



TURN
ON

CAMPAIGN UPDATE
SUMMER 2011

“All of Winnipeg now seems to rotate around Plug In’s new downtown premises, and – years from now – other Canadian art institutions may come to orbit around its innovations.”

– Canadian Art | Summer 2011

“Très bons artistes: Paris première clearly demonstrates that Winnipeg has something very special to offer”

– Winnipeg Free Press | June 25, 2011

“... the new focal point of the Canadian art scene.”

– The Globe & Mail | May 25, 2011



Photo: Jaya Beange

TURN ON CAMPAIGN CROSSES \$3.5 MILLION MARK

Goal \$4,000,000

Raised \$3,545,000

Needed \$455,000

THANK YOU

to all our donors to Plug In ICA's Turn On Campaign. The support of our many donors have forever changed the landscape of downtown and enabled Plug In ICA to increase capacity in every aspect of our operations including:

HOURS

- Opening on Sunday afternoons, as well as most evenings. (Wednesday through Saturday until 9 pm)

CAFÉ

- Leasing the front of the building to **Stella's @ Plug In**. We anticipate traffic to the café will result in more visitors to Plug In. Plug In members will benefit by receiving discounts at **Stella's @ Plug In**. The café is now open daily from 6:30 am until 11 pm.

ATTENDANCE

- Increased attendance dramatically since opening at 460 Portage in November 2010. We are projecting further increases with the new café and increased programs and publicity.

SELF GENERATED REVENUE

- Increased bookings of Plug In facilities for private meetings, weddings and other events as well as increased purchases of gift shop merchandise, Plug In Editions book and print sales.

EXHIBITIONS

- Served as coordinator of the multi-site exhibition *Close Encounters: The Next 500 Years* as the signature event of the Cultural Capital of Canada for 2010 from our new base of operations. We worked with multiple partner organizations including the Winnipeg Art Gallery, Urban Shaman: Contemporary Aboriginal Art Gallery, Manitoba Museum, and others.

- Increased capacity to receive and display works from professional museums such as the National Art Gallery, Art Gallery of Alberta, and Auckland Art Gallery (New Zealand) as a result of having Class "AA" museum standard gallery space humidity and temperature controls within the Institute.

- Initiated and organized an exhibition of more than 70 Winnipeg artists and 200 works of art to tour Ottawa, Paris and Sete, France in 2011 and 2012 (see Plug In to Paris article on page 6).

- Programming better, larger, and more exhibitions – as a result of having more exhibition space, four separate exhibition spaces, access to the shared public spaces in the Buhler Centre – to provide a broader context for understanding contemporary art.
 - Upcoming exhibitions of international note including newly commissioned groundbreaking artworks.

EDUCATION & COMMUNITY OUTREACH

- Opened Winnipeg's best-curated selection of books and merchandise on contemporary art, architecture, design and film in partnership with McNally Robison Booksellers.

- Opened a Research Centre which houses a library of contemporary art books, catalogues, numerous magazine titles, as well as internet research stations.

- Instigated a Masters in Curatorial Studies Program with University of Winnipeg. Plug In will be hosting a curatorial intern in 2011-12 allowing them to earn credit towards their degree.

- Trained two curatorial interns in the summer of 2011 through Canadian Heritage Young Canada Works program, administered by the Canadian Museums Association.

- Increased the number of guided tours of exhibitions to high school groups and youth.

- Compiling a Plug In archive and creating a 40th anniversary publication for 2012.

SUMMER INSTITUTE PROGRAM

- Hosting 13 artists-in-residence from Winnipeg, Paris, Berlin, Reykjavik, Sao Paulo and Toronto.

- Providing superior studio facilities for the artists-in-residence including a professional woodshop, video, and works on paper preparation facilities as a result of Plug In's innovative multi-purpose design of space.

- Engaged four internationally renowned artists as faculty.

- Hosted numerous lectures and talks well attended by the public.

- Partnered with University of Winnipeg to house artists in McFeetors Hall.



Summer Institute 2011 Artist Talk with Natalie Kovacs
Photo: Rasna Madhur

PLUG IN EDITIONS

Plug In Editions is the publishing arm of Plug In ICA and continues to be active in the production of numerous titles each year. In 2010-11 Plug In published:

- ***Queer Spirits*** by AA Bronson and Peter Hobbs
Co-published with Creative Time, New York

- ***My Winnipeg*** a travel guide to the Winnipeg artistic scene
Co-published with la maison rouge and MIAM

- ***Gordon Lebrecht: Non-works***
Co-published with Centre for Contemporary Canadian Art, Toronto

- Publications in production:
Close Encounters: The Next 500 Years
Jennifer Stillwell
Givn'r, Terrence Houle
Plug In ICA 40th Anniversary Publication

PLUG IN INSTITUTE OF CONTEMPORARY ART ENDOWMENT FUND

- Plug In's Endowment Fund, held at and managed by The Winnipeg Foundation, currently stands at \$347,718.

- An additional \$290,000 in Turn On Campaign pledges will help grow the fund and those pledges, once received, will be eligible to be matched by the Canada Cultural Investment Fund - Endowment Incentives Program.

- Interest income from the endowment will ensure support for artists and programs designed to engage diverse audiences.



Photo: Jaya Beange

PLUG IN TO PARIS

Plug In ICA's mandate is to present the most compelling contemporary art in the world in Winnipeg, and present local artists internationally. This mandate was furthered this summer through a collaboration with two eminent art institutions in France. *My Winnipeg*, an exhibition of more than 200 works by more than 70 Winnipeggers and former Winnipeggers opened June 22 to great acclaim by the international media, international gallery owners and art enthusiasts.

Plug In Institute of Contemporary Art Director Anthony Kiendl said, "The *My Winnipeg* exhibition in Paris has had a remarkable impact both at home and internationally. Reviews in the French press were extremely complimentary, and numerous Winnipeg artists met with Parisian dealers and galleries."

Kiendl also remarked, "The great thing about this kind of project is the spin off effect of future projects that are being organized. We also made this cultural exchange go two-ways: we were able to host three Parisian artists at the Summer Institute this summer. Again, we are planning future projects with these artists, and our network continues to expand as we bring the most compelling art from around the world to Manitoba, and share our distinct artistic voices abroad."



Left to right: Marc Lortie, *Canadian Ambassador to France*; Paula Aisemberg, *directrice, la maison rouge*; Patricia Dunn, *wife of the Canadian Ambassador to France*.

Photo: Ron Telpner

MY WINNIPEG

La maison rouge, Paris, France until September 25, 2011

MIAM Sete, France November 5, 2011 to May 20, 2012

Plug In ICA in 2012

For more info about exhibitions, gallery hours, programs, or making a donation to Plug In, visit www.plugin.org

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