

Annual Report

Contemporary Art Galleries Association

2024

AGAC

Contemporary Art Galleries Association

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Annual Report 2024

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Word from the Chair



In 2024, as AGAC prepares to celebrate its 40th anniversary, the Association has embraced new tools to support a bold and inclusive vision. As part of this process, we launched a wide-reaching consultation among our members to gather their perspectives and inform future decisions and initiatives.

This effort was guided by three key objectives: to assess member feedback on admission criteria in order to revise them; to reopen membership following a moratorium; and to better understand the expectations, priorities, and challenges facing our members as we shape our five-year strategic plan.

To support this reflection, we partnered with an independent consultant. This collaboration helped us define clear areas of focus, prioritize our actions, and lay the groundwork for a responsive and sustainable long-term plan.

Concurrently, a special internal committee was formed to lead the revision of our bylaws and regulations. Comprising seven gallerists and three AGAC team members, the group worked collectively on this important project, which will guide the Association’s future direction.

I am proud to say that the work accomplished this year has laid a strong and inspiring foundation for AGAC’s continued growth. I also want to commend the Board of Directors for its dedication to strengthening our role as a leading voice in Canada’s contemporary art market, while remaining closely attuned to the needs of our member community.

Andrés Durán
Owner and Director, Duran Contemporary

Word from the Director



It is with great enthusiasm that I write this message as General Director, at the close of my first full year in the role. This personal milestone coincides with a significant moment for the Contemporary Art Galleries Association, which will celebrate its 40th anniversary in 2025. Building on this longevity, AGAC continues to evolve in meaningful ways.

The 2024 edition of Plural was an outstanding success, breaking all records for attendance and sales. This enthusiasm reflects the vitality of the contemporary art market and the growing public interest in current artistic creation. Over three vibrant days, collectors, professionals, and art lovers gathered to celebrate the talent of artists and the richness of our artistic community. This edition reaffirmed the fair’s reputation as a flagship event on the national visual arts calendar.

Another important milestone was achieved with the Board of Directors’ adoption of a new strategic plan. This plan will guide AGAC’s work over the next five years, setting clear, ambitious priorities that align with our members’ needs. Meanwhile, the AGAC Foundation has gained renewed momentum thanks to the addition of a dedicated new team member and two new board members, whose expertise strengthens our ability to support and promote contemporary art.

The cultural sector has faced a particularly challenging period marked by deep uncertainties and unprecedented difficulties. In response, the Quebec arts community has demonstrated exemplary solidarity. AGAC has been fully engaged, notably as part of the Front Commun pour les arts, and has actively participated in numerous consultations aimed at defending the visual arts sector and promoting sustainable solutions for the future of our ecosystem.

I would like to express my sincere gratitude to SODEC for their steadfast support, which plays a crucial role in enabling AGAC to realize its core initiatives. Their backing extends beyond our organization, benefiting our members and the broader art market alike. I also thank our partners for their ongoing commitment to the vitality of contemporary art.

Anie Deslauriers
General Director

About the Association

The Contemporary Art Galleries Association (AGAC) is a non-profit organization whose primary mandate is to further develop the recognition and prosperity of the contemporary art market in Canada. Today, AGAC regroups galleries in Montreal, Quebec, Ottawa, Toronto, Calgary and Vancouver. The Association actively contributes to the dissemination and promotion of Canadian artists via exhibitions and other major events organized in Quebec, Canada and around the world. Beyond defending the moral and economical interests of its members through a rigorous code of ethics, the Association also fosters the public's interest in visual arts and encourages the emergence of new contemporary art collectors.



AGAC

The AGAC Team



Anie Deslauriers
General Director



Amanda Brownridge
Assistant Director,
Finances, Membership



Simone Rochon
Director, Communications
and Marketing



Marie Joly
Communications and Content
Coordinator



Chloé Laframboise
Project Manager



Marie-Jeanne Gagnon
Logistics and Programming
Coordinator



Laurianne Lalonde
Digital and Cultural
Development Agent (ADN)



Alexandra Dagenais
Philanthropic
Development Officer

Board of Directors

Chair
Andrés Durán
Duran Contemporary

Vice-chair
Antoine Ertaskiran
Bradley Ertaskiran

Treasurer
Emily Robertson
Robertson Arès

Secretary
Soad Carrier
McBride Contemporain

Board Members
Julie Côté
Pangée

Dominique Toutant
Blouin Division

Nicolas Robert
Galerie Nicolas Robert

Claire Christie
Christie Contemporary

Roxanne Arsenault
Patel Brown

Independent Board Members
Pascal Nadeau
Executive Vice President, Chief
Strategy Officer and Partner
Archipel

Pierre Paquin
Strategic Advisor and
Corporate Director

Committees

In 2024, four committees were active within the Association:

- Plural Committee
- Sustainability Committee
- Bylaws and Regulations Committee
- Privacy and Confidentiality Committee

Made up of representatives from member galleries, AGAC staff, members of the Board of Directors, and occasionally invited experts, these committees support the Association’s work on key issues. Acting in an advisory capacity, they help inform decision-making, deepen discussions on specific topics, and contribute to the development and implementation of strategic initiatives.

*Art45 (Montreal)
Art Mûr (Montreal)
Blouin Division (Montreal and Toronto)
Bradley Ertaskiran (Montreal)
Central Art Garage (Ottawa)
Chiguer art contemporain (Quebec and Montreal)
Christie Contemporary (Toronto)
Duran Contemporain (Montreal)
Eli Kerr (Montreal)
ELLEPHANT (Montreal)
Equinox Gallery (Vancouver)
Feheley Fine Arts (Toronto)
Franz Kaka (Toronto)
Galerie C.O.A (Montreal)
Galerie Hugues Charbonneau (Montreal)
Galerie Jean-Claude Bergeron (Ottawa)
Galerie Nicolas Robert (Montreal and Toronto)
Galerie Robert Poulin (Montreal)
Galerie Robertson Arès (Montreal)

Galerie Simon Blais (Montreal)
Galleries Bellemare Lambert (Montreal)
General Hardware Contemporary (Toronto)
Lacerte art contemporain (Montreal)
Laroche/Joncas (Montreal)
McBride Contemporain (Montreal)
Pangée (Montreal)
Patel Brown (Toronto and Montreal)
Patrick Mikhail (Montreal)
Paul Petro Contemporary Art (Toronto)
Pierre-François Ouellette art contemporain (Montreal)
Stephen Bulger Gallery (Toronto)
Susan Hobbs Gallery (Toronto)
TrépanierBaer Gallery (Calgary)
United Contemporary (Toronto)
VIVIANEART (Calgary)
Yves Laroche Galerie d’art (Montreal)
Zalucky Contemporary (Toronto)

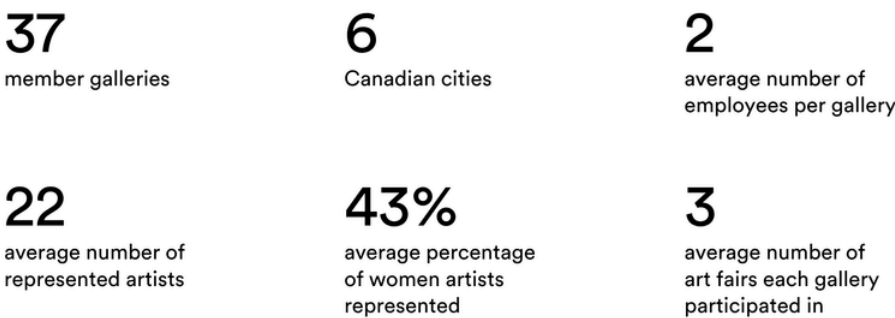


*Associate member for 2024

AGAC Members

Member galleries in numbers

AGAC brings together a diverse network of members, from emerging spaces to long-established galleries, reflecting the depth and vibrancy of Canada’s contemporary art scene. The following statistics highlight key trends observed among member galleries in 2024:



A visitor at Chiguer art contemporain in Montreal

AGAC Annual Revenues

The breakdown of AGAC revenues presented here corresponds to cumulative revenues from January 1 to December 31, 2024.

Support from public partners and government bodies was essential, both for the Association's operations (16.2%) and for the production of new projects and events (16.2%: 15.8% Plural, 0.4% other). Income from grants accounted for 32.4% of AGAC's annual revenues in 2024. This figure is down 3.6% from last year (36%), although the Association has seen a significant increase in grants for the fair (\$133,000 from the SODEC for 2024 compared to \$115,000 in 2023, \$40,000 compared to \$35,000 from the City of Montreal via the Marchés et Vitrines grant) as well as the operating grant maintained by the SODEC at \$145,000.

Revenues from the production of the Plural contemporary art fair, held in April 2024, represent a major portion of the Association's revenues, at 49.8%. This 7.8% increase (42% in 2023) is linked to a substantial rise in ticket sales for the fair (\$244,000 in 2024 versus \$157,500 in 2023). Fair sponsorships represent 9% (10% in 2023) of the Association's revenues.

Other event production revenues (2.9%) come from the Galeries Weekend Montréal and Toronto events, and the secretariat for the Pierre-Ayot and Louis-Comtois awards.

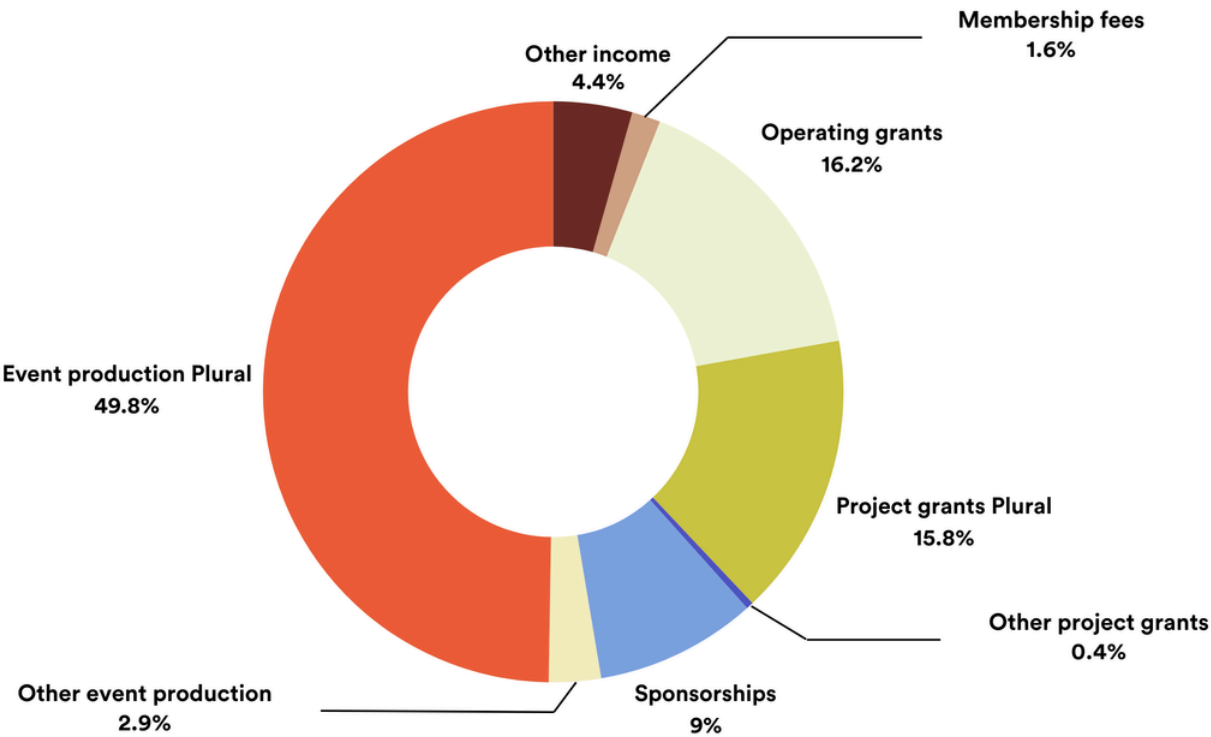
The Association's other revenues, representing 4.4%, are generated mainly by the rental of exhibition walls. It is important to note a significant increase in wall rental revenues, rising from \$29,000 in 2023 to \$44,000 in 2024, a source of income that the Association hopes to grow every year.

Annual membership fees represent 1.6% of the Association's revenues.

AGAC warmly thanks all its members, partners, sponsors, collaborators and donors for their ongoing 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.

AGAC Annual Revenues

Breakdown of AGAC finances



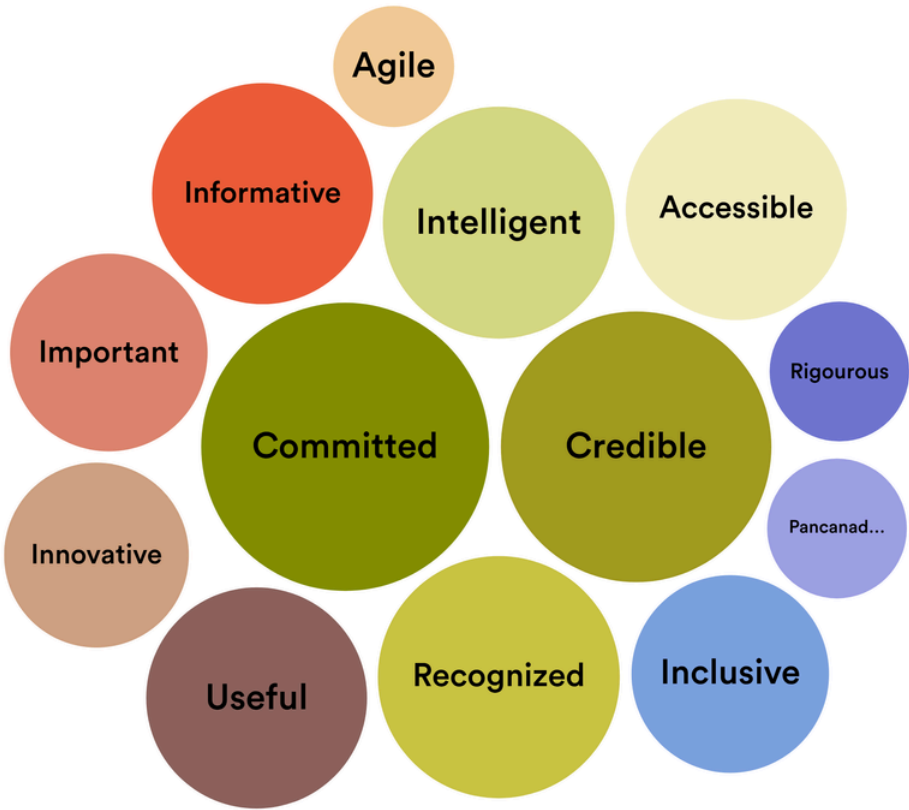
Strategic Planning and Membership

Member gallery consultation

In preparation for developing its five-year strategic plan and updating its bylaws and regulations, AGAC launched an important survey among its members in August 2024. This initiative aimed to gather their opinions on membership-related issues, as well as to better understand their expectations, priorities, and challenges specific to their realities.

The survey conducted among AGAC members highlighted several key points. Among the main motivations mentioned for joining the Association, respondents emphasized the desire to be part of a community of gallery owners, the recognition associated with AGAC, and the visibility offered by the Association through its website and social media platforms. Moreover, members describe AGAC as a committed, credible, and recognized organization within the contemporary art community.

The main characteristics identified by members to describe AGAC:



Strategic Planning and Membership

Revision of the bylaws and regulations

As part of its plan to reopen membership in 2025, AGAC initiated a revision of its bylaws in 2024. This effort aimed to modernize the Association’s governance framework and better reflect the current realities of the contemporary art sector, while taking into account members’ expectation, including regarding membership admission criteria.

A survey conducted among member galleries, with 24 responses, helped identify key challenges. Subsequently, a working committee made up of seven gallerists and three AGAC team members was tasked with developing concrete recommendations. These proposals were presented at an extraordinary general meeting convened by the Board of Directors in November 2024. The meeting allowed for a collective discussion of the proposed adjustments, gathering members’ feedback, and approving the changes by vote.

Following this meeting, the revised bylaws and regulations were officially adopted and shared with all member galleries in December 2024.

Strategic Plan 2025-2030

In 2024, AGAC began developing its next five-year strategic plan, which was adopted by its Board of Directors in January 2025 and will guide its actions and decisions over the coming five years. This process, carried out in collaboration with the Association’s leadership and with the support of Pierre Bernard Dow Blanchet, Senior Strategic Consultant, helped define clear areas of focus, identify key priorities, and lay the foundation for a structured, evolving plan tailored to the needs of its members.

This initiative, which took place during the second half of 2024, reflects a commitment to updating AGAC’s mission starting in 2025 while actively involving its members through consultations and collaborative reflections. Although the strategic plan provides a solid framework, it remains flexible to allow the Association to adapt to ongoing changes in the sector, particularly in the digital context. Its goal is to strengthen member engagement and support AGAC’s prominence on both the national and international art scenes.

In parallel, a digital strategic development plan was created in collaboration with an external consultant, in alignment with the five-year strategic plan. Its goal is to structure and formalize AGAC’s ongoing and future initiatives in terms of digital transformation and adoption.

Digital Initiatives

AGAC’s digital advances

Thanks to the renewed funding for the Digital and Cultural Development Agent (ADN) position, AGAC continues its digital shift through several structuring initiatives.

The AGAC website structure was reworked to optimize SEO, while the file architecture on Google Drive was reorganized to improve document management. In terms of cybersecurity, the implementation of Apple Business Manager and Jamf strengthened AGAC’s internal tools, alongside support to ensure compliance with Law 25. A major data cleanup was also carried out in Mailchimp to improve the tool’s efficiency and meet legal obligations.

The digital hub project moved forward, progressing from the finalization of the business plan to the submission of a funding application to SODEC. The Collecting app underwent a strategic reassessment, which led to the termination of the app. A member survey on Slack usage opened the door to exploring new communication methods. Finally, AGAC completed its digital development strategy in collaboration with an external consultant.

The Digital Strategic Development Plan is [available here for consultation](#).

Since 2019, AGAC has received support from SODEC to employ a Digital and Cultural Development Agent (ADN) as part of its team. In addition to leading major strategic projects, the agent’s responsibilities within AGAC include:

- Facilitating collaboration among RADN members to foster partnerships across the network;
- Contributing to the ongoing digital development of the RADN;
- Mobilizing cultural stakeholders as opportunities arise;
- Monitoring emerging trends, tools, and practices in the digital sphere;
- Promoting innovative approaches and new business models relevant to members;
- Documenting and sharing best practices in digital transformation;
- Managing, organizing, and archiving the digital documentation produced;
- Providing support and guidance for training initiatives on digital tools and practices;
- Implementing and integrating digital tools across projects;
- Developing shared resources to help members build digital skills;
- Coordinating the execution of cultural projects with a digital component;
- Supporting the development of AGAC’s data security initiatives.

Sustainability

Eco-responsible practices

For the past six years, AGAC has been actively committed to an eco-responsible approach, integrating sustainable practices into all of its projects, particularly in the planning of the Plural fair. In 2024, several initiatives were renewed and strengthened to reduce the event’s environmental footprint. Here are a few examples:

- Construction materials are reused for each edition, including exhibition walls, furniture, plinths, and more.
- Most equipment used during the fair is rented: lighting, furniture, tableware, electrical installations, audiovisual equipment, plants, etc.
- Wine bottles are recycled, and cans are returned for deposit.
- No single-use plastic water bottles are distributed on-site.
- Suppliers are selected within a 70 km radius of the event to minimize greenhouse gas emissions.
- Single-use printed materials (signage, documentation, tickets, etc.) are kept to an absolute minimum.



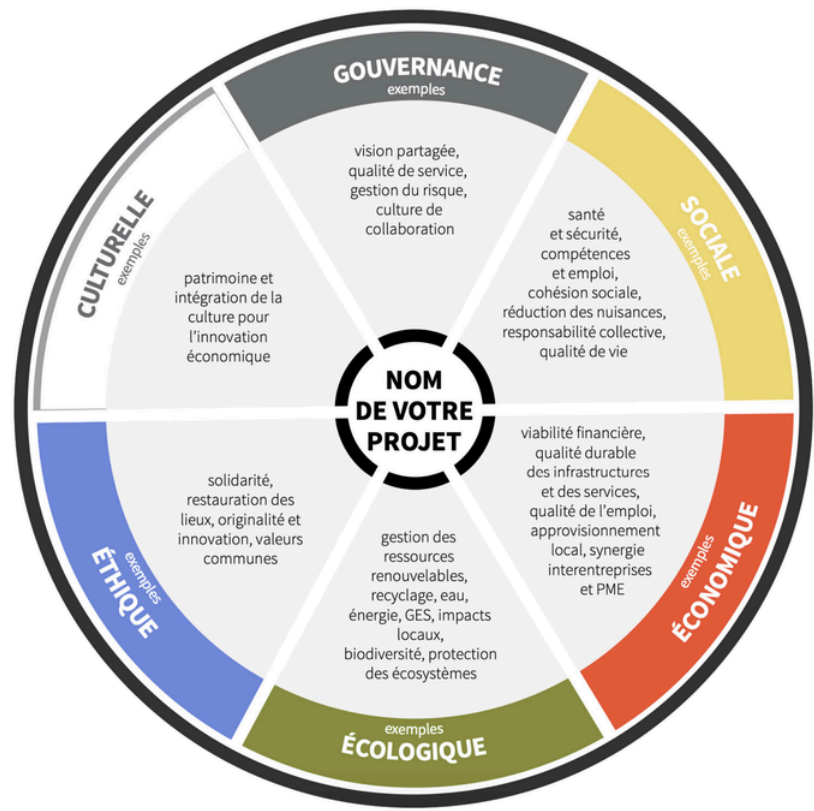
Sustainability

Creation of a Sustainability Committee

In 2024, AGAC established a Sustainability Committee made up of team members. The committee undertook a self-assessment of AGAC’s existing sustainable practices to identify areas for improvement and to help guide the development of a future sustainability policy.

The self-diagnosis focused on five dimensions of sustainable development: economic, environmental, cultural, social, and transversal (management and governance).

While the assessment revealed that the team is already aware of these dimensions and that many of AGAC’s activities informally reflect sustainable principles, it also highlighted the need to formalize and systematize these practices. This will involve drafting and implementing procedure manuals, internal policies, and action plans.



Representation

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

Here are a few examples of outreach activities carried out by AGAC’s Director, Anie Deslauriers, in 2024:

- Participation in a panel discussion on corporate art collections as part of the artch festival, alongside Paul Maréchal and Delphine Larose;
- Hosting a guided tour highlighting AGAC member galleries during the Art Toronto fair;
- Attendance at the Série Culture conference organized by the Montreal Council on International Relations, led by Mathieu Bouchard, Chair of the Conseil des arts de Montréal, on the importance of mobilizing Montreal’s cultural sector;
- Participation in a meeting with the Quartier des spectacles Partners and a focus group on the area’s development;
- Attendance at other major events in the art community, such as the Montreal Museum of Fine Arts’ Après-Bal and Les Printemps du Musée d’art contemporain.

The Digital Development Agent, accompanied by the Logistics and Programming Coordinator, also attended a themed day on funding organized by La Piscine, a networking opportunity during which AGAC was awarded a grant.

AGAC is also a member of various associations and organizations working in the cultural, events, tourism, and business sectors. This involvement helps build connections with new partners and provides access to valuable resources that support the Association in the development of its projects:

- Compétence Culture
- Tourisme Montréal

Representation

Grand Prix of the Conseil des arts de Montréal

In 2024, the inaugural edition of the Plural fair, the Association’s flagship project, was named a finalist for the prestigious 38th Grand Prix of the Conseil des arts de Montréal. The awards ceremony took place on April 11, 2024, at the Palais des congrès de Montréal. AGAC’s General Director, Anie Deslauriers, attended the event alongside Andrés Durán, Chair of the Board of Directors.



Anie Deslauriers alongside the seven other finalists of the 38th Grand Prix of the Conseil des arts de Montréal

Highlighting member galleries at global art fairs

Throughout the year, AGAC actively monitors the activities of its members and is committed to highlighting their presence on the international art scene. In 2024, the Association issued press releases celebrating the participation of member gallery contingents at art fairs in New York in the spring and in Miami in December. Another release, shared in the fall, also recognized the strong international presence of several members at European fairs such as Paris Photo, Positions in Berlin, and the NADA Salon in Paris.

100+
fair participations

20
art fairs attended by member galleries

3
press releases

5 300+
impressions on Instagram



Representation

Art Toronto October 24 to 27, 2024

AGAC was present at the 25th edition of Art Toronto to represent and promote the Association and its activities to the public and Toronto collaborators. 24 AGAC member galleries participated in this edition, including 16 from Quebec. AGAC took this key opportunity to highlight their presence through various initiatives, such as hosting a guided tour and sharing dedicated content across its social media platforms.

A dedicated tour to promote AGAC members

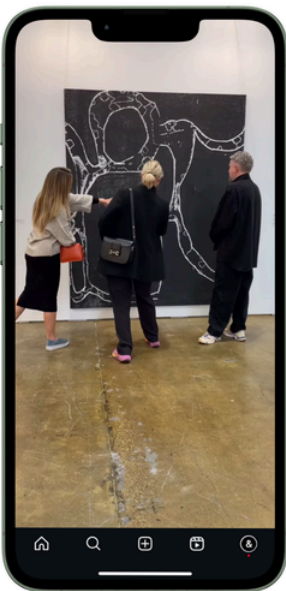
On the Friday of the fair, the Association’s director, Anie Deslauriers, led a guided tour of Art Toronto highlighting several AGAC member galleries, predominantly from Quebec. This initiative allowed the Toronto audience to discover the richness and diversity of the artistic practices showcased by the Association’s galleries.

Digital campaign

Ahead of the fair, AGAC produced a short promotional video presenting the list of 24 member galleries participating in Art Toronto. Additionally, throughout the fair, AGAC enhanced its presence by posting daily Instagram Reels, which were specifically sponsored to reach the Toronto audience. The focus was on capturing the fair’s atmosphere and the artworks on display.



AGAC guided tour at Art Toronto



Lobbying

Participation in the Front commun pour les arts

AGAC has played an active role within the Front commun pour les arts, a coalition of 21 cultural organizations formed in response to the unprecedented crisis currently affecting the arts sector. This coalition aims to urge the government to take action to preserve the vitality of the arts sector, which has been particularly weakened by the decision announced on March 12, 2024, during the provincial budget presentation, to limit funding for the Conseil des arts et des lettres du Québec (CALQ) to \$160.46 million for the 2024-2025 fiscal year.

The Association co-signed the brief submitted during the pre-budget consultations, thereby affirming its strong commitment to defending and recognizing the essential role of the arts in Quebec. AGAC also took part in on-the-ground actions, including participating in the first public protest organized by the GMAQ on May 16, 2024.



Visual: Clément de Gaulejac



Lobbying

Alliance sectorielle pour les arts visuels (ASAA)

In 2023, AGAC participated in a roundtable bringing together several organizations from the visual arts sector, including the Conseil des métiers d’art du Québec (CMAQ), the Regroupement des artistes en arts visuels (RAAV), the Regroupement des centres d’artistes autogérés du Québec (RCAAQ), the Regroupement de pairs des arts indépendants de recherche et d’expérimentation (REPAIRE), and the Société des musées du Québec (SMQ).

From this collaboration emerged the Alliance sectorielle pour les arts visuels (ASAA), established alongside the Front commun pour les arts to specifically advocate for issues unique to the visual arts sector, concerns often overshadowed within the broader demands of the Front commun.

The ASAA has updated its collective brief, which was presented to Mr. Pascal Bérubé (Quebec Party), spokesperson for culture, and Ms. Brigitte Garceau (Quebec Liberal Party), spokesperson for culture and communications. Since then, monthly meetings have been held to track demands closely and adapt advocacy strategies as needed.

Government consultations

On June 14, 2024, AGAC, in collaboration with several cultural partners, was invited to a consultation organized by Minister Mathieu Lacombe of the Ministry of Culture and Communications. The meeting aimed to assess the concerning state of the cultural sector and to propose concrete measures for support and recognition.

AGAC’s sustained involvement in cultural coalitions bore fruit: the 2025 budget was increased, ensuring enhanced support for the CALQ and, by extension, for the visual arts sector. This achievement demonstrates that when voices from the sector unite, tangible progress is possible. AGAC is proud to have contributed to this outcome and remains firmly committed to advocating for the interests of its members with strength and conviction.

Artist resale right at the federal level

Efforts undertaken in 2022 and 2023 at the federal level to implement an artist resale right for visual artists ultimately proved unsuccessful. Resale rights were part of the Autumn 2024 Economic Statement, but following prorogation and the election, there was no vote to ratify it.

Member Services and Benefits

Professional recognition

To become an AGAC member, a gallery must meet several rigorous criteria and receive a majority of votes from regular members in favor of its admission. This admission process fosters peer recognition, whether from fellow galleries, professional artists, curators, or funding bodies. Members must adhere to a code of ethics and are recognized for their best practices within the arts community.

External communications: promoting our members

On the communications front, AGAC promotes its members’ exhibitions year-round through its social media platforms. Via its newsletter and social channels, the Association also highlights members’ participation in art fairs outside Quebec and on the international stage. AGAC’s websites provide members with an outstanding showcase to reach new audiences. For more details on communications, see pages 23 and 24.

Internal communications: information sharing and strategic monitoring

In 2024, AGAC launched monthly newsletters for its member galleries, replacing occasional emails with more regular and consistent communication. Nearly 2,200 emails were sent, providing relevant resources to support their activities. At the same time, a digital bulletin board was created to share reminders, deadlines, and news from the field. Responding to members’ expressed need for centralized communication, this new tool uses Instagram’s “Close Friends” feature, already familiar to many, to share targeted, simple, and accessible information.

Service agreements

Among the partnerships developed, AGAC members benefit from preferential rates with the art transportation company Artys Transit, as well as with the following hotels during the Plural fair: Hotel Monville, Hôtel Gault, Le Saint-Sulpice, and Alt Hotel.

Exclusive member discounts

Member galleries benefit from preferential rates when participating in Association-led projects, including Plural and Gallery Weekend.



2 200

emails sent to members
via Mailchimp

83%

member newsletter
open rate

Communications

AGAC on social media: amplifying galleries and educating audiences

Throughout the year, AGAC leveraged its social media platforms to increase its visibility and promote its initiatives to an audience of nearly 57,000 followers across Facebook, Instagram, and LinkedIn. With an active and dynamic presence, the Association maintained strong engagement with its community, composed mainly of art enthusiasts, while also expanding its reach. In 2024, AGAC posted daily on its social media channels to highlight both its own activities and those of its member galleries. Notably, over 100 exhibitions presented by member galleries were featured on AGAC’s Instagram page during the year.

Among AGAC’s standout initiatives, the Art Market Q&A campaign, launched in 2023, continued its rollout in 2024 through weekly carousel posts, strategically published during quieter periods in the Association’s calendar. Reaching over 15,000 accounts, the campaign further supported AGAC’s mission of educating the public and making contemporary art more accessible.

Finally, the Association maintained an active informational watch, regularly sharing news and resources of interest related to the international art scene and art market, thereby reinforcing its role as a strategic information hub within the sector.

AGAC on social media

@agac_canada
@foirepapier
@galleryweekend_canada

57K

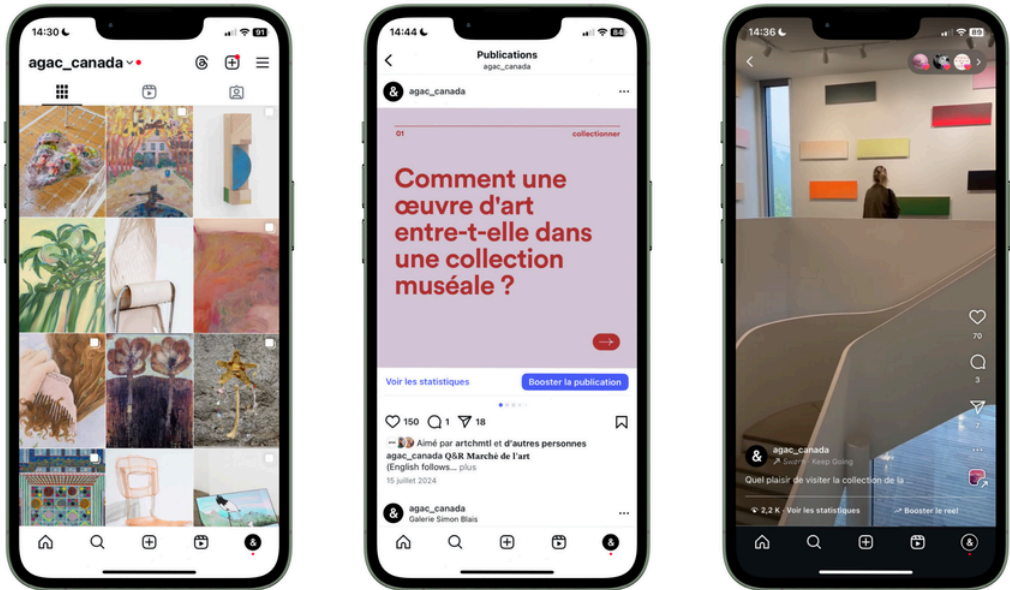
followers on Instagram,
Facebook and LinkedIn

700+

posts, all platforms
combined

565K

followers reached across
all platforms



Communications

Newsletters: a cornerstone of AGAC’s communications

In 2024, AGAC sent over 171,000 emails to its 8,000 Mailchimp subscribers to share updates about its activities and projects. The Association offers tailored content through targeted mailing lists, an effective strategy reflected in an impressive 64% open rate.

8K

newsletter subscribers

171 604

emails sent via Mailchimp





Plural 2024

April 11 to 14, 2024

A record-breaking edition for Plural!

The second edition of the Plural fair took place from April 11 to 14, 2024, transforming both floors of Montreal's Grand Quay into a vibrant crossroads of contemporary creativity. The event attracted visitors with bold programming, numerous new features, and thoughtfully designed scenography.

Building on 15 editions of the Papier fair and a successful inaugural Plural in 2023, the 2024 edition brought together 46 exhibitors carefully selected by a jury of three visual arts professionals. Representing seven Canadian cities, these exhibitors collectively showcased works by over 500 artists. AGAC is proud to have welcomed more than 10,500 contemporary art enthusiasts, setting a new attendance record since the fair's relocation to the Grand Quay in 2019.

The Association celebrates the overwhelming success of this edition, which cements Plural's status as a flagship event on the national visual arts calendar and reinforces Montreal's role as a major hub for the contemporary art market in Canada.

10 500

visitors

10 000

unique visitors
on plural.art

46

Canadian exhibitors

500+

exhibited artists



Visitors in Franz Kaka's booth during Plural

Plural 2024

A new sales record

The 2024 edition set a new sales record, with nearly \$2 million in artwork sales by the fair's closing. This represents a significant increase compared to 2023, when sales reached \$1.5 million at the same moment.

As in previous years, private collectors made up the majority of buyers, accounting for 71% of total sales, a figure stable since 2023. Corporate buyers contributed 14%, down from 24% last year. Meanwhile, public and museum institutions acquired 21% of the artworks, underscoring strong recognition for the artists presented at Plural.

2 M \$
in artwork sales

8 %
of visitors made
an acquisition at the fair

26 %
of VIP guests made an
acquisition at the fair



A visitor in Towards' booth during the fair

Plural 2024

Plural Forum: an overview of current themes in contemporary art

The Plural Forum offered seven discussions addressing current issues within the contemporary art world. These panels adopted a critical and engaged approach, exploring topics such as identity and diaspora, art publishing and criticism, ecofeminisms and artistic practices, as well as the current state of art fairs. The conversations brought together a diverse range of panelists including researchers, art critics, curators, artists, and art market experts.

As for the guided tours, they explored various themes, including Afro-descendant artistic practices, emerging art collecting, and contemporary Indigenous art. Additionally, the Forum offered three workshops aimed at Montreal's artistic community, providing artists and cultural workers with valuable career development tools.

Recordings of the panel discussions and interviews remain available online on [AGAC's YouTube channel](#).

7
panel
discussions

3
professional development
workshops

6
guided
tours

38
professionals from
the arts milieu



Panelists Anahita Norouzi, Yen-Chao Lin, Eddy Firmin, and moderator Cheryl Sim for the panel discussion "Diaspora and Disappearance in Contemporary Art: Plural Identities."

Plural 2024



A visitor in the “Mémoire matérielle” exhibition at the Pavilion

Celebrating contemporary Canadian sculpture at the Pavilion

Upon entering the fair, visitors were greeted by “Mémoire matérielle”, an exhibition curated by evlyne Laurin that showcased contemporary Canadian sculpture through the lens of materiality.

Aligned with Plural’s mission to celebrate the diversity of contemporary artistic practices, the exhibition served as a platform for showcasing a wide range of materials, methods, and techniques, highlighting their meaning and significance within the artistic ecosystems of Quebec and Canada.

32
artists represented
by participating
galleries

Plural 2024



Visitors in the Art Volt Collection booth at the Pavilion

Pavilion Spaces: spotlight on emerging and alternative galleries

For the very first time, Plural introduced a new exhibitor category: the Pavilion Spaces, dedicated to project spaces and emerging or alternative galleries.

Located on the second floor of the Grand Quay, these smaller booths allowed each exhibitor to showcase the work of one or two artists, encouraging clear and innovative curatorial proposals. This format helped platform new voices and practices that are often underrepresented in traditional circuits, while enriching the experience for visitors.

7
Pavilion Spaces

Plural 2024



View of Claudie Gagnon's installation presented by National Bank Private Banking 1859

Bold and inspiring special projects

Plural 2024's special projects invited visitors to experience four large-scale installations that reflect today's dynamic artistic practices. Works by Marie-Eve Beaulieu, Stephen Schofield, Marie-Ève Fréchette, and Shanie Tomassini punctuated both floors of the fair, each occupying the space in its own distinctive way.

In the Terminal's VIP Lounge, AGAC was also proud to present the work of the six finalists for the 2023 Pierre-Ayot and Louis-Comtois Awards: Mara Eagle, Joyce Joumaa, Alexia Laferté-Coutu, Sylvie Cotton, Dawit L. Petros, and Nelson Henricks.

Rounding out the experience, an installation by artist Claudie Gagnon, presented in collaboration with National Bank Private Banking 1859, welcomed visitors on the first floor of the fair. Guests were invited to wander beneath her crystalline chandeliers and get a closer look at the curious objects concealed in their glass structure.

4
special projects

6
artworks from the
Pierre-Ayot and Louis-Comtois
Awards finalists

1
installation presented
by National Bank
Private Banking 1859

Plural 2024



Plural spokesperson, actress Karine Vanasse, interviewed on the television show Tout le monde en parle

Communication strategies

To ensure the fair's visibility both in the metropolitan area and across Canada, AGAC developed a diversified promotional plan with several components:

- Media coverage: Thanks to the PR agency RuGicomm, Plural 2024 enjoyed excellent media exposure , 21% of visitors had heard about the event through various media outlets (television, radio, newspapers, etc.), compared to 13% in 2023.
- Enhanced social media presence: Over 240 posts on Instagram, Facebook, and LinkedIn, along with collaborations with four social media personalities specializing in contemporary art, invited to visit the fair and create content.
- Digital marketing campaign: A campaign on Meta platforms and Google Ads carried out by the agency Cardigan, generating more than 2.2 million impressions.
- Partnerships and visibility exchanges: Multiple partnerships with artistic institutions and visual arts publications were renewed and concluded, allowing us to reach a clientele interested in arts and culture.
- Dedicated spokesperson: Actress Karine Vanasse passionately lent her voice to Plural, increasing visibility among mainstream media, notably through an interview on the show Tout le monde en parle, reaching nearly 800,000 viewers.

33 200+
followers on our social media

240+
publications on Instagram,
Facebook and LinkedIn

281 000+
followers reached

2 200 000+
impressions across all digital
platforms

6
full page ads in art and design
magazines

4
large-format advertisements
displayed in downtown metro
stations



A visitor in Bradley Ertaskiran’s booth during the VIP Evening

Visitors

- 42 % visited Plural for the first time
- 86 % own one or more artworks
- 63 % came to Plural by public transport, bicycle or walking
- 31 % are between 25 and 44 years old

VIP guests

- 36 % attended the VIP Evening for the first time
- 94 % own one or more artworks
- 172 K average household income of VIP guests
- 36 % are between 25 and 44 years old



Galley Weekend Canada

Once again this year, the Montreal and Toronto editions of Gallery Weekend took place one week apart, as both cities buzzed with a vibrant cultural season full of events. The 2024 edition of Gallery Weekend Canada brought together 48 galleries and artist-run centres, attracting over 9,600 visitors, while proudly aligning with Quebec’s Journées de la culture and Ontario’s Culture Days programming.

Visitors from all walks of life, art lovers, newcomers, and collectors alike, had the opportunity to discover the best of the Canadian art scene, benefiting from Gallery Weekend’s unique platform to connect with artists, art professionals, and fellow enthusiasts.

A widely appreciated printed tool

To promote Gallery Weekend, AGAC produced a map of the routes in collaboration with the design studio Principal. In the weeks leading up to the event, over 10,000 copies of the pamphlet were distributed in participating galleries, various businesses across both cities, and at several tourist information kiosks.

48

galleries

70

exhibitions

52

special activities

9 600+

participants



Gallery Weekend Toronto

September 19 to 22, 2024

The fourth edition of Gallery Weekend Toronto took place from September 19 to 22, during a vibrant period for Toronto’s art scene. Throughout these four days, the city’s energetic atmosphere was reflected in the exhibition spaces.

Under sunny skies, over 3,700 art enthusiasts enjoyed free access to the carefully curated programming offered by the 21 participating galleries. Alongside 30 exhibitions featuring 70 artists, the weekend was animated by discussions, guided tours, creative workshops, pop-up markets, and openings, providing visitors with rich opportunities to learn more about the featured practices and to connect directly with artists and gallerists.

A community-building event

On Thursday, September 19, the Gallery Weekend Toronto launch party was held at Patel Brown Gallery. Open to the public, the evening welcomed nearly 150 attendees, including visitors, gallery owners, artists, and industry professionals, who came together to celebrate the official opening alongside the AGAC team.

The AGAC Team in Toronto

Once again this year, members of the Association’s team traveled to Toronto during the event to create engaging and dynamic content for our social media channels. A variety of Stories and Reels showcasing the vibrant atmosphere of the different galleries were shared with our followers to encourage them to visit the galleries in person.

4

days

3

routes

21

galleries

30

exhibitions

70

artists to discover

20

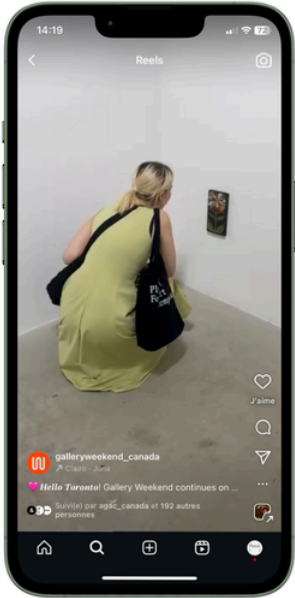
special activities

3 700

participants



Guests at the Patel Brown Gallery during the launch party





Gallery Weekend Montreal

September 26 to 29, 2024

The fourth edition of Gallery Weekend Montreal took place from September 26 to 29 across 27 galleries and artist-run centres throughout the city. This artistic event featured over 40 exhibitions and showcased more than 100 artists across four curated routes, highlighting the vitality and diversity of Montreal’s art scene. Special activities such as guided tours, panel discussions, workshops, brunches, and performances further enriched the visitor experience throughout the weekend. Nearly 5,900 visitors attended this edition, reflecting the growing enthusiasm for local contemporary art.

A festive launch evening on Saint-Laurent

The event kicked off in style with a launch party held in the new spaces of galleries Nicolas Robert and Eli Kerr on Saint-Laurent Boulevard, at the heart of the Mile-End/Plateau route, marking the start of a weekend dedicated to contemporary art. Drawing over a hundred guests, the evening, sponsored by Brasserie Boldwin, offered artists, gallery owners, and the public a chance to meet and connect over drinks.

4

days

4

routes

20

galleries

7

artist-run centers

40

exhibitions

100

exhibited artists

32

special activities

5 900+

participants



Visitors at Galerie Nicolas Robert during the launch party

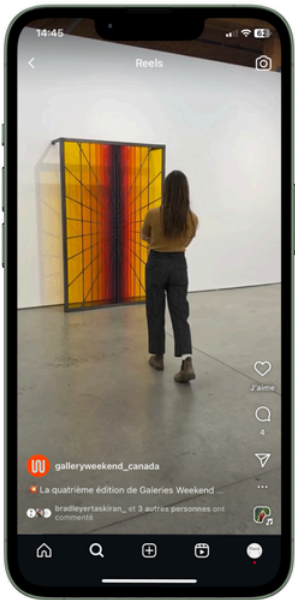
Gallery Weekend Montreal

An active and engaging online presence

To promote the 2024 edition of Galeries Weekend Montreal, AGAC renewed its partnership with a public relations specialist to secure comprehensive media coverage. The event benefited from press articles, radio interviews, and mentions across various media outlets.

Social media was a key pillar of the communication strategy. Throughout the weekend, the AGAC team actively generated content by visiting galleries and sharing Stories and Reels that showcased the different routes and programming available. Additionally, a select group of art and design content creators were invited to the launch event on Saint-Laurent Boulevard, extending the event's reach to their audiences.

Furthermore, all special activities included in the event's programming were listed on the Journées de la culture platform to maximize visibility and encourage higher attendance at participating galleries and artist centers.



Conversation between artists Fatine-Violette Sabiri and Fiona Nguyen at Pangée gallery during Gallery Weekend Montreal



& Pierre-Ayot and Louis-Comtois Awards



Pierre-Ayot and Louis-Comtois Awards

AGAC organizes the excellence awards ceremony

On November 27, 2024, the Ville de Montréal, in partnership with AGAC, presented the prestigious Pierre-Ayot and Louis-Comtois Awards during a ceremony held at the Chaufferie of UQAM's Coeur des sciences.

The Pierre-Ayot Award, presented to Fatine-Violette Sabiri, promotes excellence among new visual artists in Montreal, supports the exhibition of their works, and recognizes the efforts of exhibitors who encourage artists under the age of 35. The winner receives a \$5,000 bursary. Finalists included Laïla Mestari and Michaëlle Sergile.

The Louis-Comtois Award, presented to Yann Pocreau, consolidates the recognition of a mid-career artist and recognizes the high quality of his or her production in the field of contemporary art in Montreal. The award comes with a \$7,500 bursary. Finalists included Kelly Jazvac and Joseph Tisiga.

Both award recipients have access to a \$2,500 budget to organize a solo exhibition in Montreal. The Ville de Montréal also acquires one of their works for its municipal art collection.

Jury members

Manel Benchabane
Curator of Contemporary Art and Exhibition and Distribution Manager, Stewart Hall Art Gallery

Anaïs Castro
Independent curator, writer, and Assistant Curator, Special Projects, National Gallery of Canada

François LeTourneau
Curator and Head of Public Programs, MACM

Caroline Monnet
Multidisciplinary artist and 2020 laureate of the Pierre-Ayot Award

Jonathan Shaughnessy
Director, Curatorial Initiatives, National Gallery of Canada



Finalists Kelly Jazvac and Laïla Mestari; master of ceremonies David-Emmanuel Jauniaux; Ms. Ericka Alneus, Executive committee member, Responsible for culture, heritage, gastronomy, and nightlife; laureate Yann Pocreau; Andrés Durán, Chair of AGAC's Board of Directors; laureate Fatine-Violette Sabiri; Anie Deslauriers, AGAC's General Director; finalists Michaëlle Sergile and Joseph Tisiga.

Pierre-Ayot and Louis-Comtois Awards

Yann Pocreau Louis-Comtois Award winner

Yann Pocreau is interested in light and its materiality, in what it reveals or conveys, as well as the emotions it evokes. His practice, rooted in reflections on the narrative role of light, the interpretation of images, and the history of photography, unfolds across various media, including photography, sculpture, and installation. Pocreau explores how light impacts our perception of the world we inhabit and the ways it is documented.

The artist is represented by Blouin Division (Montreal and Toronto).



Yann Pocreau, *La percée*, 2023 (présentée à AXENÉO7)

Fatine-Violette Sabiri Pierre-Ayot Award winner

Fatine-Violette Sabiri is a multidisciplinary artist who works with photographic and tactile mediums. Her autobiographical and intuitive practice explores personal narratives and encounters with communities, places, and objects in her immediate environment. Her photographic work combines documentary images, commissioned portraits, and fashion photography. Sabiri's work is driven by memories of attachment and adaptation, with recurring themes of instinct, hybridity, and humor.

The artist is represented by Galerie Eli Kerr (Montreal).



Fatine-Violette Sabiri, *One thing lead to the other*, 2024



AGAC in the media

Plural

Television

Sébastien Diaz, [Interview with Sarah Kitzy Gineau Delyon](#), On va se le dire, ICI Télé, April 4, 2024

Guy A. Lepage, [Interview with Karine Vanasse](#), Tout le monde en parle, ICI Télé, April 7, 2024

Jean-Philippe Wauthier, [Interview with Florence-Agathe Dubé-Moreau](#), Bonsoir bonsoir, ICI Télé, April 11, 2024

Press

Stéphane Baillargeon, [Plural de Montréal déballe sa malle](#), Le Devoir, April 11, 2024

Karine Bouchard, [Une foire d'art en effervescence](#), La Presse, April 12, 2024

Veronica Redgrave, [Column on Plural](#), Westmount Independent, April 23, 2024

Radio

Ariana Cipriani, [Interview with Simone Rochon](#), Le 15-18, ICI Première, January 17, 2024

Ariane Monzerolle, [Interview with Raja Hanna](#), Sous le radar, CIBL, March 29, 2024

Nathalie Petrowski, [Mention of Plural](#), Pénélope, ICI Première, April 12, 2024

Katerine Verebely, [Feature on Plural](#), Tout un matin, ICI Première, April 12, 2024

Ariane Monzerolle, [Interview with Anie Deslauriers](#), Sous le radar, CIBL, April 12, 2024

René Homier-Roy, [Interview with Karine Vanasse](#), Culture club, ICI Première, April 13, 2024

Sophie Prado, [Report on the fair](#), In situ, Radio Centre-Ville, April 13, 2024

Marguerite Picard, [Feature on Plural](#), Jamais entendu, CISM, April 14, 2024

Web

Normand Boulanger, [Plural foire d'art contemporain, anciennement Papier, se tiendra du 12 au 14 avril 2024](#), Gentologie, March 8, 2024

Karine Vanasse a de quoi être fière, Noovo moi, March 14, 2024

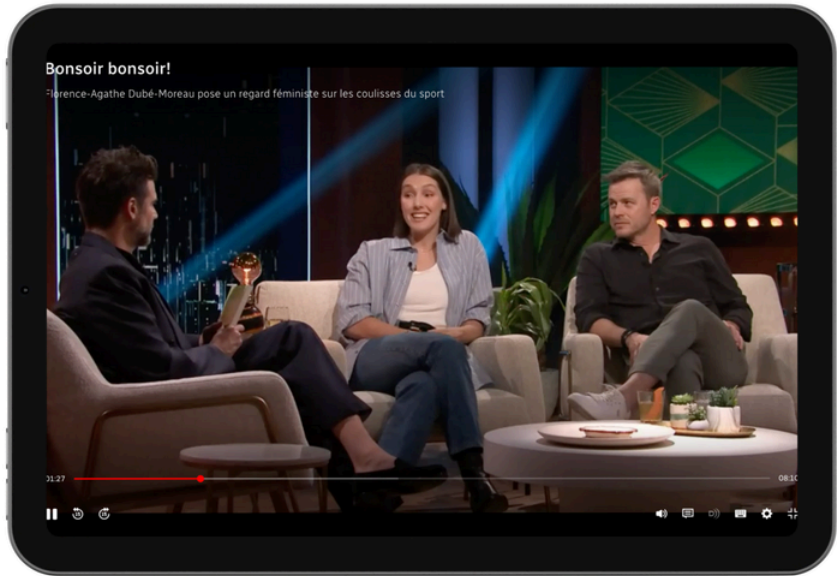
Sylvain Boucher, [Article sur la foire](#), Art Paumé, March 20, 2024

Sylvain Boucher, [Mémoire matérielle : l'exposition à découvrir au Pavillon de Plural](#), Art Paumé, March 27, 2024

Alex Marsolais, [Quoi faire en avril](#), Mitsou Magazine, April 2, 2024

Winston McQuade, [Entrevue avec Anie Deslauriers](#), Le Culturel 2.0, April 9, 2024

Alistar, [Canada's Gallery Gateway | Plural Art Fair 2024](#), Best Kept Montreal, April 10, 2024



AGAC in the media

Plural

Web

Jean-Baptiste Levêque, [Trois Charlevoisiennes à la Foire d'art contemporain Plural](#), Le Charlevoisien, April 10, 2024

Anne-Lovely Étienne, [Soda ou Sofa: 7 idées de sorties et d'activités à la maison pour ce weekend](#), Noovo moi, April 11, 2024

Serge Cloutier, [Un lancement réussi en compagnie de Karine Vanasse au Grand Quai du Port de Montreal pour la Foire Plural](#), Nightlife, April 12, 2024

Marie Berdin, [Plural foire d'art contemporain](#), Notre Montrealité, April 12, 2024

Vanessa Hébert, [Video interview with different personalities present at the VIP Evening](#), QUB, April 12, 2024

[Feature on Karine Vanasse with mention of Plural](#), QUB, April 12, 2024

[Feature on Karine Vanasse with mention of Plural](#), Silo 57, April 12, 2024

Lena Ghio, [Feature on the fair](#), The Lena Ghio Paradox, April 12, 2024

Micheline Rouette, [Plural à Montreal : Rencontre importante avec l'art contemporain](#), BP Arts Média, April 13, 2024

Karine Paradis, [Karine Vanasse brille à la soirée VIP de la foire Plural](#), Noovo moi, April 13, 2024

Jacqueline Van de Geer, [Plural : une odyssée artistique au cœur de Montreal](#), Les ArtsZé, April 13, 2024

François Olivier, [Event coverage](#), Les musts à Montreal, April 14, 2024

[Narrations souples à Plural : art émergent aux racines plurielles](#), Radio-Canada, April 15, 2024

Chantal L'Heureux, [Feature on Patel Brown Gallery with mention of Plural](#), Magazine In Situ, April 18, 2024



Gallery Weekend

Toronto

Revathy Rajan, [Gallery Weekend Toronto is returning next month with exhibitions and events](#), View the Vibe, August 22, 2024

[Gallery Weekend Toronto to return with new exhibitions and installations](#), Canadian Interiors, August 22, 2024

Janiece Campbell, [Round out your summer at these events in Toronto this September](#), NOW Toronto, August 30, 2024

Chadd Scott, [Gallery Weekend Toronto returns for 4th edition September 2024](#), See Great Art, September 1st, 2024



AGAC in the media

Gallery Weekend

Toronto

Leah Collins, [Things to do while it's still \(technically\) summer](#), CBC Arts, September 1st, 2024

[Be At Gallery Weekend Toronto 2024 For A Creative Citywide Celebration](#), Hungry 416, September 10, 2024

Phoebe Knight, [15 things to do in Toronto this week](#), BlogTO, September 16, 2024

Annemarie Cutruzzola, [Toronto Best Bets: September 17-23, Art Crawls, Gallery Weekend, TIFA & MORE](#), She Does The City, September 17, 2024

Isobel Grieve, [Ontario Culture Days Perfect for Fall Activities](#), Toronto Guardian, September 18, 2024

Denette Wilford, [Art crawls and more to draw inspiration from this weekend in Toronto](#), Toronto Sun, September 19, 2024

Odessa Paloma Parker, [Emma Nishimura and Linda Sormin's Gestures of Remembering + more shows to see in Toronto right now](#), Opaloma, September 21, 2024

Leah Collins, [Hi, art lovers!](#), CBC Arts Newsletter, September 22, 2024

Montreal

Evelyne Charuest, [Les journées de la culture](#), Tout un matin, ICI Première, September 16, 2024

[La 4e édition de Galeries Weekend à Montréal](#), Index Design, September 17, 2024

[QUATRIÈME ÉDITION | GALERIES WEEKEND Montreal](#), Magazine Ligne, September 22, 2024

Isabelle Morin, [Montréal sous le signe de l'art contemporain](#), La Presse, September 26, 2024

Emilie Tardif, [Galeries Weekend de retour à Montréal pour une quatrième édition!](#), Nightlife, September 26, 2024

Alex Fontaine, [Quoi faire ce weekend ?](#), Le Devoir, September 27, 2024

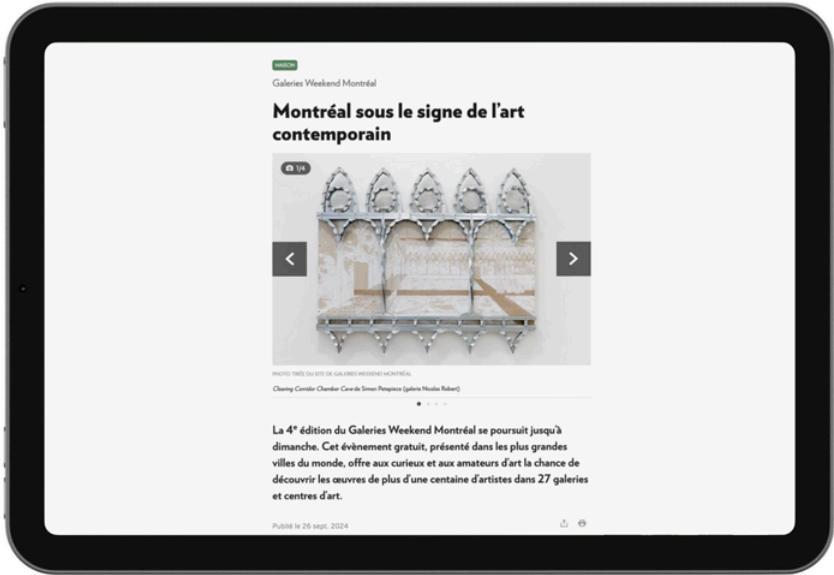
Claudia Hébert, [Feature on the Journées de la culture](#), Tout un matin, ICI Première, September 27, 2024

Charles Rioux, [Quoi faire pour les Journées de la culture?](#), Radio-Canada Arts, September 27, 2024

AGAC and its members

Evelyne Charuest, [Interview with Julie Lacroix](#), Pénélope, ICI Première, January 5, 2024

Jérôme Delgado, [Les nouveaux voisins](#), La Devoir, March 9, 2024



About the Foundation

The Contemporary Art Galleries Association (AGAC) Foundation supports the Association's initiatives in consolidating the role of art galleries as essential pillars of the Canadian cultural ecosystem.

The Foundation aims to promote education in collecting and contemporary art by offering educational programs to guide art lovers on their journey, while highlighting the impact of art on culture. The Foundation sets up flagship events, such as Plural Art Fair's Opening & Benefit Night, and fosters strategic partnerships, prizes, bursaries and educational content with the aim of raising the profile of Canada's art ecosystem by actively supporting AGAC's activities. Its goal is to make contemporary art accessible and encourage artistic innovation.



AGAC Foundation

The AGAC Foundation team



Anie Deslauriers
General Director



Alexandra Dagenais
Philanthropic Development
Officer

Board of Directors

Chair
Rhéal Lanthier
Art Mûr Gallery

Treasurer
Gareth Brown-Jowett
Patel Brown Gallery

Secretary
Sarah Mashaal
Art Consultant

Board Member
Catherine Julien
Director, Philanthropic
Development and Major
Campaign · MACM

A new Philanthropic Development Officer joins the team

Last October, the AGAC Foundation was pleased to welcome Alexandra Dagenais to its team as Philanthropic Development Officer. Her arrival marks an important milestone in strengthening the Foundation’s activities.

The Foundation is also delighted to welcome two new members to its Board of Directors: Catherine Julien, Director of Philanthropic Development and Major Campaigns at the Fondation du MAC, and Gareth Brown-Jowett, Co-owner and Co-director of Patel Brown Gallery. Their expertise and commitment will be invaluable assets in supporting the Foundation’s mission and growth.

AGAC Foundation

Benefit Evening in support of the AGAC Foundation

This prestigious cocktail event, organized in support of the AGAC Foundation, offers a unique opportunity to preview the very best of Canadian contemporary art. It brings together gallerists, artists, collectors, and professionals from the cultural and business sectors in a vibrant and inspiring setting.

VIP ticket holders enjoy privileged access to an exclusive program featuring visits to artists’ studios, private and corporate collections and museum exhibitions, as well as special activities at the fair and in galleries.

AGAC warmly thanks everyone who attended the 2024 edition of the event, along with its valued VIP partners, whose support directly contributes to the visibility of the Foundation and its mission.

1 100
guests at the VIP Evening,
the same number as in 2023

\$65 642
amount raised



Visitors in McBride Contemporain’s booth during the VIP Evening

Thank you to our partners!

AGAC and its projects



Plural 2024

Presenting PartnerMajor Partners



Public Partners



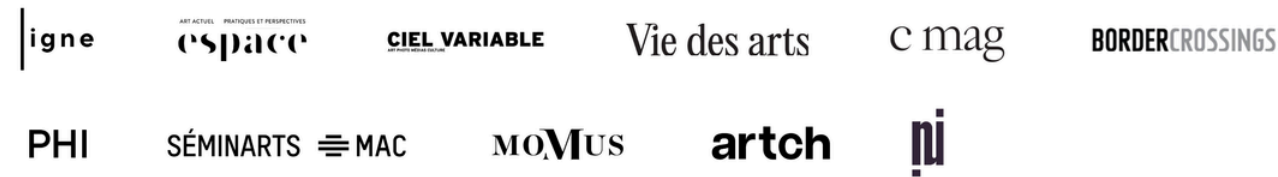
VIP PartnersCollaborating Partners



Plural Forum PartnersMain Media Partners



Media and Cultural Partners



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Association des galeries
d'art contemporain
Contemporary Art
Galleries Association