts on a daily basis on 3 platforms – Facebook, Instagram, and Twitter. Interaction with the users is constant, and we always get a lot of comments! For example, the latest Facebook metrics show that the gallery has 1275 followers, and 1299 total page likes. It is interesting to see that the majority of our followers is in the 45-54 age bracket. See image.

Instagram has 973 followers, Twitter has 994 followers.

Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Angell Gallery	5K	▲0.1%	10	21
YOU 2  Georgina Arts Centre & ...	1.3K	▲0.2%	8	117
3  Ontario Water Centre - ...	898	0%	0	0
4  Georgina Pioneer Villag...	786	▲0.3%	0	0

Image 1: Comparative performance of our page and posts

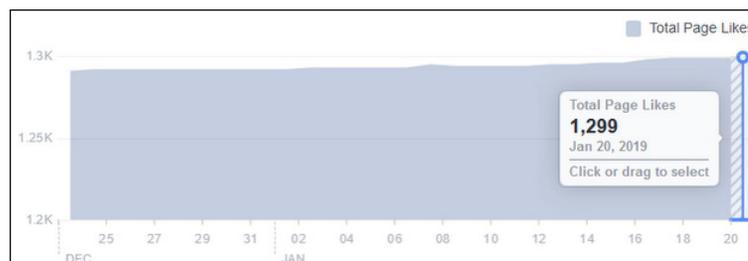


Image 2: Total page likes

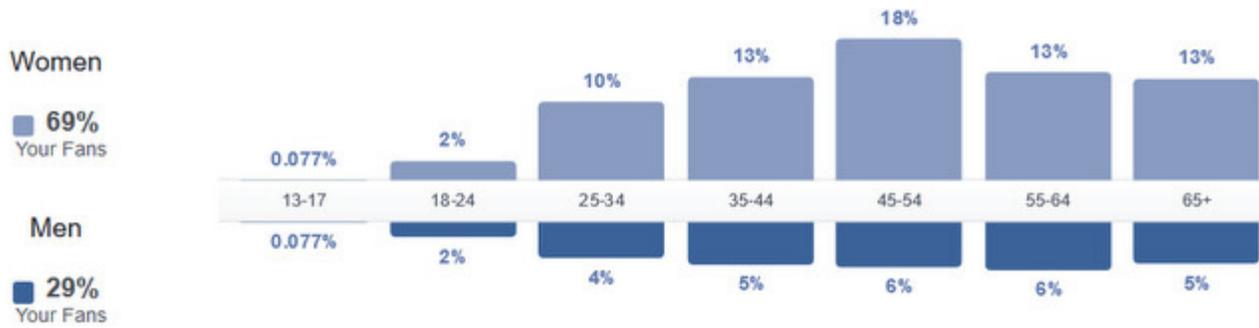


Image 3: Demography

The social media posts involve gathering and editing information, together with relevant images, and planning a balance of posts so that there is representation of each art or craft, children, local artists, Indigenous art, *etc.* I document events, classes, and so on, and submit images with information to Nathanael, who deals with the technicalities of social media.

Web site

I have updated as much as possible.

Exhibitions, October 2018 – January 2019

- The exhibition *Places Near and Far* by local artists, Paul Harpley and Janet Harpley-Aco ran from October 21 to December 2. At the opening reception, Paul Harpley gave an informative tour which was greatly appreciated. He returned 2 weeks later to speak to the members of Club 55.
- The Juried Art Show, *Figures of the Mind* ran from December 9, 2018 until January 20, 2019. It was one of the biggest juried art shows in my many years of curating the event. One of the best things about it was that it attracted many new artists from Georgina and farther afield. In total, 45 artists submitted 63 works.



Satellite Galleries

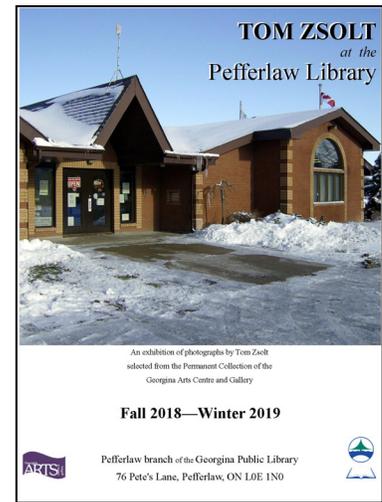
The current exhibition at the Peter Gzowski Library (KidzArt) will be replaced this week by photographs by Karen Watson.

Tom Zsolt has an exhibition of photographs from the GAC Permanent Collection at the Pefferlaw Library. There was no specific theme for this exhibition – it is a mix of portraits and landscapes – and therefore the title of the exhibition is very generic. I created a catalogue which includes not only small images of the works but also a paragraph or two for each photograph, giving some of its history and explaining how to look at it and what to look for.

The Central Library at Keswick has hosted a show of the paintings of Annette Westlake since October 2018. This will be replaced by a show of paintings by Elizabeth McLean at the beginning of February.

General comment:

I am very pleased with the activity at the satellite galleries! It has been continuous in all three venues over the twelve-month period January 2018 – January 2019. As I hang the shows there are always some patrons on the library who come and tell me how much they enjoy these displays. It is also an excellent way to promote awareness of what the Georgina Arts Centre is doing, and to promote our local talents.



Exhibition Schedules

Schedules of the exhibitions for 2019 and 2020 are complete. I am working with each artist (or group of artists) on details. There will of course be our standard exhibitions that recur each year: the Juried Arts Show, the Georgina Creative Group Exhibition, and the KidzArt exhibition.

Promoting our artists

I am compiling profiles of our artists (members of the gallery) which will be available online on our website, as soon as that may be possible. The problem is that the web site is not suitable for this, and so the publication is on hold.

The purpose of this is to create an atmosphere of ‘community’ for our member artists, and give them a platform to display their work which is less formal than an exhibition hung on the gallery wall.

The Palette

The winter edition of The Palette it is available in paper copy in the gallery shop as well as on Facebook in a jpg. version.

Work for each edition includes gathering material, writing articles, editing submitted material, soliciting texts, organizing information, designing the layout, and manipulating and formatting graphics. All of the technical part is done using the computer application called Publisher.

- Board members please note: If you would like to submit material for the spring Palette the deadline March 10, 2019!

Database

I am in the process of adding collection room shelving references to the database of Permanent Collection artifacts. The work of Sabrina Chianelli has allowed me to add these references (when she was curatorial assistant she installed a system whereby each artifact has its own place on the shelves).

There have been some unexpected technical problems with the application that underpins the database (MySQL), but these have been resolved. Uploading the information is easy, and just requires a lot of time! I will do this bit by bit over the next few months.

As usual, diverse tasks have included:

- Creating marketing materials
- Writing promotional texts for local media
- Submitting free ads, online and newspaper
- Creating promotional materials for social media, and in-house
- Documenting Gallery events/classes etc. for promotional purposes.

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Ewa Chwojko
January 21, 2019