



## WOODSTOCK ART GALLERY

### September 10, 2024: Director/Curator Report

Summer 2024 was another active period for the Gallery. *Creative Pathways* Exhibition/Education program was featured on CBC and the artwork was on display until June 24. This program has been put forward for consideration for an award through the provincial professional association Galleries Ontario Galleries. The second-floor galleries were turned over to feature *Visual Elements 66: Annual Juried Exhibition* as well as featuring the street photography of Woodstock resident Matt Wallace in the Community Gallery. The second-floor window vitrines highlighted the work of Friends of the WAG Legacy Scholarship winner Emily Bruinsma until the end of August. They have been recently refreshed with a special exhibition curated by our new Facilities Rental/Special Events Coordinator, Keziah Hope on the theme of "A Taste of Art" to coincide with the Gallery's upcoming signature fundraiser.

The Gallery participated in a number of city and community events, including Cultural Canvas (June 8), and Pride Family Day (June 15). For Streetfest (July 19-20) the Gallery completed a Summer Graffiti Project with artist Chris Seaton mentoring students to create a mural on the side of Liquidation building in Museum Square. This project was done in collaboration with Woodstock BIA and supported by Schaus Decorating and Design Centre Inc. Participation in Cowapolozza was intended, however due to the severe weather warnings the day of, our attendance was cancelled at the last minute.

Summer Art Classes ran through out July and August with the assistance of three "Leaders in Training" volunteers. Unfortunately, registration was lower than expected in most programs with the exception of the Mini-Makers workshops (ages 4 to 6) which was at capacity. This is due to several factors, the biggest one being the significant increase in programs offered by the City's recreation department. However, what was gleaned from the experience is that the partnership camps with the Recreation department were very popular and the Education Team will be investigating increasing these offerings for summer 2025.

In July the Education Team welcomed Pauline Halsey as our new Education Intern. Her position is funded through Building Careers in Heritage, Young Canada Works Youth Employment program. Pauline will be with the Gallery until the end of March 2025 and will work on researching and developing sensory-friendly resources and programs with the expectation to pilot sensory-friendly programs in 2025.



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With September in full swing the Education Team is rolling out the very first Teacher Appreciation Night on Sep 25, re-booting Start with Art (ages 0-5), as well as offering Creative PA Days Oct, Nov, Jan, Apr, May, After School Programs (Junior ages 5-8, Senior ages 9-12), and a very popular High School Portfolio Day planned for Oct 25. The introduction of new Teen and Adult Programs will also start in October.

Danielle Hoevenaars, Head of Collections has been preparing the Collections Committee meeting which was held on September 9<sup>th</sup> that will include looking at focusing on a mandate and development strategy for future collecting practices. In addition, she curated two very sensitive and thoughtful exhibitions on Betty McArthur and Florence Carlyle for the main floor galleries. This is all while continuing to work through cleaning up the collections database and physical organization of the vaults.

Stephan Cam, Digital Projects Coordinator, has been working closely with Daneille on developing a workflow and procedures for the overhaul of the collections database. He has also picked up several tasks from Robin De Angelis', City's Communications Specialist, plate including revamping 'What's Happening @ WAG' newsletter, to include improved visual enhancement and message flow optimizations. Cam has been working closely with the Education Team to create a more robust marketing presence including 6 new videos/reels and multiple social media posts. In partnership with the Oxford County Archives the ideation and creative proof of an interactive digitization of Ella Youmans' (Carlyle's mom) diary is underway. In addition to all of this Cam is testing a process of deploying a Gallery-wide AI Framework and Agent Workflow that will serve as a knowledge base that Gallery Staff can interact with, in real-time regarding the updating of procedures.

As mentioned above Keziah Hope has transitioned from the Gallery's part-time Front Desk Attendant to her new position as Facilities Rental/Special Events – Culture. This position is shared with the Market Theatre. Over the summer she has been able to pull together an impressive roster for the Taste of Art. As of the date of this report we have only 39 tickets out of 150 left for sale. In addition to this she has also started facilitating a couple of facility rentals at the Gallery that will take place in the coming weeks.

Scott Knox has joined the facility maintenance team as our new custodian. This position is shared with the Economic Development who are housed at the Market Centre. He along with Kellen Hodgins, Facility Maintenance have been working hard to keep the building clean and tidy. Kellen has facilitated the installation of a new



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emergency exit door as well as the repair to the main back door. This is in addition to the painting of the first-floor galleries and offices.

Sara Cuthbert, Gallery Operations Coordinator has continued to keep all the internal administration processes moving smoothly which is particularly commendable given the amount of change regarding the front desk staff as well as the onboarding and departure of the summer students. She has also been invaluable as the Gallery has now fully adopted the new class registration software. The gift shop has also been refreshed with new works from local artists Bonnie Richardson and Bill Foster.

Lastly Robin De Angelis, City's Communications Specialist has greatly assisted the Gallery in keeping the institution and its activities ever present in the local media as per the list and reports attached.

### Recent Media:

Woodstock Sentinel-Review, "Gallery scholarship helps young Oxford County artist." June 13, 2024. <https://www.woodstocksentinelreview.com/news/local-news/gallery-scholarship-helps-young-oxford-county-artist>

Kyle Freel, Heart FM, "IDCI Student Wins Friends of WAG Scholarship." June 14, 2024. <https://www.heartfm.ca/news/local-news/idci-student-wins-friends-of-wag-scholarship/>

Arfa Rana, CBC London, "High school students get sentimental to create exhibition at Woodstock Art Gallery." June 19, 2024. <https://www.cbc.ca/news/canada/london/high-school-students-reflected-on-nostalgia-to-create-new-exhibition-at-woodstock-art-gallery-1.7238512>

Marcie Culbert, Heart FM, "Bird Set Free coming to Florence Carlyle Park." June 24, 2024. <https://www.heartfm.ca/news/local-news/bird-set-free-to-coming-to-florence-carlyle-park/>

Woodstock Sentinel-Review, "Husband-and-wife team selected for Carlyle sculpture." June 24, 2024. <https://www.woodstocksentinelreview.com/news/local-news/husband-and-wife-team-selected-for-carlyle-sculpture>



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Fatima Hassan, *Woodstock Sentinel-Review*, "ArtCity: Old Passions, New beginning." June 25, 2024 (print only - page A2).

Lee Griffi, *Woodstock Ingersoll Echo*, "Woodstock artists awarded public art commission to commemorate Florence Carlyle." July 5, 2024.  
[https://www.granhaven.com/\\_files/ugd/a53e8e\\_c806c55ed4254ecfaaad46148562e7b3.pdf](https://www.granhaven.com/_files/ugd/a53e8e_c806c55ed4254ecfaaad46148562e7b3.pdf) (pg. 5)

Emily Stewart, *Woodstock Ingersoll Echo*, "Bruinsma receives legacy scholarship from Woodstock Art Gallery." July 5, 2024.  
[https://www.granhaven.com/\\_files/ugd/a53e8e\\_c806c55ed4254ecfaaad46148562e7b3.pdf](https://www.granhaven.com/_files/ugd/a53e8e_c806c55ed4254ecfaaad46148562e7b3.pdf) (pg. 21)

Ella Ferrell, *Woodstock Sentinel-Review*, "ArtCity: Growing Pains — an anthology." July 11, 2024. <https://www.woodstocksentinelreview.com/opinion/artcity-growing-pains-an-anthology>

*Woodstock Sentinel-Review*, "Woodstock Art Gallery opens two new exhibits." July 22, 2024. <https://www.woodstocksentinelreview.com/entertainment/local-arts/woodstock-art-gallery-opens-two-new-exhibits>

Sandra Fraser, *Border Crossings*, "Crossovers: 'Ron Shuebrook and Frances Thomas: In Conversation.'" August 2024. <https://bordercrossingsmag.com/article/ron-shuebrook-and-frances-thomas-in-conversation>

Hanna Crosdale, *Woodstock Sentinel-Review*, "ArtCity: What it means to be an artist." Aug. 29, 2024. <https://www.woodstocksentinelreview.com/opinion/columnists/artcity-what-it-means-to-be-an-artist>



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