

# Annual Report

Comptemporary Art Galleries Association

2020

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2021

# AGAC

## Contemporary Art Galleries Association

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# Annual Report 2020-2021

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# Word from the Chairman



As we all emerge from probably one of the most challenging years we've ever faced, there is new hope and energy. After more than a year spent transitioning to a digital art environment with viewing rooms, online sales, Zoom meetings, the enhancement of AGAC's very own digital Collector's App, and even the creation of NFT art—there was one moment that sent out a very clear signal that the public was ready and excited to see art in real life again: Gallery Weekend Montréal.

Back in April, when the AGAC team committed to the June Gallery Weekend event, we had hoped we were reading the public mood correctly. We were right.

With 20 Montreal galleries participating in the city-wide art festival, the event surpassed our expectations and gave the city an opportunity to

reconnect with local cultural and artistic life with 25 exhibitions, artist talks, visits, and curatorial events along with unprecedented media coverage. With participating galleries reporting big attendance numbers—more than 5,000 art lovers, curators, and collectors over four days—Gallery Weekend was key in stimulating the market and reminding everyone galleries were open and ready to welcome visitors

Now as we face the Fall season and a new year ahead, there is every indication that we're back on track. Exhibition programs are set in stone. Our signature art fair Papier is slated for a return to the Grand Quay at the end of November. And galleries are once again travelling to the international fairs in New York, Miami and beyond as early as September 2021. As we move forward, we are expecting enthusiastic and engaged patrons ready for a full experience and ready to collect.

Throughout this annual report, you'll read about the accomplishments and projects we've initiated on behalf of our member galleries. Behind those projects is an exceptional team of dedicated individuals who deserve all the credit.

This year we had the pleasure of welcoming two new members to AGAC's Board of Directors: Andres Duran of Montreal's Duran Mashaal Gallery, and Abdelilah Chiguer of Quebec City's Galerie 3. They are bringing their enthusiasm, expertise, and unique perspective to our projects and decision-making. As always, I'd like to thank Christine Redfern and our Executive team—Vice-Chair Antoine Ertaskiran, Treasurer Dominique Toutant, and Secretary Julie Côté—for their creativity, professionalism, and continued dedication to our organization and members. Our sincere thanks and appreciation also to our Independent Board Members, Véronique Arsenault, François Côté, and Pierre Paquin; each a top-level expert in their fields, they offer us so much excellent counsel in all our endeavours, we are grateful for their advice and perspective. And finally, what would AGAC be without its top-notch team: Julie Lacroix, Simone Rochon, Catherine Lafranchise, Amanda Brownridge, Zélie Davin, Camille Bilodeau, Shanie Germain, and Marie-Christine Dubé. They are the ones who create magic on a daily basis and make sure our organization continues to meet the needs of our member galleries.

A handwritten signature in black ink that reads "Patrick Mikhail". The signature is written in a cursive, flowing style.

Patrick Mikhail  
Chair of the Board of Directors

# Word from the Director



Over the past year, AGAC has multiplied its efforts to support its members in dealing with this crisis, the repercussions of which will continue to be felt for a long time to come. Like all players in the cultural sector, AGAC has shown resilience and imagination to get through this ordeal. AGAC, already engaged in this digital shift, quickly adapted to this new virtual daily environment. We held a virtual art market forum with a digital theme. The Association has developed digital resources and tools for its members, who have also reinvented themselves to strengthen ties with their clients and get through this storm.

We worked in collaboration with government authorities whose support was felt from the very beginning of the pandemic. We insisted that mechanisms be put in place to provide emergency support to the sector. Recommendations were made and they have been heard. The government's commitment to the economic recovery of the cultural industries allows us to believe that we will be able to maintain the strong link we have built with the public and that the he will respond to our invitation to rediscover local art. That the many lovers of contemporary art will commit to supporting our ecosystem through an acquisition, a process that began in this fiscal year, but which will unfold in the following one.

At the end of this fiscal year, the Association demonstrates its agility and its ability to adapt. As a small organization, the AGAC has a strong reputation and is capable of great things. This is due to the strength of its team, which has the courage to move mountains, even in times of uncertainty. I would like to thank from the bottom of my heart my colleagues whose rigour and ingenuity are matched only by their greatness of heart: Simone Rochon, Catherine Lafranchise, Amanda Brownridge and Marie-Christine Dubé. I would also like to acknowledge the important contribution of Zélie Davin, Camille Bilodeau and Shanie Germain. Thank you also to all our partners, grantors, sponsors and donors for maintaining your support in this fragile year. Thank you to the Board of Directors for renewing your confidence. Together, we will rebuild an ecosystem for contemporary art that will only be stronger and more committed.

A handwritten signature in black ink, which appears to read 'Julie Lacroix'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Julie Lacroix  
Director

# L'AGAC

## L'équipe de l'AGAC



**Julie Lacroix**  
Director



**Simone Rochon**  
Communications Manager  
(maternity leave)



**Catherine Lafranchise**  
Project Manager



**Amanda Brownridge**  
General Coordinator



**Camille Bilodeau (2021)**  
Communications Manager  
(interim)



**Marie-Christine Dubé**  
Digital Cultural  
Development Agent

## Board of Directors

### Chair

Patrick Mikhail  
Galerie Patrick Mikhail

### Vice-chair

Antoine Ertaskiran  
Bradley Ertaskiran

### Treasurer

Dominique Toutant  
Galerie Division

### Secretary

Julie Côté  
Projet Pangée

### Board members

Abdelilah Chiguer  
Galerie 3

Andrès Duran  
DURAN MASHAAL

Christine Redfern  
ELLEPHANT

### Independent Board Members

Véronique Arsenault  
Présidente et stratège  
Exponentiel Conseil

François Côté  
Associé  
Norton Rose Fulbright

Pierre Paquin  
Conseiller stratégique et  
administrateur de sociétés

**Zélie Davin (2019-2021)**  
Communications Manager  
(interim)

**Shanie Germain (2021)**  
Intern

# AGAC Members

**Art45** (Montréal)

**Art Mûr** (Montréal)

**Beaux-arts des Amériques** (Montréal)

**Bradley Ertaskiran** (Montréal)

**Christie Contemporary** (Toronto)

**DURAN | MASHAAL** (Montréal)

**ELLEPHANT** (Montréal)

**Equinox Gallery** (Vancouver)

**Feholey Fine Arts** (Toronto)

**Galerie 3** (Québec)

**Galerie Bernard** (Montréal)

\* **Galerie C.O.A.** (Montréal)

**Galerie d'art Yves Laroche** (Montréal)

**Galerie Division** (Montréal)

**Galerie Éric Devlin** (Montréal)

**Galerie Hugues Charbonneau** (Montréal)

**Galerie Jean-Claude Bergeron** (Ottawa)

**Galerie Michel Guimont** (Québec)

**Galerie Robertson Arès** (Montréa)

**Galerie Robert Poulin** (Montréal)

**Galerie Simon Blais** (Montréal)

**Galerie Youn** (Montréal)

**Galerie.a** (Québec)

**Galleries Roger Bellemare et Christian Lambert** (Montréal)

**General Hardware Contemporary** (Toronto)

**La Castiglione** (Montréal)

**Lacerte art contemporain** (Montréal)

**Laroche/Joncas** (Montréal)

**McBride Contemporain** (Montréal)

**Patel Brown** (Toronto)

**Patrick Mikhail** (Montréal)

**Paul Petro Contemporary Art** (Toronto)

**Pierre-François Ouellette art contemporain** (Montréal)

**Projet Pangée** (Montréal)

\* **Stephen Bulger Gallery** (Toronto)

**Studio 21 Fine Art** (Halifax)

**TrépanierBaer Gallery** (Calgary)

**VIVIANEART** (Calgary)



\*New members for 2020-2021.

# AGAC Annual Revenues

The AGAC revenue breakdown below represents the cumulative revenue from July 1, 2020 through June 30, 2021.

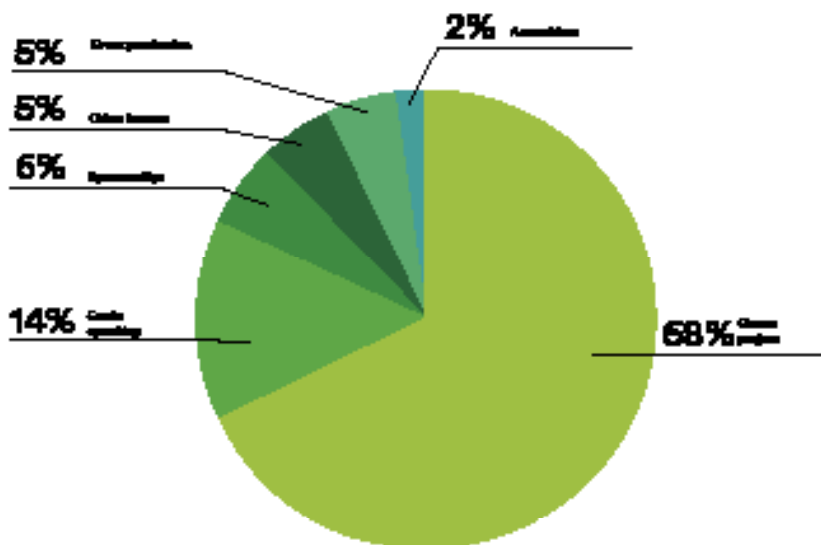
More than ever this year, the support of public partners and government bodies was essential, both for the Association's operations (14%) and for the production of new event projects (68%). As a result, revenues from grants have increased dramatically - from 49% in the last year to 82%. It should be noted that the AGAC has received a generous grant from the Ministère de la Culture et des Communications to develop a project to revive the art market over the next few months, which explains the considerable increase in this budget item.

As the Papier Fair has been postponed to the fall, the revenues shown in the graph represent only the revenues received in advance from the production of the event (2%), sponsorship (6%) and grants (10%).

Events such as the Art Market Forum and the newly launched Gallery Weekend Montreal represent a new source of funding (3%) with great potential for development in the coming years. The AGAC's other revenues (5%) come from more modest sources, such as the sale of works from the AGAC Collection, the sale of the Collector's Guides and the rental of walls, which provide additional income to cover certain expenses related to the organization's operations.

The AGAC warmly thanks all its members, partners, sponsors, collaborators and donors for their unfailing support. Thanks to them, the Association is able to pursue its mandate of supporting contemporary art galleries in the promotion and dissemination of artistic creation, while stimulating the art market through various events.

Breakdown of AGAC finances





# Professionalization

In recent years, professionalization has been at the heart of AGAC's associative role. In the past year, we have enhanced our knowledge of sponsorship and partnership management as well as digital data and project management ideation.

## Artsvest

The AGAC team has been selected to take part in Artsvest's Business to Arts program - a program run in partnership with the Conseil des arts de Montréal. The 2021 cohort includes 350 organizations from across Canada.

Artsvest is a mentorship and business training program for the Canadian cultural sector to develop stronger partnerships with the business community. The program provides arts and cultural organizations with expertise, resources, training and peer-to-peer networking. The program also provides a matching grant to enable organizations to leverage sponsorships raised through Artsvest.

Since April 2019, AGAC has been able to benefit from the structuring tools provided in the program. As AGAC has experienced employee turnover in the past two years, it has been able to strengthen the relationship between employees through psychometric activities and analysis.

## Data Echo Culture

From April 27-29, 2021, the AGAC team participated in Data Echo Culture - an international event for cultural workers that brought together nearly 1,200 people from 43 different countries. The event offered a range of conferences, trainings and discussions to discover cutting-edge strategies, acquire best-practice solutions around the use of data, and develop collaborative perspectives in the arts and culture sector.

Through the various themes proposed, Data Echo Culture aimed to position data as a tool to highlight diversity and inclusion as well as to promote the discoverability and outreach of cultural content. At the end of these three days of training, the AGAC is better equipped to pursue and implement its digital projects, such as Papiermontreal.com, Collectionner-the app and a future digital platform project.

## Creative Thinking Course

Last September, our project manager took part in the Design Thinking Course : experiment the method presented by the Factory - School of Creative Sciences, in collaboration with the Festivals and Events division of the City of Montreal. The day consisted of collaborative workshops aimed at reinventing the business models of companies in sectors hard hit by the health crisis.

Design Thinking is a proven approach to problem solving that focuses on empathy and creativity while fostering innovation. The proactive workshops provided an opportunity to experiment with Design Thinking in order to bring to life innovative, concrete and relevant solutions for organizations in today's context. Through practical exercises, our project leader learned how to bring solutions to life by responding to both the needs of stakeholders and AGAC's ambitions in a crisis context.

# Digital

For the past two years, Marie-Christine Dubé has been working as a Digital Development Officer at AGAC - thanks to the program linked to measure 120 of the Digital Cultural Plan of Quebec. Her role is to accompany AGAC and its members in their digital transformation.

Our ADN assists us on many levels in the Association and is now a fully integrated member of the team. She participates in team meetings as an advisor in all areas of AGAC activity. She maintains an active watch on digital issues and best practices in our sector of activity, but also in terms of management and collaboration tools for the daily organization of internal work. She maintains an increased interest in pursuing trainings organized by the ADN Network in order to benefit our team and its members. She plays a key role in the development of the training sessions and conferences offered within the framework of the Art Market Forum. She writes occasional digital posts for members to enhance their digital literacy. She is actively involved in the Network by participating in the annual meetings and in the various projects. She does not hesitate to consult with her peers in order to find solutions to our various issues. She is involved in all of AGAC's digital projects.

## **AGAC's projects focus on digital technology**

The Association has decided to seize the opportunities of this digital excitement to build digital initiatives into some of its projects. Here are the initiatives that were launched this year:

- A 100% virtual Forum
- Pierre-Ayot and Louis-Comtois awards ceremony by videoconference
- Enhancement of the AGAC boutique on the Agac.ca website
- Update of the AGAC Wikipedia page
- Migration of AGAC's roundtables and conferences to the Youtube platform to enhance the discoverability of content
- A digital toolbox
- A 100% virtual edition of the Paper Fair
- Implementation of the internal communication tool Slack
- Implementation of a Sodec Lab on digital presence for galleries

## **Many digital initiatives in development**

- New Papier platform - towards a hybrid model (custom data reporting, API linking to the Collectionner app, SEO, etc. )
- Development of an API to link works from the Papier fair to the Collectionner app
- The galleries platform
- Development of phase 2 of the Collectionner app
- Implementation of the Google Suite for Business and cloud migration
- A website for Gallery Weekend
- Development of a global strategic and digital action plan

# Representation

Throughout the year, AGAC takes part in numerous events to showcase its members and projects. These activities and initiatives allow the Association to assert its expertise in the art market and to position itself as a dynamic organization on the national art scene.

The AGAC is a member of various associations and organizations that work in the cultural, event, tourism and business sectors. This involvement allows us to forge links with new partners and gives us access to various resources that help the Association in the development of its projects:

- Compétence Culture
- Destination Centre-ville
- Regroupement des festivals engagés
- Tourisme Montréal

## A notable presence

### **Art Toronto**

*October 28 to 31, 2021*

AGAC was present at the virtual edition of Art Toronto to represent and promote the Association and its activities to the Toronto public. We took advantage of this event to promote the second edition of the Forum to visitors and exhibitors. In addition, the AGAC 2020 Collection was launched prior to the fair and was available in our virtual booth.

### **Tourisme Montréal**

*March to July*

This spring, AGAC attended the Rendez-vous du PDG to see the evolution of measures for Montreal businesses and events. These monthly meetings allowed us to learn more about the new financial measures available as well as the tourism projections accompanying the gradual deconfinement.

# Lobby

One of AGAC's mandates is to be the voice of its members and to advocate on their behalf with various government bodies. For the 2020-2021 period, AGAC has focused its efforts on current issues: financial support for galleries in times of crisis and the recovery of the art market.

## A major advertising campaign to promote local art

The AGAC and the Conseil des métiers d'art du Québec (CMAQ) have decided to work together as part of the revival of the sector led by the Ministère de la Culture et des Communications (MCC) and to submit a major advertising campaign project with the goal of promoting the purchase of local works of art. To this end, the MCC has allocated \$720,000 to our two organizations to carry out this advertising campaign aimed at

Increase the revenues of the actors of the visual arts and crafts community in Quebec;

Promote the recognition of craftsmen and artists and arouse consumer interest in the purchase of art;

Increase the visibility and awareness of Quebec cultural products.

The campaign will be deployed in two phases. The campaign message will be broadcast in June at the same time as the Gallery Weekend event organized by the AGAC and the launch of a new CMAQ platform. In the fall, ads featuring the respective spokespersons of the Papier fair and the Salon des métiers d'art - Karine Vanasse and Christian Bégin - will be deployed on various media (television and digital) in order to engage potential art consumers and encourage them to participate in these major events.



## Increase in eligible expenses to SODEC

While the past year has been difficult for art galleries, AGAC has been lobbying SODEC to reconsider eligible expenses for its gallery grant programs.

SODEC agreed to review the eligible expenses in these programs and added the following: membership fees for sales platforms, booths in digital fairs as well as expenses related to the Paper Fair - a first for an art fair held in the same province. SODEC has not only shown great flexibility in revising the eligibility criteria, but has also increased its financial support by 25% - from 50% to 75% of expenses. AGAC welcomes this increase and flexibility in a time of crisis to support art galleries.

# Communications

The year 2020-2021 has been a year of reflection and change at the communication level. We received coaching to help us improve our internal communications. Subsequently, we reviewed all of our communication tools and channels to ensure that each platform met its objectives.

These initiatives have helped reinforce AGAC's brand as a proactive professional association, while boosting its social media presence.

## AGAC on the social networks

5126

Facebook subscribers

4 080

Instagram followers

1100

LinkedIn subscribers

## Strengthen the AGAC brand on social networks

At the beginning of 2021, we encouraged our members to adopt common communication practices in order to disseminate a more consistent and stronger image of the Association. Having a common communications strategy and goals can only help us maintain and develop lasting relationships with audiences, the art community and gallery clients. Some of these best practices include: systematically using the hashtag #agacanada for better referencing and grouping all members on social networks, using AGAC stickers in all members' Instagram stories, etc.



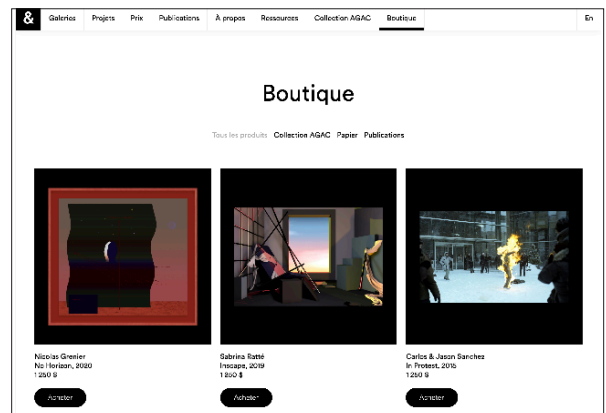
## Support to improve communications with members

The AGAC consulted Exponentiel Conseil in order to be assisted in the mobilization of the association's members, a major issue for its proper functioning. The Exponentiel Conseil team was able to bring out some major findings that allowed them to develop various recommendations that will help the association improve the mobilization of its members. Several principles and actions will be implemented to this effect: creation of a space reserved for members on the association's website, more regular internal communication, informing members of the work done by the AGAC, etc.



## Promoting the store on the AGAC website, Facebook and Instagram

In 2021, the AGAC has developed a page dedicated to its store on its website. There, one can find the sale of the Collectionner guides, the tote bags of the Paper fair as well as the works of the AGAC collection. This initiative has been doubled by the launch of its Facebook and Instagram boutiques. When we launched the social media store, we saw an increase in sales. These online stores allow us to facilitate the purchase for consumers and to better showcase our offer.



## Upgrading the content of the AGAC site

We have upgraded the AGAC website by updating the content of its various pages, such as the project description pages. We have listed the history of the Paper Fair, the Visual Arts Gala and Feature. We have also created a new section gathering all the editions of the AGA Collection and the Frequently Asked Questions section has been revised. With these changes, we hope to breathe new life into the website, which was designed almost seven years ago.



## Information monitoring on LinkedIn

As part of its daily work, the AGAC conducts an exhaustive monitoring of the cultural milieu in Quebec and Canada, in addition to being on the lookout for trends in the art market at the international level. We considered the best way to share this content, and especially on which platform to do so. Our choice was LinkedIn, since this content is specialized. As of January 2021, we have put in place a strategy to disseminate this content on a regular basis, categorizing the information for easy understanding by subscribers. As such, we created the following categories: news, resources, events, awards and honors, etc.

With the increased use of our LinkedIn account, we have seen a significant increase in the number of subscribers. At the beginning of the initiative, we had 539 followers. Today, we are approaching 1,000 followers.

Since the launch of this initiative, we have seen good engagement from our subscribers on the platform, affirming AGAC's role as an expert and referent. All relevant articles continue to be grouped on the AGAC website in the «Contemporary Art News» section.

**& AGAC - Association des galeries d'art contemporain**  
1 093 abonnés  
1 mois

[Actualités / News]

Un article qui fait écho à la discussion "Art, Feminism and Motherhood: Paving the Way" que l'AGAC avait présenté à Papier 2020, sur la place des femmes dans le monde de l'art.

//  
An article that resonates with the discussion "Art, Feminism and Motherhood: Paving the Way" that AGAC presented at Papier 2020, about the place of women in the art world.

#agaccanada #contemporaryart #artcontemporain #womenintheart #femmes #metoo #artworld #mondedelart

<https://lnkd.in/eP7E398>

Voir la traduction

Museums and Galleries Have Long Failed to Meet the Needs of Artist Mothers. These Guidelines Could Change That

source: artnet.com • Lecture de 4 min

## Creation of the AGAC YouTube channel

A dedicated Youtube channel has been created by AGAC in order to reach a wider audience. Various talks from previous events have been uploaded on the platform.

Association des galeries d'art contemporain  
Contemporary Art Galleries Association

**& AGAC Canada**  
7 201 915

ACCUEIL VIDEOS PLAYLISTS CHAINES SUGGESTION A PROPOS

Videos en ligne TOIT D'ÉCARTS

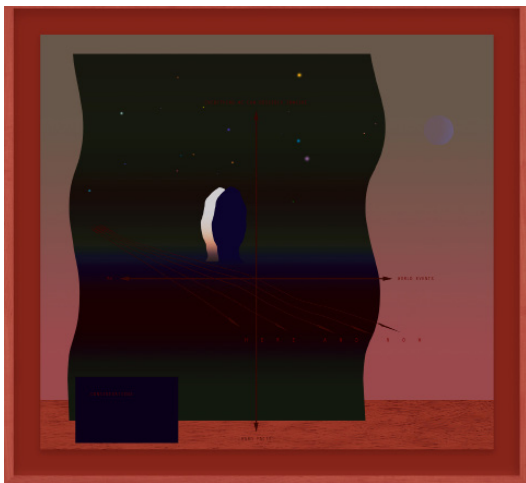
Art Toronto 2019 x AGAC  
Association des galeries d'art contemporain  
Your Guide to Art Patronage: An Expert View  
Généralisation de l'art contemporain  
What Does the Future Hold for the Art Market?  
Art, Feminism and Motherhood: Paving the way

# AGAC Collection

AGAC has partnered with artists Nicolas Grenier and Sabrina Ratté to offer art lovers two remarkable limited editions. The collection is a wonderful opportunity to acquire works by renowned Canadian artists while supporting the Association.

Grenier and Ratté are established Canadian artists, recognized both in Canada and abroad. Their work is represented in numerous institutional, corporate and private collections.

This third edition of the AGAC Collection has been enthusiastically received by our audience. Nicolas Grenier's works are almost all sold out.



Nicolas Grenier, *No Horizon*, 2020

*No Horizon* is part of a series of metaphysical diagrams that characterizes the artist's recent work. This is a digital image tailored specifically for the occasion, with a stained wood frame as an integral part of the artwork. It brings together the image and its medium in a field of colors, a microcosm of the artist's installation approach, which often integrates his work into a modified environment.



Sabrina Ratté, 2019

*Inscape* fits into the tradition of surrealist painting in its own way, creating a formal and thematic link between movement and the artist's contemporary digital techniques. The painting invites the gaze to project itself inside an architecture that refers to the psychological dimension of space.



# Art Toronto: multiple promotional initiatives

From October 28 to November 8, 2020, twenty-eight of our member galleries took part in the Art Toronto fair. The Association of Contemporary Art Galleries took advantage of this important event to promote the presence of its galleries through several digital initiatives.

## A virtual booth at Art Toronto

AGAC had a virtual booth at the fair to promote its member galleries. The booth was rotated daily to showcase as many works as possible. We also took advantage of this opportunity to showcase works from the AGAC Collection, as the 2020 edition had just been launched at the time of the fair.

## Presentation of the round table

We hosted Claiming Space: Women in the Art World as part of the fair's regular educational programming. We invited Viviane Mehr, owner of VIVIANEART gallery; Winnie Truong, artist; Devyani Saltzman, Director of Programming for the Art Gallery of Ontario (AGO) to participate in the discussion. Fanny Gravel-Patry, PhD student and member of the Feminist Media Studio at Concordia University, mediated the discussion.

Echoing the #MeToo movement, this roundtable addressed the presence of women in the visual arts. Beyond questions related to motherhood and considering that parity is a real issue in the working world, how do women artists, gallery owners, curators and art critics position themselves today? This roundtable offered a look at the road already traveled, and also wished to evoke the work that remains to be done concerning the gender equality - implicit or unconscious - that shapes our sector.

## Promotion of Collectionner - the app

We partnered with Art Toronto to provide exhibitors at the fair with access to the Collectionner - the app. Each gallery could display up to 20 works on the app, which were also displayed in their virtual booth. Even though the fair was taking place virtually, patrons could still see the works at scale in their space from their phones. This partnership allowed us to introduce the app to a large pool of galleries and collectors across Canada.

## The campaign in figures

### Facebook

8  
publications

33 198  
coverage

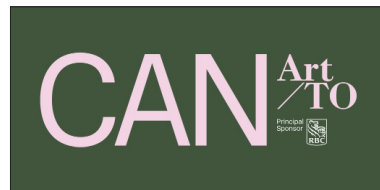
3032  
interactions

### Instagram

37  
publications

56 282  
coverage

63 471  
impressions



# Pierre-Ayot and Louis-Comtois Awards 2020

On December 10, 2020, the City of Montreal, the AGAC and the Conseil des arts de Montréal announced the winners of the Visual Arts Awards of Excellence. The Louis-Comtois Award was presented to Chih-Chien Wang and the Pierre-Ayot Award was presented to Caroline Monnet.

The Pierre-Ayot Award aims to support and promote excellence in new visual arts creation in Montreal, to encourage the presentation of young Montreal artists and to recognize the efforts of presenters who encourage artists aged 35 and under. A grant of 5,000 is offered to the winner. The Louis-Comtois Award aims to consolidate the recognition of an artist in mid-career and to highlight the quality of his or her production in the field of contemporary art in Montreal. The prize is accompanied by a \$7,500 scholarship.

A budget of \$2,500 is offered to the winners for the organization of a solo exhibition in Montreal. In addition, the City of Montreal will acquire one of their works for its art collection.

Let us underline the excellence of the work of the two finalists of the Louis-Comtois Prize, Abbas Akhavan and Marie-Claire Blais. As well as the artists Arkadi Lavoie Lachapelle and Manuel Mathieu who were finalists for the Pierre-Ayot Award.

During the evening, the Conseil des arts de Montréal also presented the Cultural Diversity Award in Visual Arts to Khadija Baker and Chun Hua Catherine Dong.

## Members of the jury

### **Eve-Lyne Beaudry**

Curator of Contemporary Art  
Musée national des beaux-arts du Québec

### **Eunice Bélidor**

Independent curator and  
Director of the FOFA Gallery  
Concordia University

### **Daisy Bousquet-Desrosiers**

Director of Artistic Programming  
Lunder Institute for American Art  
Colby College (Maine, USA)

### **André Dufour**

Managing Partner and Head of Art  
Collection  
Borden Ladner Gervais

### **Stephen Schofield**

Artist and  
winner of the 2004 Louis-Comtois Award

## Chih-Chien Wang

### Winner of the Louis-Comtois Award

Chih-Chien Wang was born in Taiwan and has resided in Montreal since 2002. His work has been the subject of recent solo exhibitions at venues such as Plein sud (2019), Künstlerhaus Bethanien in Berlin (2016), the Art Gallery of Mississauga (2015), the Fonderie Darling in Montreal (2015), the Musée régional de Rimouski (2013), the Musée des beaux-arts de Montréal (2012), and has participated in numerous group exhibitions. Wang was awarded the Duke and Duchess of York Prize in Photography in 2017.

Wang's work can be found in many collections including the Musée d'art contemporain de Montréal, the Musée des beaux-arts de Montréal, the Musée national des beaux-arts du Québec, the National Gallery of Canada, Hydro-Québec, the National Bank of Canada and the Canada Council Art Bank.



Chih-Chien Wang, *Le vert est notre ombre* (exhibition view), 2013

## Caroline Monnet

### Winner of the Pierre-Ayot Award

Caroline Monnet is a multidisciplinary artist from the Outaouais region who first made a name for herself with her film *Ikwé*, which received acclaim at the Toronto International Film Festival in 2009. Since then, the artist has presented her work in several exhibitions, including the Whitney Biennial (New York), the National Gallery of Canada (Ottawa) and *Axenéo7* (Gatineau), and has participated in several prestigious festivals, including screenings at Sundance, Aesthetica (UK), Smithsonian Institute (NYC), *Rencontres Internationales* (Paris, Berlin, Madrid), Palm Springs International Film Festival, *Arsenal Contemporary* (NYC), and the Cannes Film Festival, where she won the CNC Cinefondation Award in 2017.



Caroline Monnet, *R Value* (exhibition view), 2020

# Art Market Forum

The second edition of the Art Market Forum was held from November 16 to 20. This event aimed to promote exchanges and knowledge sharing, while offering participants the opportunity to reflect together on current issues that are transforming our sector. This year, the forum explored the themes of management and digital.

Whether through conferences, training sessions or discussions, AGAC wishes to equip participants to deal with new trends in the art market.

Accessible across Canada, the forum is intended for gallery owners, private gallery staff, artists, and cultural workers from all walks of life interested in the art market.

## **A new virtual formula over several days**

Given the current economic situation, we offered an entirely virtual event. This choice was greatly motivated by the fact that we wanted to make the event accessible to all our members and other art market players across Canada. To do so, all of the Forum's activities were offered in both languages through simultaneous translation.

We also decided to offer the program over several days, in order to meet the demand of our members.

## **High quality programming**

The Forum proposed a complete program with several varied subjects around management and digital. Prestigious guests and specialists in their field came to present trainings and conferences to enrich the discussion on the art market and its various issues.

« As a gallery, there are different ways to interact and collaborate with each other, and especially in Canada, we really need to start working together. It's a tough business and we need to support each other and make sure that all the galleries are doing well despite the crisis. » Gareth Brown-Jowett.

« Users are developing the habit of shopping on Instagram. And so be there, because the day that your niches are going to be figured out that they can store on the platform, you're going to be there and be part of the potential shopping options. »

Nellie Brière

## A prestigious guest: Ebony L. Haynes

AGAC was pleased to welcome Ebony L. Haynes - a Canadian gallerist and curator who has been particularly prominent on the New York scene in recent years. Having joined the David Zwirner Gallery in the fall, Ebony L. Haynes is now running a brand new space in Manhattan. In addition to recounting her inspiring journey through the art market, she presented her most recent projects and thoughts on the market during the conference.

« If you want to rethink the shopping mall model, you don't have to just try, you can do it. It's not about trying, it's about taking action. » - Ebony L. Haynes



## Forum findings for our organization

Following this very enriching edition, the AGAC, as an association, has decided to set up initiatives to continue the momentum started with the Forum.

Indeed, as discussed in the Instagram and Visual Arts training, we have been further promoting the #agac\_canada tag within our network and educating our members to use it as a channel for art lovers in Canada. We also created GIFs featuring AGAC that are available in Instagram stickers (in the story feature).

Following the training «How to increase the place given to visual arts in the media and press relations», we will follow up more assiduously to generate interest in our sector in the media.

Users are developing the habit of shopping on Instagram. And so be there, because the day that your niches are going to be adept and are going to have figured out that they can store on the platform, you're going to be there and be part of the potential shopping options.

Following the conference that presented the Art+Feminism project, we would like to organize a «Wikipedia Edit-a-thon» for AGAC member galleries. This event, in addition to being fun and unifying, would allow participating galleries and volunteer participants to learn, edit, update and add articles to Wikipedia in order to address the lack of information on Quebec and current artists.

In addition, we are in the process of improving the AGAC Wikipedia page, which had not been updated since 2015. We are also in the process of writing a page for the Papier Fair.

## Forum's program

### Art market management

**Monday, November 16 - 12pm**

**Course | How to increase the place given to visual arts in the media with press relations?**

Olivier Lapierre, communications, public relations and media relations consultant

**Tuesday, November 17 - 11am**

**Course | How to Create a Respectful Work Environment in the Arts**

Jeanne LeSage, Director, LeSage Arts Management

**Tuesday, November 17 - 1 pm**

**Course | Instagram and the visual arts**

Nellie Brière, digital communications strategist

**Vendredi 20 novembre – 12h**

**Grand conférence | Ebony L. Haynes**

### The art market in the digital age

**Monday, November 16th - 3pm**

**Conference | Presentation of the Art+Feminism project**

Camille Larivée, director of programming, Collectif des Commissaires Autochtones (ACC/CCA)

**Monday, November 16 - 5 pm**

**Discussion | Augmented and virtual reality: a new business model?**

Moderated by Benjamin J. Allard, cultural worker and artist

Guests: Myriam Achard, Head of New Media & PR Partnerships, Phi Center; Samuel Arsenault-Brassard, Artist and Curator in VR and AR; Nicolas S. Roy, President and Creative Director, Dpt.

**Wednesday, November 18 - 1pm**

**Conference | Data, a source of knowledge of its audiences and a lever for action**

Éric Trépanier, director of business intelligence, Synapse C

**Thursday, November 19 - 11am**

**Discussion | Innovative initiatives by AGAC members**

Moderated by Benjamin J. Allard, cultural worker and artist

Guests: Martin Blais, Assistant, Galerie Simon Blais; Emily Robertson, Owner and Director, Galerie Robertson Arès; Erika Del Vecchio, Project Manager, Sales Consultant and Registrar, Pierre-François Ouellette art contemporain; Gareth Brown-Jowett, Co-Owner/Co-director, Patel Brown Gallery

**Thursday, November 19th - 2pm**

**Course | Is your cultural offer locatable and readable on the Web?**

Josée Plamondon,

# Gallery Weekend Montreal

After two years of reflection, the AGAC decided to present a brand new project: the Gallery Weekend. For four days, AGAC member galleries opened their doors to the general public in Montreal. It was a time to discover numerous exhibitions, and to meet and exchange with gallery owners, artists and other actors of the art world. Visitors were able to take advantage of the programming offered in the galleries on the web and social networks: visits with artists, curators, gallery owners, etc.

## An international trend

Gallery Weekend is an international event presented in the world's major cities: Berlin, Paris, London, Brussels, Chicago, Warsaw, Beijing, Budapest, Mexico City, Milan, Barcelona, Madrid, Santiago, and many more. This year, the Contemporary Art Galleries Association has decided to participate in this international trend and to offer its first Gallery Weekend in Canada, in Montreal and Quebec City.

## A new identity and a website

To kick off the project, we called on the design team at Principal - who has created a multitude of identities for AGAC projects - to create a graphic identity for Galleries Weekend. This new identity is intended to be catchy, chic and trendy to promote our contemporary art galleries. A new website was also designed for the project by Cédilla, to showcase the participating galleries, the program and the different routes.

## A successful first edition

This first edition of Gallery Weekend Montreal was a success. More than 5500 visits to the exhibitions were counted during the 4 days of the event. Press articles, mentions on the radio and television interviews punctuated the week of the event. The Gallery Weekend's coverage was rich and of high quality and certainly had a positive impact on the event's attendance.

**The first edition in figures**

**4**  
days

**4**  
routes

**20**  
galleries

**+100**  
artists

**25**  
activities

**5500**  
participants in this first edition



# AGAC in the media

## AGAC and its galleries

Siag, Jean. « Des galeries d'art résilientes », La Presse, 10 octobre 2020.

*Duchesne, André. Lapointe, Josée et Clément, Éric.* « Une culture à deux vitesses », La Presse, 7 janvier 2021.

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*Côté, Émilie.* « Brèche d'espoir : les musées rouvriront partout au Québec », La Presse, 3 février 2021.

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*Poisson, Sophie.* « Plan de relance économique du milieu culturel », Baronmag.com, 29 mars 2021.

## Papier

Bourel, Fanny. « Le public québécois séduit par la culture en ligne », Radio-Canada Arts, 5 décembre 2020.

Richer, Catherine. « Chronique Culture sur les galeries d'art », 15-18, ICI Première, 7 décembre 2020.

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## Pierre-Ayot et Louis-Comtois Awards

Clément, Éric. « Caroline Monnet et Chih-Chien Wang lauréats », La Presse, 10 décembre 2020.

## Collectionner - the app

Renaud-Venne, Kim. « Pour le plaisir des yeux : de l'art visuel avec l'application Collectionner de l'AGAC », Baronmag.com, 14 janvier 2021.

## Gallery Weekend Montréal

Kim Renaud-Venne - « Les expositions à visiter en juin à Montréal », Baron Mag, 31 mai 2021.

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Rebecca Makonnen, « Si Yann Pocreau était ministre de la Culture... que ferait-il ? », On dira ce qu'on voudra, 8 juin 2021.

Charlotte Mercille, « Quatre parcours d'art contemporain pour célébrer Galeries Weekend », METRO, 9 juin 2021.

Pierre-Olivier Zappa, « À vos affaires », 9 juin 2021.

Kelly-Ann Neeley, « Galeries Weekend Montréal : 25 expositions à découvrir à travers 4 parcours de galeries d'art », Silo 57, 9 juin 2021.

« Quoi voir, quoi faire : Galeries Weekend... ce weekend! », La Presse, 10 juin 2021

Eugénie Lépine-Blondeau, « Culture avec Eugénie Lépine-Blondeau : Galeries Weekend Montréal Mettre l'écoute sur pause », Tout un matin, 10 juin 2021.

Nabi-Alexandre Chartier, « Une visite en Galerie d'art », Téléjournal, 10 juin 2021.

Catherine Richer, « La 1re édition du Galeries Weekend Montréal », Le 15-18, 10 juin 2021.

« ANDREW CARTER MORNING SHOW avec Emily Robertson », CJAD 800, 11 juin 2021

« Community events : Gallery Weekend Montreal » Global News, 11 juin 2021.

Dave Richard, « Première édition - Galeries Weekend Montréal », Magazine Ligne, 11 juin 2021



Photograph of our Director being interviewed for Gallery Weekend Montreal

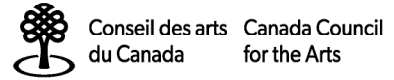
credit : Catherine Lafranchise



# Thanks to our partners!

AGAC and its projects

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AGAC also thanks all its collaborators and volunteers!

## Photo credits

Jean-Michael Seminaro photographe

