



**MOTION**

**Council Date: August 16, 2012**

**MOVED BY COUNCILLOR B. McHATTIE.....**

**SECONDED BY COUNCILLOR .....**

**Community Partnership Program Grant Request for the CTC International Print Biennale in Santiago De Cuba**

That the correspondence (attached hereto) from Alan Flint, CRAM Press Co-Director, respecting a grant request from the 2012 Community Partnership Program, in the amount of \$5,000, to assist with the 2012 inaugural launch of the CTC International Print Biennale in Santiago De Cuba in December 2012, be referred to staff for a report to the Grants Subcommittee.



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To: **Stephanie Paparella**  
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July 4, 2012

I was encouraged by Rosanna Melatti and Elizabeth Wakeford to submit this correspondence to you asking for consideration at your August 2012 meeting my request for \$5,000.00 funding for my project through the Cultural application process under New Program funding.

Although I will be filing a 2013 CCP application, I recently discovered I missed the 2012 CPP deadline. My hope is to be granted funding by you for my cultural project before December of 2012 to assist in this years inaugural launching of the CTC International Print Biennale in Santiago De Cuba in partnership with Center Three (formally Hamilton Print Studio), Cram International and Taller Cultural.

We have already applied to the Ontario Arts Council and the City of St Catherines for this years funding. Our group is also involved with various fundraising events. It would be wonderful to also have the support of the City of Hamilton for this important cultural project.

This project will have significant benefits to the Hamilton arts community and all those with a genuine interest in arts and culture in this city.

- 10 artist from Center Three Hamilton selected for exhibition
- extended invitations to artists to visit Cuba for the Biennale event
- education, workshops, guest speakers, exhibition documentation
- traveling provincial, national and international exhibition
- professional networking

To follow are more important details of the project, background information and specifics on who will be involved.

When I first moved to Hamilton I set up a well established print media facility where I did collaborative art productions with over 140 provincial, national and international artists, After more than 10 years of operation I decided to sell the facility to Colina Maxwell and Katherine Zarull on the condition they would establish a public access studio which resulted in the creation of the Hamilton Print studio, recently re-named Center Three. As a result of this purchase I was given a lifetime membership with that non-profit organization and continue to this day to work closely with them at their James Street North location.

Because of my efforts I was awarded a certificate from Mayor Bob Morrow in 2001 for my 'contributions to the cultural industries in the region". Also, I was recently voted Established Artist of 2011 in Hamilton in recognition for my continued efforts in creating and exhibiting my own art-work.

I received an MFA from Concordia University in Montreal and taught for years in various art programs including McMaster University in Hamilton and Emily Carr University of Art in Vancouver. Currently I teach Media Fundamentals at Sheridan College in Oakville, Ontario.

My interest in working with art organizations eventually led in 2006 to work with Tobey Anderson to help establish CRAM Art and Cram Press in St Catherines where we have had extensive programs involving exhibitions and print media productions.

Over the past 3 years Crams' programming has involved Taller Cultural in Santiago de Cuba a well known Cuban cultural institute specializing in art education, running a gallery as well as print, ceramic and sculpture studios.

### **CRAM-Cuba Exchange History**

Since its inception, the CRAM-Cuba exchange has developed seven exhibitions and 18 artist residencies in both countries. CRAM International co-ordinates artist residencies and travel, cultural visas, donations of equipment, and hand-delivery of supplies to cultural organizations and artists in Santiago de Cuba. CRAM International is the sole Canadian representative for promotion and sales for the Cuban artists associated with the exchange and CRAM.

### **Background to Project Idea**

This International Print Media Event is a natural development stemming from a 3 year series of self-financed events, residencies, exhibitions, and related exchanges between CRAM International and Taller Cultural.

During this three-year history of collaborations it became extremely obvious that the economic realities of post-revolutionary Cuba made it virtually impossible for one of its major cultural institutions to maintain and operate its various studios and art programs. It was during this time that CRAM members Tobey Anderson and Alan Flint were asked and encouraged to assist Taller Cultural Director Tamayo Zamora in revitalizing the Cuban print media facility which was essentially unused for over 20 years.

We realized that revitalizing this studio offered many opportunities to stimulate hope, new initiatives, and the production of new art, not only for Cuban artists but artists in Canada and other countries. The key was to export a form of institutional art support used in Canada that could be applied as a model for assisting in new developments for the arts community in Cuba.

### **Project Description**

The pilot project is designed to establish a bi-annual international print media event.

Although the project is regionally based in Canada and Cuba, the project is envisioned as a global exchange. The two country's regional artists worked with a collective model to put these plans of activities in motion. This international artist-run collaboration has the potential to expand incrementally over the span of the next few decades.

The project draws on the experience of a specific art community. This includes those concerned with contemporary print media art practice, such as artists, administrators and critics.

The projects plan proposes an event that provides context to facilitate the development of a national program from a multi-national perspective.

The main activities of the international Print Event includes: exhibitions, artist travel and exchange, documentation, professional networking, art education, etc.

### **Project Outline**

The first developmental meeting for the CTC International Print Biennale was held in December, 2011 in Cuba at Taller Cultural.

Co-organized, developed, and presented by Taller Cultural and CRAM International in partnership with Center Three (The Hamilton Print Studio).

Year One target: 10 participants representative by each of 4 print media collectives.

Internationally recognized print curator/artist will present an exhibition and curatorial thesis about the selected prints for exhibition. Publication of a catalogue and video documentation..

Keynote Speaker – International Curators and/or Print Artists introduce the events. Seminar with Panel Discussions, open studio sessions, demonstrations, workshops, projects.

The main activities of the event includes: artist travel and exchange, print media exhibition, artists' talks, Q&A Events include discussion groups, Q&A sessions, workshops, and demonstrations.

Touring Exhibition of works selected by collectives travel to venues in Cuba, Ontario, nationally, and internationally.

The invited print studio collectives make print selection for the exhibition.

Networking, residencies, creation, collaboration, and documentation

Shipping container with donations of printing press, materials, and supplies.

### **Project Co-Organizers**

#### **CRAM International**

CRAMplex  
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#### **Taller Cultural “Luis Diaz Oduardo”**

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#### **Centre 3 - The Print Studio 173 James Street North Hamilton, Ontario L8R**

**2K9 Administrative: 905 524 2415 Programming: 905 524 2415**  
admin@theprintstudio.ca  
www.theprintstudio.ca

### **Selection and Criteria**

The selection process begins with a model established by Cram and Taller Cultural's Selection Committee and is used in guiding the decisions made to invite specific print collectives to participate in the International Print Event.

The model will be used as a template by participating collectives to assist in choosing what specific artist's works will best represent their regional membership. The model's specific criteria supports an all inclusive "curatorial collective" process that best reflects the interests of all participants. In this way a mandate of inclusiveness is established which allows works by emerging, mid-career and established artist, regardless of gender, cultural place, ethnicity, intellectual methodologies, religions or political concerns.

This form of selection process also serves to reflect the broader goals collectively defined by all those who engage in the pursuit of expanding contemporary print media practice.

### **Audience**

The intended audience will be artists and collectives, the cultural community, members of art centers, students from various learning institutions and the general public.

Bulletins will be distributed to the memberships and associated groups of various regional art centers, and with press releases made available to regional broadcasters and print media producers targeting the general public. To ensure we are reaching the widest audience - school groups and the general public – we plan to use docents when providing guided tours.

Our on-going usage of E-broadcasting such as Akimbo Promotions will ensure a targeted advertising plan for the CTC International Print Biennale to Canadian and international subscribers.

### **Education and Audience**

The International Print Event will publish a sixty-page full color catalogue representing 44 participating artists and 3 critical essays translated in French, English and Spanish. Also included will be related activities such as details about the 2 print exhibitions and the panel discussions.

Documentation will also include a website featuring specific information on all participating artist's work in the exhibitions, bios, video footage of events, critical essays, artist interviews, and links to other relevant sites.

Educational programming will consist of two keynote speakers to introduce the projects at the opening events, school tours, local media coverage to broadcast the importance of the print event to the general public, specific workshops, demonstrations, Q&A sessions, and panel discussions - all open to the general public to inform and teach them about the significance cross-cultural programming.

Education resources will include archival material in the form of video, print publications and web access readily available to various institutions such as libraries, schools and art centers.

### **Benefits to Artists**

The International Print Event provides artists with an international forum for enriching their own professional practice. Through their involvement and partnerships the opportunities for each artist are many such as: international networking, exchange of technical knowledge through workshops, demos and panel discussions, incorporated into the Events documentation material, value of travel and residencies between the invited collectives and artists, and a chance to challenge and discuss the conceptual aspects of contemporary practice in print media.

The international Print Event is not just a technical exchange of ideas, but a new semiotic review for print media from a cross-cultural perspective.

### **Benefits to Audience**

Visual Communication has always been an effective way for engaging an audience. Most audiences today are well-versed and stimulated through mass communication and digital culture. Each member in society finds their own way to navigate and articulate through the plethora of visual information while choosing what is meaningful to them.

This International Print Media Event is an opportunity to challenge the public's current expectations and sense of relevant meanings between themselves, our mass culture and fine art production. The individual print works in the exhibition are unique cross-cultural items that propose new perspectives about the ideas and experiences of contemporary life. The benefits to the audience experiencing the exhibition and events are the challenges posed against the viewer's own general life experiences and the prior knowledge that has constructed their sense of self identity.

### **Time Line:**

#### **2012**

- Jun **Invitations** to national and international print studios  
OAC meeting & grant-writing  
**City of Hamilton Grant** application meetings  
**Application deadline** – Jun 15<sup>th</sup> **Ontario Arts Council Project Grant**
- July **Fundraising** planning begins  
**Donations** and printing press organized for container
- Aug **Grant-writing deadline** – City of St. Catharines **SCCIP grant**  
**OAC Touring grant application**
- Sep **Grant-writing** – **Canada Council**  
**Container shipment**
- Oct **Print Collective selections.**  
Prints received and inventoried by CRAM and Taller Cultural
- Nov **Critical Writing** submitted by curators  
CRAM and Taller receive and administer print submissions  
Exhibition and **events planning, educational planning**
- Dec **Grants announced:** SCCIP, OAC, City Hamilton, Canada Council  
Participating Artist **arrivals** in Santiago de Cuba begin 3<sup>rd</sup> or 4<sup>th</sup> week  
Prints taken to Cuba – distributed to galleries  
**Event commences: Keynote Speakers**  
On-going **documentation**  
**Akimbo e-promotions** begins

#### **2013**

- Jan **Cuba event ends**, everybody hugs good-bye...  
Prints taken to Canada.  
**Catalogue layout and design** begins.  
**Editing** of documentation, essays, catalogue and video publishing.  
**Website** development documentation

Feb **Catalogue** layout & design  
Akimbo E-promotions  
**Exhibition and events planning, educational planning**  
Mar **Exhibition and events opens at CRAM**  
**Keynote Speakers**  
**Catalogue**  
**Documentation**  
Apr Fundraising and event **planning**  
**Meetings and negotiations** with collectives and public galleries  
May **Confirmation of Ontario and National venues**  
July Akimbo E-promotions, crating, preparation and **shipping of exhibit to St Thomas, ON**  
**Exhibition and events planning, educational planning**  
Aug **Exhibition opens** in St. Thomas with 3 Cuban artists in residence  
**Print projects** at Cram Press and Center3-the Print Studio in Hamilton

If you have any more questions about the CTC International Print Biennale  
Please do not hesitate to contact me.

**Alan Flint**

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