



AGM

centre[3]
for print and media arts

**Annual General Meeting
2013/2014**

MANDATE

Centre[3] for Print and Media Arts is an artist-run centre dedicated to promoting print and media arts in contemporary artistic discourse. As a production, exhibition, education centre and animator of community arts, Centre3 supports both traditional and experimental print media and media art practices. The centre encourages research and innovation and provides forums for discussion and examination of critical and theoretical issues. Centre3 supports artists in the development of their professional endeavours and acts as a resource centre for the visual and media arts community.

**MESSAGE FROM
Executive Director
Chair of the Board**

Dear Members,

As Centre[3] approaches a decade of serving its community through visual and media arts, art education, and community arts, our artistic, social, and economic impact continues to be overwhelmingly positive and essential to the continued growth of this great community.

Over the past year, our dedicated Board has focused on visioning and sustainability by exploring various innovative models. As Chair of the Board, Centre[3] would especially like to acknowledge **Julie Shea** for her unfailing leadership, vision, and tireless effort over the past decade. Although Julie has decided to step down from the Board, she will continue to serve Centre[3] by developing the Art Circle membership and exploring avenues that will connect Centre[3] with the greater community. In addition to the Board, our dedicated staff have been tirelessly committed to carrying out the vision and mandate of Centre[3]. Each staff member goes above and beyond to ensure that Centre[3] continues to serve as a viable and engaged space for our community. As Centre[3] continues its upward mobility, the first steps of the Succession Plan have been put into motion. We are pleased to announce that **Thea Faulds** has been promoted to Operational Manager of Centre[3].

Financially, we have seen an overall increase of 25% in revenue: with a 16% increase in earned revenue, a 25% increase in raised revenue, and a 40% increase in awarded grants (public funding). Similarly, expenditures have increased as a result of increased community programming.

Exciting innovative advances include the incorporation of a new Media Arts Centre at Centre[3]. A total of \$100,000 was awarded to Centre[3] from the Department of Canadian Heritage and the Hamilton Future Fund, for the purchase of specialized media arts equipment. In order to house the Media Arts Centre at 173 James Street, the administration and programming team was relocated to the second floor of 126/128 James Street North.

Programming continues to sustain a professional level by showcasing art in Centre[3]'s Main Gallery from talented local, provincial, and national Canadian artists. In order to better serve our artist members, the Members' Gallery was relocated to the front of the building, and has now become a dedicated space for showing members' work in a series of twelve slots per year. Feedback was very positive and well received by our artists. In addition to a dedicated space, we have updated and reformatted the Artist Members' Information Handbook, which now clearly outlines the equipment and programming offered by Centre[3], including the newest developments.

PROGRAMMING DIRECTOR REPORT

It has been another great year of exhibitions at the Members and Main gallery spaces, as well as at a number of off-site functions. Many exciting transformations have occurred over the past year, with more in store for the future.

Recently, the exhibition schedule for the next three years was restructured to accommodate changes in our programming structure. This provided an opportunity to redefine our focus at Centre[3] in a more clear way. The Main gallery will continue to serve as a platform for Canadian Artists to exhibit and partake in their visual discourse. The programming strives to bring innovative artists and ideas to Hamilton providing the foundation to artistic discourses. Whenever possible, artists' talks are given and workshops are scheduled.

With so much to do and so little space to do it, Centre[3] is continuing its offsite programming with increasing success. This year we held our Function Keys conference, a three-day event with speakers, workshops, artist showcase, and live performances, at The Spice Factory. In 2015, we are working with the city for a Pop Up Art gallery on Barton Street to correspond with the Pan am Games.

It has been some time now that the member's gallery has been relocated to the street-front location, with the main gallery behind it. Allocating the galleries in these manners

conveys the dedication we have to our membership; you are all foremost in the decisions we make. By having our member's gallery as a focus point, we are showing our visitors that our members are placed front and center at Centre[3].

The past year has seen one outstanding exhibition after another in the Members space. Its success has proven those local artists are the lifeblood of James Street. Up to now the Members space has also served as a place for special and community exhibitions as well. Starting in January we are devoting this gallery to members only. The space will now have one exhibition a month, each with an art crawl, thus providing more opportunities to exhibit the great and diverse talent we have right here. Additionally the Main Gallery will host a member exhibition in August that is curated by a member. This is an excellent way to provide first-hand experience to artists and curators alike as to the processes involved in creating and fulfilling a themed exhibition in a formal gallery.

In closing, Centre[3] continues to meet the needs of its membership and community by bringing new ideas and facilities to Hamilton. We hope to continue to foster the growth of the developing arts district in Hamilton by supporting its artists and our wider community.

Ingrid Mayrhofer,
Programming Director

Andrew Butkevicius,
Chair of the Board

MAIN GALLERY

2013/2014



September 2013

Interactive

Annie Baird, Donna Szoke,
Ricardo McDonald



January 2014

Blue Prints

Colin Lyons, Christian Chapman,
Carlos Granados, Ocón Dax,
Morrison Jennifer Linton



October 2013

CT - International Print Biennial

Cross section of artists from
Cuba and Canada



March 2014

Perspectives from Above

Jeanette Johns



December 2013

Small is Good annual members' show

Cross section of members



March 2014

ED103: A three-part exhibition by C.Wells

C.Wells

ART EDUCATION REPORT

Engaging and Educating Hamilton's Children & Youth through the Arts

Over the past 12 months, Centre[3] implemented various Art Education programming to over 10 schools in Hamilton's core and surrounding areas. Our main focus was on high-needs schools including Hess Street, Dr. Davey, St. Lawrence, Benetto, Sir John A MacDonald, Helen Detwiler, Cathy Wever, Lawfield, and Lynwood Hall Compass Program, collectively reaching well over 1000 children and youth. Additionally, Centre[3] bridged programming with new community partners including Wesley Urban Ministries, Wever Core, Centre Francais, and Today's Family.

Centre[3]'s Arts Education program brings professional artists into the schools and schools into the studio, in an exploration of how the visual arts can be an essential form of communication through creating both traditional and contemporary art. This past year, we were able to achieve new heights in a wide-range of programming, including:

Seeing With Memory, 100 students

Seeing with Memory is a project that employed Native Artist Shelley Niro's artwork to further awareness of, and appreciation for, Aboriginal knowledge through movement, printmaking, and photographic activities. Students were encouraged to depict objects that connect their own personal experiences and cultural heritage to the themes in Shelley's

work, and/or their own interpretation of the human condition in war. Findings from this project were documented in a Study Guide and re-distributed to various schools in Hamilton Wentworth.

Jamesville Hub, 800 students

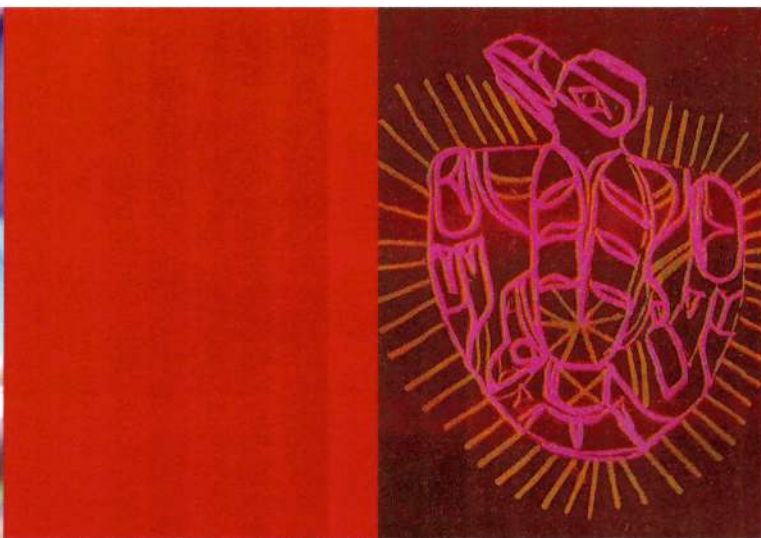
Jamesville HUB receives recurring annual funding from the Hamilton Community Foundation's Neighbourhood Action Grant Fund. This program builds on relationships with students, teachers, and schools that Centre[3] has worked with for the past 8 years. For many of the program's 800+ students, this Centre[3] field trip is one they look forward to all year. The HUB children's' anticipation of this annual program is very rewarding as it shows that the students remember and value this experience from previous years.

Eco Art, 200 students

The ECO Art project is delivered in partnership with the Hamilton Naturalist's Club, connecting printmaking to environmental themes. This program introduces students to wildlife in its natural habitat, which is then visually represented through individual and collaborative art pieces.

Today's Family Adventure Camp, 100 students

This past summer, Centre[3] partnered with Today's Family



to further integrate art into their summer camp programming. Each week we were joined by a group of 15+ adolescents who designed and screen printed their own custom made t- shirts.

NuDeal Fall Semester, 10 students

This past September, Centre[3] fostered the transformation of the NuDeal program into a 12-week Media Arts course, wherein disenfranchised youth learn to design, produce, market, and sell various media arts projects. This course is currently in progress and the graduation and awards ceremony will take place on December 19, 2014.

Wesley Urban Ministries' After School Art Program, 50+ children and youth

Centre[3] has recently partnered with Wesley Urban Ministries' Newcomer Youth Support Services to provide weekly afterschool programming to its Government-Assisted Refugees who are 6-21 years of age. This project is currently in progress and has helped connect youth to the arts, and to each other, as well as to strengthen their English-speaking skills.

These special programs would not have been possible without the generous funding and contributions from The City of Hamilton, The Hamilton Community Foundation, Turkstra Lumber, ArcelorMittal Dofasco, Samuel Steel, The Trillium

Foundation, and The Ontario Arts Council, in addition to our community partners.

Although these workshops were delivered with the generous finding through different project grants, our lovely and hardworking art education team at Centre[3] consistently use the arts as a vehicle to connect, empower, and inspire children in the City of Hamilton by engaging in a visual dialogue that stretches their imagination. They are given an opportunity to perceive, respond, and communicate through their artwork, offering each individual a chance to experience a sense of self-accomplishment. For many of the participants who struggle with traditional forms of learning, communicating, and/or expression, Centre[3] offers an opportunity to experience success by learning through the arts.

Becky Katz,
Education Coordinator

MEMBERS' GALLERY

2013



September 2013

Áine's Jungle

Maureen Steuart



November 2013

FAUXtography

Dave Heidebrecht



October 2013

**This Is The Day
Your Life Will
Surely Change**

Neil Sharpe



December 2013

**QEW/403 West to
Hamilton**

Matt McInnes

2014



January 2014

Mexico Obscura

Linda Joyce Ott and
Claudette Losier



April 2014

RBC Emerging Artists

**Small Things With
Great Love**

Abena Asomaning

Bone Shaker

Mackenzzy Albright



February 2014

**Hockney's Tree
Tunnel - Looking the
Other Way"**

Eileen Shannon



May 2014

**Colour Infrared
Photography**

Andrew Butkevicius

Emergence

Stewart Heneberry



March 2014

In Relation

Susan Kordalewski



August 2014

Ebb & Flow

Laine Groeneweg,
Claudia Perrone and
Karen Bergsteinsson

NU DEAL REPORT



This past year was the third for Centre[3]'s successful *Nu Deal* program - a 17-week silkscreen program for youth in transition. The *Nu Deal* program has secured 5 years of funding through an Ontario Trillium Foundation grant. Through this grant, youth are able to design and produce silkscreened products and sell/market their wares during the James Street North Art Crawls. Other moneymaking opportunities arise through local printing jobs, design competitions, and post-graduation opportunities with Centre[3]'s retail and production space. *Nu Deal* youth gain invaluable experience in design, production, entrepreneurship, and marketing research.

Nu Deal continues to have a positive impact on participants, inspiring change, unveiling hidden talent, and encouraging re-engagement. As the program passed the halfway point since its inception, sustainability measures were taken. With a high retention rate and successful outcomes for youth, the Hamilton-Wentworth District School board (HWDSB) saw potential synergies forming between HWDSB and Centre[3]. The outcome of this partnership was a parallel *Nu Deal* program that offered academics opportunities. Participants were able to gain compulsory credits like English, Visual Art, and Business through this unique program model. Subjects like English and Business were taught through art, and some of the many positive outcomes included re-engagement,

information retention, and increased self-efficacy. This program has effectively proven that art is a powerful tool, and a need in society. As the program continues upward growth in popularity and program sustainability is considered, steps have been taken to secure funding from the HWDSB. This past year *Nu Steel*, a collective created by the graduates of *Nu Deal*, was granted funding by the Laidlaw Foundation to produce a youth-led zine (magazine) called "Outsiders." This provided youth with yet another opportunity to publicizing their work and in turn gain new skill sets and improve confidence.

The *Nu Deal* program has exhibited a great deal of success over the past two years and continues to grow in popularity. This successful program has been responsible for transforming the lives of the participants by creating a significant impact on their future endeavors. *Nu Deal* has influenced students to expand their education, continue to evolve artistically, and strive towards careers in the culture industry. Looking ahead to the future, *Nu Deal* will continue to shine a light on many new participants to come.

Victoria Alstein
Nu Deal Coordinator

COMMUNITY ARTS REPORT

Re Brand Hamilton, 100 youth

ReBrand was a youth-based project that was implemented over the course of 16 months, concluding in May 2014. ReBrand was held in collaboration with OPIRG McMaster, NGen, Notre Dame House, NuDeal, and the Workers' Arts and Heritage Centre. In a series of workshops, the youth explored sites and attractions in the city of Hamilton, mapped their experiences, and created images to print their own promotional materials for Hamilton.

Artists/Facilitators: Sara Salise, Becky Katz, Ingrid Mayrhofer, Samille Janelle, Hannah de Jong, Alexis Liu, TJ Charlton, Bridget Hryc

Funded By: The Government of Ontario's Ministry of Tourism, Culture and Sport.

Seniors Connect: Life Lessons, 200 seniors

Centre[3]'s team of community arts practitioners worked with seniors from retirement homes and community groups across Hamilton, using art to empower and encourage them to share their knowledge of life skills: workplace, home, community, social, and cultural knowledge. This project has provided seniors the opportunity to create, produce, and present their visual voice to our community, and share their strategies in maintaining a socially, cognitively, physically, and emotionally healthy independent life—reminding us that seniors are valuable assets to our community.

Partners: Atrium Villa, Shalom Village, Ancaster Senior Achievement Centre, ACCA, North Hamilton Community Health Centre, North End Breezes, Mount Sinai Hospital, and Caroline Place

Practitioners: Ingrid Mayrhofer, Amelia Jimenez, Becky Katz, Marci Katz, Jody Boston, TJ Charlton, Amanda Lemus, Cornelia Peckart, Anne Marie Cooper

Funded By: New Horizons For Seniors, Canada's Economic Action Plan

Home (-) Great White North, 100+ New Canadians

Centre[3] recruited immigrant artists to pair up with a local community partner whose members are either immigrants or refugees—new Canadians. The creation of images or objects that community members identified as relevant to their own family's experiences, culture, and survival, helped them discover their own community's values. Exploration of what objects they would bring from their country of origin to Canada, and what items they would leave behind; drawing on these themes acted as a springboard for constructive dialogue in the concept of the "hyphenated home".

Partners: Wesley Urban Ministries' Neighbourhood and Newcomer Services, OPIRG McMaster The Guatemalan Working Group, The French Centre, and AFH-Asociacion Fraternidad Hispana.

Artists/Facilitators: Ingrid Mayrhofer, Amelia Jimenez, Delio Delgado, Matt McInnes, Becky Katz, TJ Charlton

Funded by: The Ontario Arts Council

Becky Katz,
Community Arts Coordinator



PRINT STUDIO REPORT

FACILITIES



It's been a fantastic year in the studio with lots of great things to report on.

First and foremost, I would like to thank all of the new and long-time members of the studio for making it an incredible place to be! It is a great pleasure to go to work with such a wonderfully dynamic and unique group of printmakers.

This year, we saw both floors of the studio undergo a major re-organization and re-vamping. This included the addition and removal of unused equipment, re-configuration of the layout, and the addition of new work surfaces. All of these are important factors in how printers can make what they make. With some heavy lifting and a bit of organization we really hit the mark and to this day we're continuing to make the studio that much better. Member who have been in and using the studio regularly have done an incredible job of maintaining it and in many ways improving an already fantastic workspace.

On the heels of these physical changes to the studio we have also seen in improved set of systems for Health & Safety. This year, the Ontario Government rolled out new regulations concerning workplace safety. To meet these new directives we have been looking at ways in which we can make a safer work environment for our members. Many of our systems were already in place and moving forward it is simply been a matter of continuing to promote and recognize areas of safety improvement in the printmaking environment.

2014 has also been a fantastic year for programming in the studio. The early portion of the year was met with some interesting challenges as we started building a system of courses and workshops from the ground up. In the past, there were some major organizational gaps in the way we were doing

our programming and ultimately that meant that many did not run successfully. Variety of classes, cohesiveness, and marketing are all factors that help make good programming that runs. There is always room to continue to grow and tweak our systems, but as we move into our first sessions of 2015 we have gone leaps and bounds past the point we were at this time last year. We have a fantastic roster of instructors and we are offering a full range of courses and workshops in all areas of the studio. We have nearly doubled our successfully run courses as of Fall 2014 and we are looking to completely fill our next round!

Looking forward to the next year, I would love to initiate a few studio-based projects that we could talk about in detail amongst those who are interested. Some of these ideas include a portfolio exchange, a monthly print release, and possibly some joint-venture projects with other print studios. I would also be interested in looking the logistics of residency experiences for visiting artists. These are lofty goals, but I think Centre[3] is ripe for making these things happen! I look forward to continue working with each and every one of you and encourage you to bring your own great ideas forward and help put them into action to keep growing this great studio.

Laine Groeneweg,
Studio Technician

MEDIA ARTS REPORT

FACILITIES

It has been one of the busiest years yet for the Media Arts department. Centre[3] was recently awarded a grant from the Department of Canadian Heritage from the Cultural Spaces program. This funding allowed Centre[3] to purchase a significant amount of new equipment including a Makerbot 3D printer, a large format Canon printer for creating Giclee prints, a Xante plate maker, a professional Sony NXCAM with new lenses that fit both the Canon T5i camera and the Sony camera, as well as a professional lighting kit. In addition to the new equipment, some of the older gear was revamped.

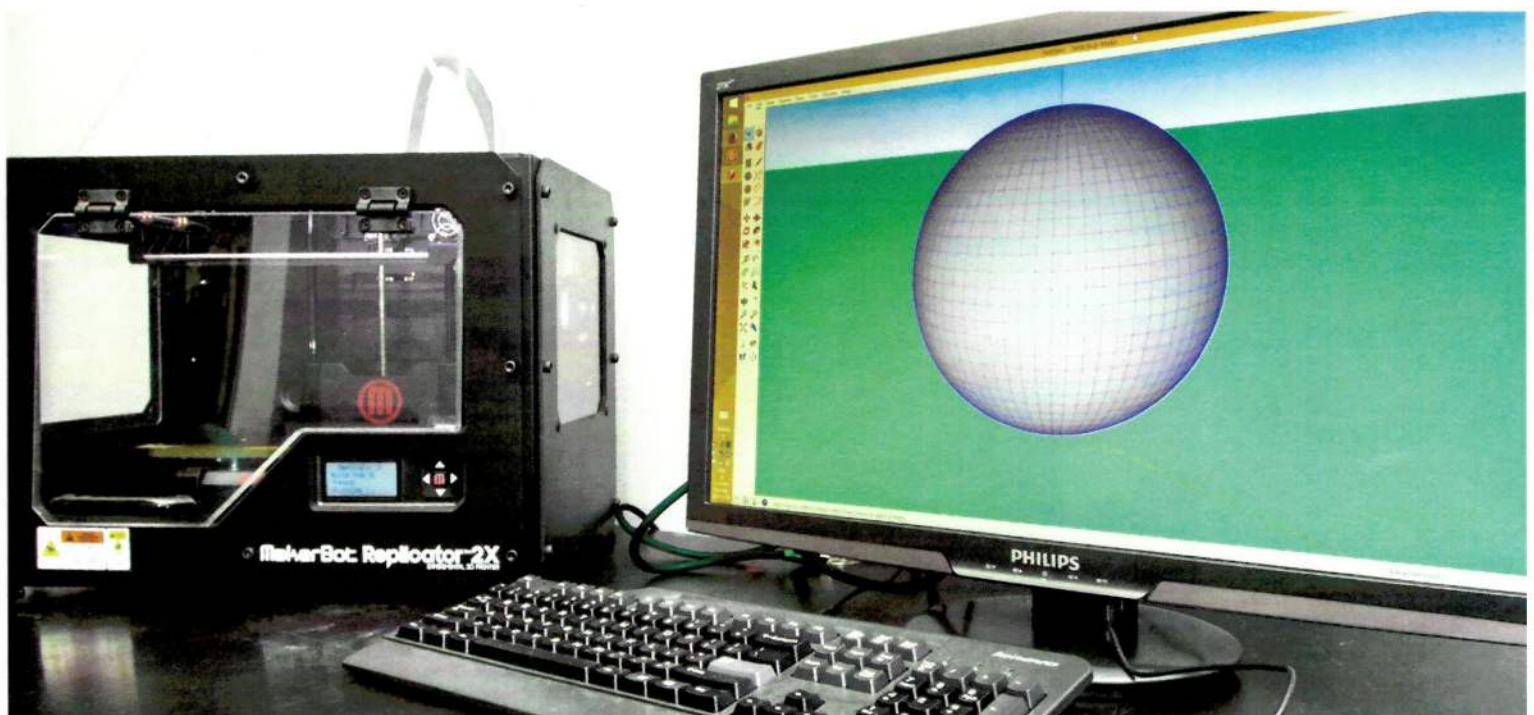
The grant also enabled furnishing the former print lab and editing suite with a brand new Mac Pro, iMacs and Adobe software, as well as recreating the front rooms on the second floor, the former administrative space, into a maker space with areas for equipment storage. Further plans are in the works to add a sound booth to the labs that will be accessible to members as well as students at Centre[3].

The former print lab and editing suite has been revitalized and updated for members' use and serving as the main hub for Nu Deal Media Arts, a new program for youth; this program builds on the success of the Nu Deal Screen Printing program, but instead focuses on Media Arts.

In addition to equipment and spatial improvements and advances, in November Centre[3] hosted Function Keys2, maintaining its initiative to focus on the intersection of new technology and the arts. The conference was held at The Spice Factory and featured a variety of lectures from renowned speakers in the fields of technology, bio art, and DIY culture. Key features included a performance by The Cybernetic Orchestra and a Mad Science and Maker fair. Centre[3] also hosted workshops on programming Raspberry Pi, as well as a Make Your Own Music App. All of the lectures will soon be available online at the Function Keys website: www.functionkeys.ca

Centre[3] will continue to work towards creating an equipment rental program and implement policies to ensure equipment is well maintained. Centre[3] will continue to grow and expand on its commitment to provide members, artists, and the community at large access to contemporary media arts technology, ideas, and practices.

Thea Faulds



ART LOTTERY REPORT

art
lottery



As Centre[3]'s major annual fundraiser, the Art Lottery is an exciting event for members, artists, volunteers, staff, and the community at large. This year's 4th annual Art Lottery showcased a diverse range of work from incredibly talented artists, from glass sculptures to traditional printmaking. Ticketholders showed great enthusiasm and excitement for the art pieces, and great fun was had in pairing participants with that special piece! Each participant left with a piece of art, making it a truly successful event.

It is indeed remarkable that for the past four years, local artists have continued to support this fundraising event, and Centre[3] programming in general, by generously contributing their artwork and time. Without their generous support, Centre[3] would not be able to organize and hold this important event, or offer programming to its members and community. Bob Daniels and Andrea Jackman, our annual hosts from Earl's Court Gallery, have been instrumental in helping Centre[3] organize and advertise the event, raise support and awareness from artists, and generally ensuring professionalism at every level. This partnership grows stronger with each passing year, and their ongoing enthusiasm and support is truly appreciated. We also need to acknowledge the amazing volunteers and staff who made this event possible and ensured its success, not only this year but for the last 4 years.

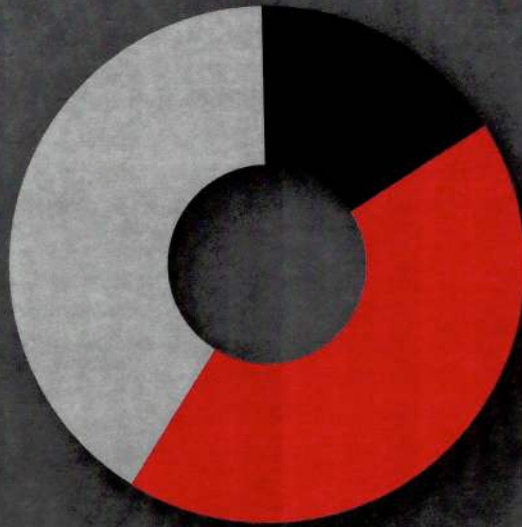
The next Art Lottery fundraising event will take place on June 15th, 2015, with the preview at Earl's Court Gallery scheduled for June 13th. **Watch out for the "Save the Date" promo card, it's coming soon!**

Courtney Alves,
Art Lottery Coordinator

FINANCIAL REPORT

REVENUE

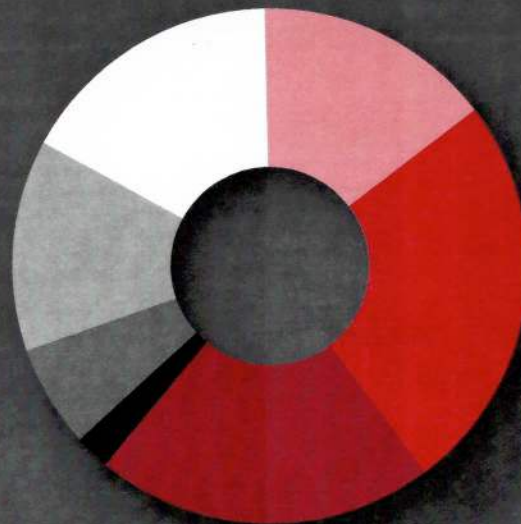
■ Earned Revenue	\$93,762
■ Raised Revenue	\$247,987
■ Grants	\$234,776
Total	\$576,525



Financial Charts for Revenue and Expenditures

EXPENDITURES

■ Artistic Costs	\$87,158
■ Programming Costs	\$143,256
■ General Facility Costs	\$123,098
■ Promotions and Marketing	\$12,952
■ Fund Development	\$37,078
■ Administrative Costs	\$76,354
■ Capital	\$96,169
Total	\$576,065



Invest in your community through [dna]!

Design n Art [dna] Inc. is a social enterprise company owned and operated by Centre[3] for Print and Media Arts. Centre[3] is a not-for-profit charitable artist-run centre, located in downtown Hamilton, offering numerous creative outlets and services to artists and the public at large. It is a place for artists to create, produce and exhibit artwork, a platform for engaging and empowering youth creatively, and a space for artists to collaborate with the wider community. [dna] is comprised of three distinct sections: **(1) design/production** both in print and web, **(2) online gallery** for sales and rental and **(3) creative workshops** using the arts to strengthen leadership, team building and sensitivity training. [dna] can meet all your creative needs - design a unique logo, print t-shirts printing for events, build creative workshops to engage employees to think "outside of the box", and offer original art pieces for the home or office as an unique gift for special clients.

[dna] is unique in that we collaborate with graphic designers and professional artists to produce original solutions and quality results that make sense for your businesses or organizations, and we are owned by a charity, ensuring that profits are reinvested into programming that greatly benefits our community.



design . art . workshops

Our multi-faceted services and our professional team can meet your creative needs, using a unique economical and socially aware approach that will greatly impact clients' needs as well as our community.

In addition to providing excellent service, an important element in the structure of [dna] is to employ youth graduating from *Nu Deal* program created and operated by Centre[3] and supported by the Ontario Trillium Foundation.

Centre[3] firmly believes that *Nu Deal* is crucial to the success of at-risk youth in transitioning them into labor market – one that no longer industrial based but knowledge- based. [dna] provides employment opportunities for *Nu Deal* graduates to continue their employability training in design and screen printing and business practices in general.

[dna] services



[dna] design and production offers custom design work from logo to web design to screen-printing. This stream enables [dna] to hire graduates from the Nu Deal Program to work with designers and printers. Our creative team will work to our clients' specs in providing the best service and product that meets their needs.



[dna] online gallery makes art accessible through our rental and sales program. This program provides the option of committing to an art piece of art for up to one year without having purchase immediately, or if you preferred, replacing art work annually for wider exposure to our creative inventory. [dna]'s personalized service allows clients to rent or purchase art pieces for the home, office or as unique gifts.



[dna] creative workshops offer art-based cutting-edge workshops that will enhance the innovation and creative capacity of a business or organization. Using various artistic disciplines, creative workshops will encourage team members to think creatively and inventively; to adopt new perspectives and rebrand; and to develop team building and leadership skills. Creative workshops are designed to help you tap into and learn to harness the highly valuable assets of team members - their innovation and creativity – vehicles that drive businesses to the next level.

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Thank you to all our members and supporters who have helped create so much over the past 10 years.



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centre[3]
for print and media arts

ADDRESS / INFO

173 James Street North
Hamilton, ON Canada
L8R 2K9

info@centre3.com
905.524.5084

www.centre3.com