

Annual Report

Contemporary Art Galleries Association

2023

AGAC

Contemporary Art Galleries Association

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Word from the Chair



The year 2023 was marked by the ambitious transformation of our contemporary art fair, the Association's flagship project. Having become a major event of the Canadian cultural scene over the years, the Papier fair began a new chapter and became the Plural fair. In addition to undergoing a nominal identity change, the event has expanded considerably to occupy both floors of the Grand Quai and welcome a record number of galleries. Alongside the members of the Board of Directors and the AGAC team, I am proud of the ground we have covered, as the fair has gained in notoriety by showcasing current practices from across the country. This evolution reflects the unique nature of our project: a fair created by and for the galleries. It is a project capable of inspiring and mobilizing our community, making a crucial contribution to the vitality of an ecosystem whose pillars are our galleries and artists.

Within the AGAC team, 2023 was also a year of great change. After more than a decade at the head of the organization, Ms. Julie Lacroix stepped down as General Director. The Board sincerely thanks her for her dedication and many contributions, which have positioned AGAC and the Plural fair as essential players in the Canadian art market.

At the very beginning of 2024, the Association welcomed Ms. Anie Deslauriers to lead AGAC into a new chapter in its history. Her experience in philanthropy, combined with her in-depth knowledge of the art market, are considerable assets for the development of our bold and unifying vision. The AGAC Board, members and team look forward to working with Ms. Deslauriers to continue to promote the interests of the Canadian art market.

A stylized, handwritten signature in black ink.

Andrés Durán
Co-owner, Duran | Mashaal

Word from the Director



Although our annual report covers the year 2023, I will have been in office for a few months at the time of writing these words. Having worked in a private gallery for 15 years before moving on to philanthropic development, it is a great privilege for me to help promote the interests of the Canadian art market while highlighting AGAC member galleries. With all its new facets, 2023 also brought with it a number of challenges, not least the rebranding of the fair, which the AGAC team successfully undertook. Indeed, the Association has demonstrated great agility as well as the ability to keep its projects and initiatives evolving while remaining attentive to the needs of its members. Our projects - whether the Plural fair, Gallery Weekend or our representation actions - create moments conducive to discovery and exchange. They have enabled galleries to reach new audiences and forge close ties with many key players in the Canadian art community. As for me, I am delighted to act as a liaison between our members and the various authorities, institutions and partners in the cultural milieu.

On the eve of its 40th anniversary, which will be celebrated (or underlined) in 2025, the Association remains as relevant, dynamic and committed to its members as ever. Although this anniversary marks an important milestone, AGAC remains determined to pursue its mission and sustain its development. Among the promising future projects on the horizon, I am looking forward with great enthusiasm to two major undertakings. Firstly, the development of our strategic plan will help us to achieve our objectives together, while remaining true to our values and mission. Secondly, the design, development and implementation of fundraising campaigns for the AGAC Foundation will enable the Association to stand on solid ground as a charitable organization.

Finally, I would like to thank SODEC, whose support of the local art market is essential. I also thank all our partners who continue to believe in us, without whom our projects would not have the incredible scope they have today.

A stylized, handwritten signature in black ink.

Anie Deslauriers
General Director

The AGAC Team



Julie Lacroix
General Director



Amanda Brownridge
Assistant Director,
Finances, Membership



Simone Rochon
Director, Communications
and Marketing



Laurianne Lalonde
Digital and Cultural
Development Agent (ADN)



Chloé Laframboise
Project Manager



Marie Joly
Program Coordinator



Karol Couture
Coordinator, Partnerships and
Communications



Marie-Jeanne Gagnon
Assistant Project
Coordinator

Board of Directors

Chair

Andrés Durán
Duran | Mashaal

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

Pierre Paquin
Strategic Advisor and Director

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

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 Halifax, 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 Québec, 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.



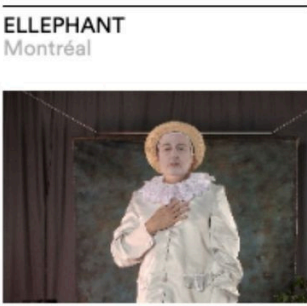
AGAC Members

- *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 | Mashaal (Montreal)
- Eli Kerr (Montreal)
- ELLEPHANT (Montreal)
- Equinox Gallery (Vancouver)
- Feheley Fine Arts (Toronto)
- Franz Kaka (Toronto)
- Galerie C.O.A (Montreal)
- *Galerie Éric Devlin (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 Roger Bellemare et Christian Lambert (Montreal)
- General Hardware Contemporary (Toronto)
- Lacerte art contemporain (Montreal)
- Laroche/Joncas (Montreal)
- McBride Contemporain (Montreal)
- Pangée (Montreal)
- Patel Brown (Toronto et 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 (Toronto)
- United Contemporary (Toronto)
- VIVIANEART (Calgary)
- Yves Laroche Galerie d'art (Montreal)
- Zalucky Contemporary (Toronto)

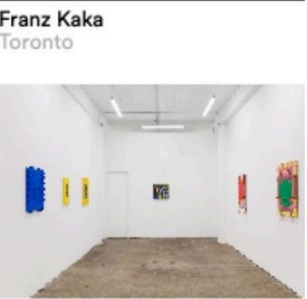


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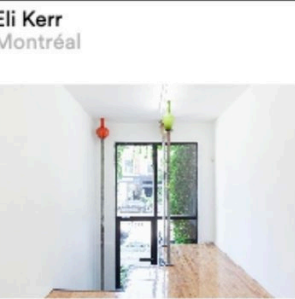


G

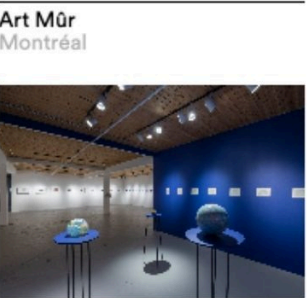
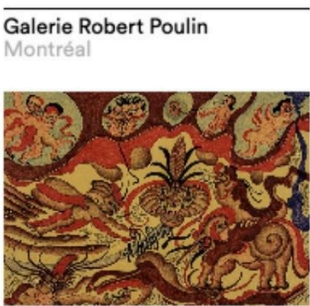
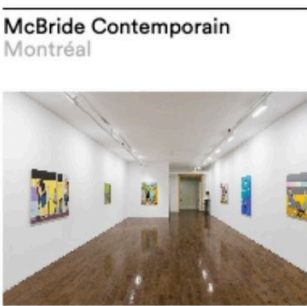
L'Association des galeries d'art contemporain (AGAC) est un organisme à but non lucratif qui regroupe des galeries à travers le Canada. L'AGAC défend les intérêts moraux et économiques de ses membres et assure la reconnaissance et la prospérité du marché de l'art contemporain au Canada.



A



C



&



AGAC Annual Revenues

The breakdown of AGAC revenues presented here corresponds to cumulative revenues from January 1 to December 31, 2023.

Support from public partners and government bodies was essential, both for the Association's operations (19%) and for the production of new projects and events (17%). Income from grants accounted for 36% of AGAC's annual revenues in 2023. This figure is down 12% from last year (48%), due to the final payment of the Ministère de la Culture et des Communications stimulus campaign grant received in 2022, which represented 10.75% of annual revenues in 2022.

The finances covered in this report relate to the first edition of the Plural fair held in April 2023. Sponsorships account for 10% of the Association's revenues, while revenues from the production of the fair represent a significant 42%.

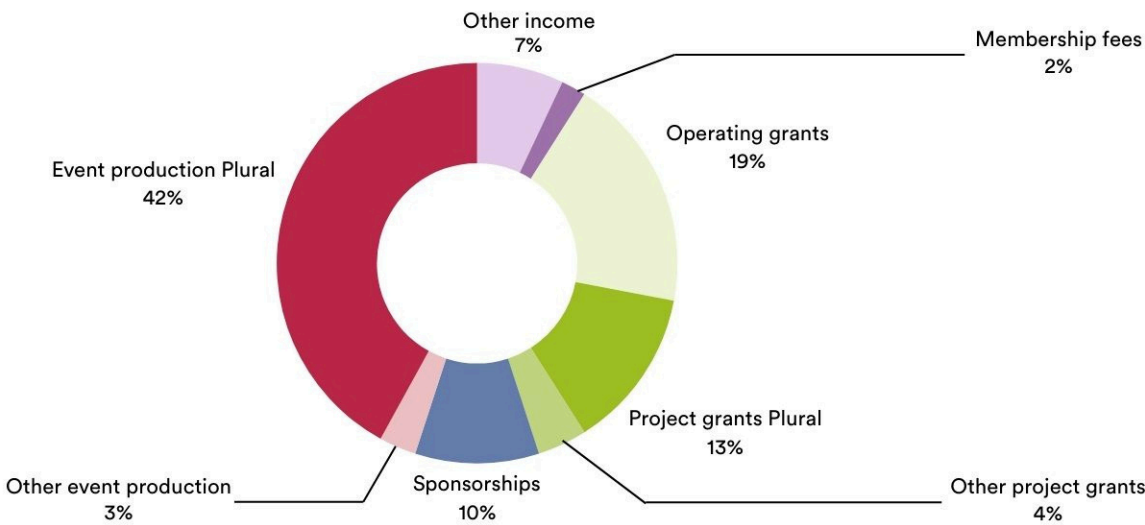
Other event production revenues (3%) come from the Gallery Weekend Montreal and Toronto events, and the secretariat for the Pierre-Ayot and Louis-Comtois awards.

The Association's other revenues remained stable at 7%. The income generated by the rental of exhibition walls and the sale of works from the AGAC Collection contribute to this category.

The annual membership fees represent 2% of the Association's income.

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.

Breakdown of AGAC finances



Digital

Since 2019, AGAC has benefited from the salary subsidy program for a digital development agent (ADN), renewed until 2025 as part of Quebec's Plan culturel numérique. An integral part of the team, the ADN advises AGAC and its members on their digital transition, actively participating in meetings and maintaining a watch on digital developments and tools. She is central to all the Association's digital projects, playing a crucial role in its digital transformation. Involved to the Network of ADN, she takes part in national RADN meetings and consultation circles.

Digital technology honoured in AGAC projects

The Association has decided to capitalize on the current digital momentum by launching several initiatives in some of its projects. Here are the concrete actions undertaken this year:

- Initiation of the review of the business model of the Collectionner application;
- Setup of a collaborative space via Slack for member galleries;
- Supervision of the Les Galeries digital platform project;
- Assistance to the team in the search for appropriate digital tools and/or software to improve performance;
- Data and metadata maintenance on our Mailchimp platform;
- Integration of BitWarden software for AGAC password management;
- Creation of a digital development strategy for AGAC in collaboration with Delile firm.

Digital strategic development plan

The creation of a digital strategic development plan offers a number of advantages to the Association, as it enables it to remain relevant in a constantly evolving environment by taking advantage of new technologies to achieve organizational objectives. It promotes operational efficiency by automating processes, reducing certain administrative costs and improving resource management. From a strategic standpoint, it enables us to better target the actions to be taken, based on precise data and analysis. Finally, it aims to increase the Association's online visibility, thereby broadening its impact and reach with target audiences and potential donors.

Digital

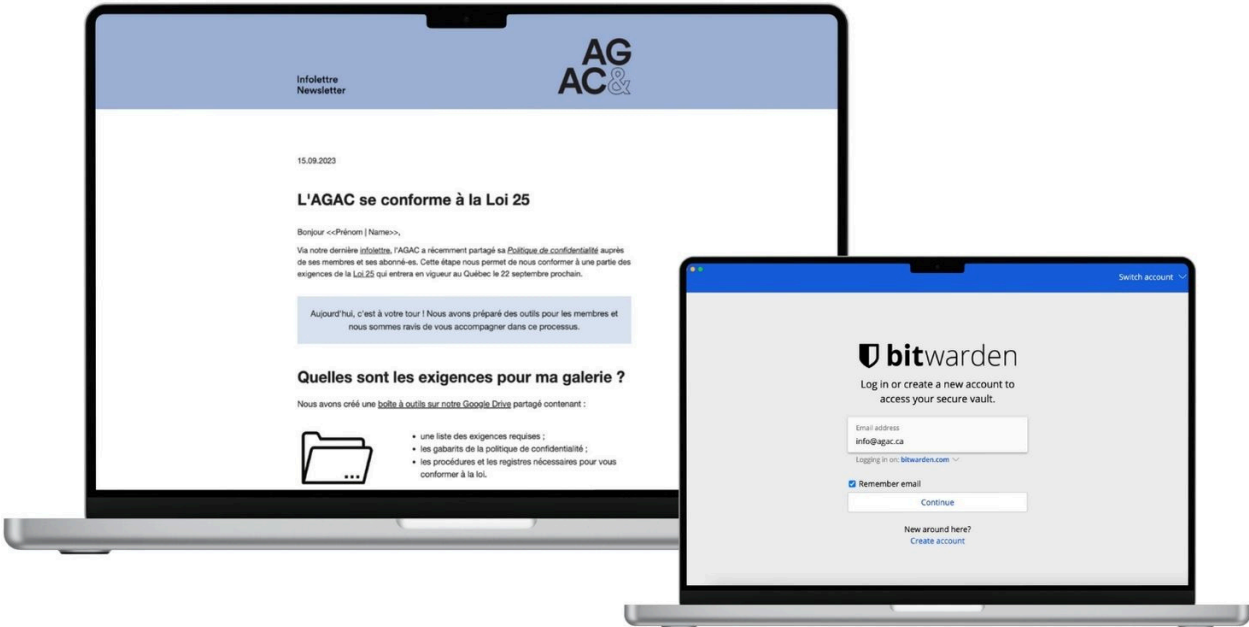
Bill 25

The modernization of Bill 25 has given rise to a series of initiatives to ensure compliance with the new regulations concerning the confidentiality of personal information. These initiatives include the establishment of a privacy policy as well as various records and procedures in line with government requirements that are maintained to provide maximum traceability and transparency.

To ensure the effective implementation of these initiatives, a personal information protection committee has been formed. This committee is tasked with overseeing all data protection-related activities, ensuring compliance with current laws and regulations and responding to individuals' concerns and complaints about their personal information.

In parallel, the use of password management tools, such as BitWarden, has been implemented to reinforce the security of sensitive data.

Overall, these initiatives aim to ensure that the rights of individuals with regard to the confidentiality of personal information are respected, while at the same time strengthening security and data governance within the organization.



Sustainability

For five years now, AGAC has been involved in an eco-responsible approach, integrating sustainable practices into all its projects. In 2023, the Association focused on maintaining the eco-responsible practices developed in the past few years, as well as adopting new sustainable practices.

Here are the concrete actions undertaken this year:

- Relocation of AGAC's offices to a smaller space in response to the new teleworking context, and with the aim of reducing our ecological footprint as well as optimizing the use of space;
- Undertaking of a vast digitization project of all the Association's archives to reduce the use of paper and improve the accessibility of our documents in an eco-responsible perspective;
- Participation in a workshop to strengthen our skills in eco-responsible project management, contributing to the integration of sustainable development principles into the organization.

Plural 2023

As part of AGAC's most important project, the Plural fair, the following new practices have been adopted:

- Purchase and distribution of a approximately a hundred reusable bottles to exhibitors, stocked for annual use;
- Production of hundreds of reusable neutral badges for each edition of the fair;
- Rental of reusable tableware for the restaurant and caterer to minimize waste.



Representation

Throughout the year, AGAC participates in numerous events and undertakes many initiatives to showcase its members and projects. These activities enable the Association to assert its expertise in the art market and position itself as a dynamic organization on the national art scene. In 2023, AGAC's director was actively involved, participating in panel discussions at two major visual arts events in Quebec: Art Souterrain and arch. Her contribution aimed to highlight the issues and perspectives of the Canadian commercial gallery sector.

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
- SDC Montréal centre-ville
- Tourisme Montréal

A strong presence at events and on the web

New York Art Week May 10 to 21, 2023

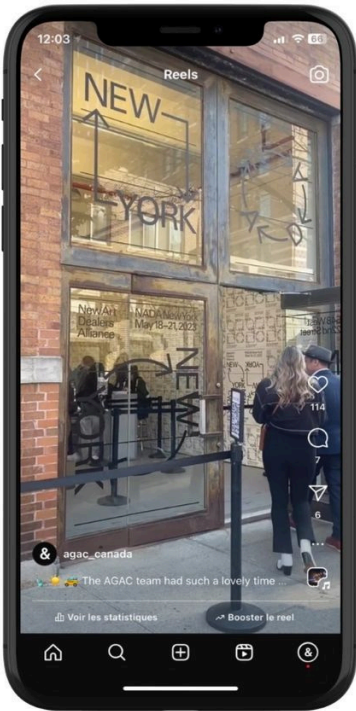
As part of New York Art Week 2023, an impressive contingent of eleven AGAC member galleries participated in various fairs in the city, setting a record for Canadian galleries. AGAC was also present at Future Art Fair and NADA NY to represent the Association and explore the workings of these important gatherings of the contemporary art world. In addition, the AGAC team boosted the visibility of its members through a series of video animations on Instagram, designed and broadcast before and during the fairs, accompanied by a press release.

11
AGAC members in New York

4
reels before and during the fairs

17
Canadian artists featured on the occasion

3
fairs in which our member galleries took part



Representation

Art Toronto October 26 to 29, 2023

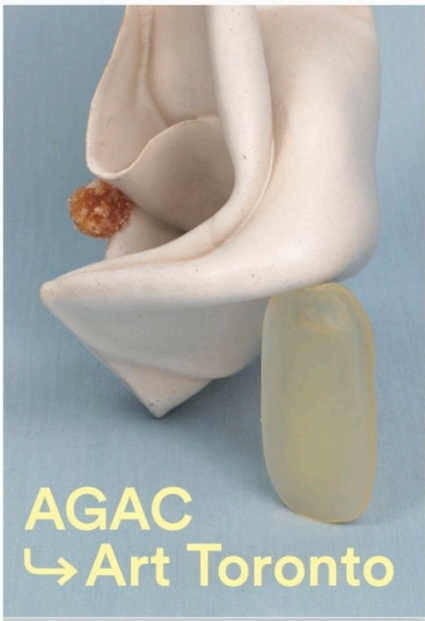
AGAC was present at the 24th edition of Art Toronto to represent and promote the Association and its activities among the public and our Toronto collaborators. 29 AGAC member galleries took part, including 18 Quebec galleries. We took the opportunity to highlight their presence through a number of initiatives, including the distribution of printed pamphlets and the publication of targeted content on our social networks.

A pamphlet promoting AGAC members

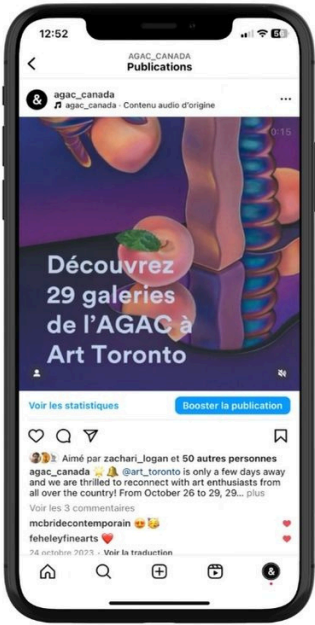
AGAC printed a pamphlet highlighting its Quebec members to showcase their work to the Toronto public, which was a new addition this year. The pamphlet was also used to promote works from the AGAC Collection, created this year by Michelle Bui and Maude Corriveau.

Digital campaign

Prior to the fair, AGAC produced a short promotional video listing the 29 member galleries at Art Toronto. In addition, every day of the fair, the AGAC team boosted its presence by posting reels and stories on Instagram. The focus was on the atmosphere and the works, rather than on booth documentation.



Michelle Bui's 'Forme douce' on the cover of the pamphlet distributed at Art Toronto



3
reels

8 671
views

178
likes

43
targeted stories

5 000+
followers reached

Lobbying

The art market and members' economic situation in 2023

In order to strengthen AGAC's representations to various government bodies, and to gain a better understanding of the issues affecting our members, in 2023 AGAC undertook an overhaul of its art market survey. The anonymous survey, which took place in autumn 2023, allowed the Association to assess the economic situation of its members in 2023, and to gather data that can be compared over time. A total of 25 galleries responded to the survey.

Resale right

Since 2022, Heritage Canada and Innovation Science and Economic Development Canada (ISDE) have been holding consultations on the implementation of the Resale Right. In 2023, AGAC took part in this preliminary phase to express its views on issues related to the implementation of this market structure.

Naturally, AGAC supports measures that promote the socio-economic situation of artists, as gallerists have the well-being and careers of their artists at heart. However, the Association has expressed a number of concerns about the way in which this structure will be implemented and the ways in which it will potentially weaken the market. On the one hand, it is important that artists' royalties do not become an administrative burden for galleries. On the other hand, it is essential that royalties are not perceived as a hindrance by collectors, who may be tempted to seek alternative markets. In 2024, the Association, in collaboration with the Art Dealers Association of Canada (ADAC), will continue its exchanges with Heritage Canada and ISDE to defend the interests of its members.

Concertation group for the visual arts sector in Quebec

AGAC took part in a roundtable bringing together 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). Together, our organizations submitted a report to the Ministère de la Culture et des Communications du Québec outlining the issues facing our sector (notably its underfunding), including digital arts, interdisciplinary arts, fine crafts and museology. Follow-up meetings will be organized in 2024.

Communications

Throughout the year, AGAC used its social media networks to increase visibility and awareness among its 50,000 subscribers on Facebook, Instagram and LinkedIn. Through its presence on these platforms, the Association has succeeded in developing and maintaining a lasting engagement with its various audiences, mainly made up of art enthusiasts. In 2023, the Association used social media on a daily basis to promote its member galleries' exhibitions, communicate various information related to its activities, or share relevant content related to the arts community or the Canadian art market.

AGAC on social media

@agac_canada
@foireplural
@galleryweekend_canada

53 000+

followers across all platforms

Strengthening and revitalizing AGAC's online presence

The Association's presence on social networks, whether in the form of stories, reels, video animations or regular publications, helps to boost AGAC's digital presence, generate traffic to its websites, and increase its web referencing. Last fall, AGAC introduced a new infographic and new color schemes to standardize its publications and consolidate its branding. The following categories have also been created to facilitate subscriber understanding: news, our members, careers, collecting, art market, etc.

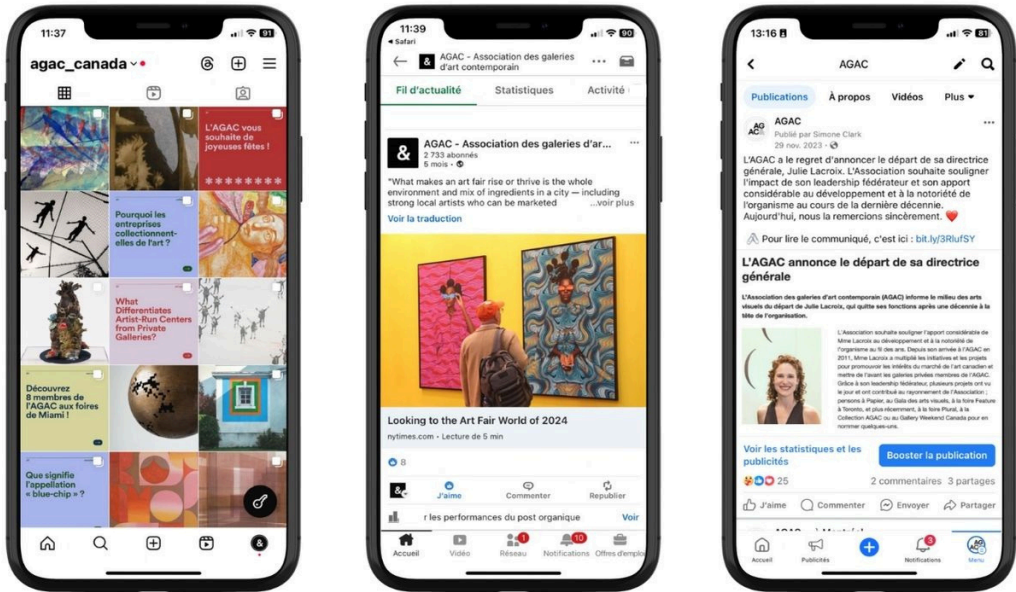
1 600+

posts and stories, all platforms combined

The Association also pursues an information watch, sharing with its subscribers news and articles of interest related to the art market and the international art scene throughout the year.

700 000+

followers reached across all platforms



Communications

Art Market Q&A: a new digital campaign

In 2023, AGAC introduced a new initiative on its social networks: a weekly Q&A series designed to demystify the complexities of the contemporary art market and milieu. Displayed primarily on Instagram, this bilingual series offered answers to frequently misunderstood questions through informative carousel publications. Encouraging dynamic interaction, it invited followers to share their opinions and questions directly in the comment section. Benefiting from the periods when the Association is less active, the series explored a dozen key aspects of the sector, such as art valuation, fiscal advantages, and advice for new collectors, reaching over 20,000 followers.

Building on its success, the Art Market Q&A campaign will continue to grow and develop in 2024, consolidating AGAC's commitment to making contemporary art more accessible and easily comprehensible to a wider audience.

01collecting

4 Tips for New Art Collectors

→

02collecting

The first thing to consider before buying an artwork is your level of interest for it. Not sure what you like? Visit more exhibitions to broaden your horizons and sharpen your eye!

→

03collecting

Has an up-and-coming artist caught your eye? Following an artist's career over time can be very stimulating! It allows you to create a special bond with them and to play an active part in their career development.

→

04collecting

Are there particular themes that strike a chord with you? These are good starting points for building a collection that reflects who you are. Social issues, aesthetic renderings, historical periods - the choices are endless!

→

11

posts

1 300+

likes

20 000+

followers reached

282

shares

336

saves

Communications

Newsletters, a key tool for reaching AGAC audiences

Over the course of 2023, AGAC sent more than 100,000 emails to its 8,000 Mailchimp subscribers (including its members) to share information on its activities and projects. AGAC offers personalized content to its various mailing lists, a strategy that is proving successful, as reflected by an excellent open rate.



Nearly 2,500 of these e-mails were sent to the Association's member galleries. These contained information and resources relevant to their activities, including reminders of grant programs, fair registration deadlines and upcoming professional development opportunities.



8 500

newsletter subscribers

100 893

emails sent via Mailchimp



AGAC Collection

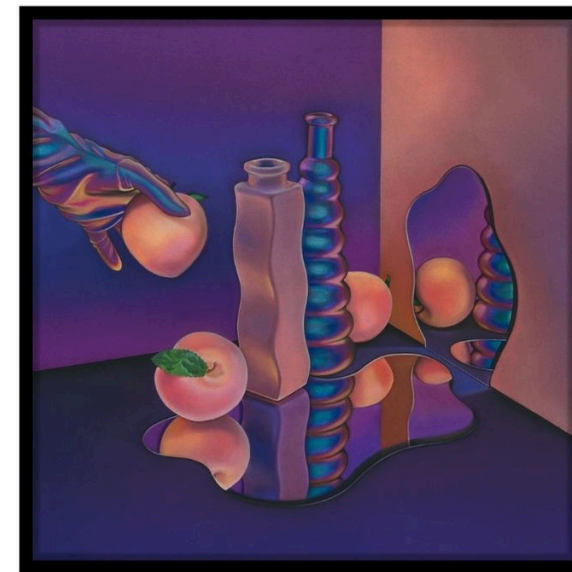
The AGAC Collection relaunch

AGAC has partnered with artists Michelle Bui and Maude Corriveau to offer art lovers two remarkable limited edition works. The collection is a wonderful opportunity to acquire works by renowned Canadian artists while supporting the Association.

Bui and Corriveau are established Canadian artists, recognized across the country. Their works can be found in numerous institutional, corporate and private collections.

Following a three-year hiatus due to the pandemic, this fourth edition of the AGAC Collection has been received with great enthusiasm by our public. Many of Michelle Bui and Maude Corriveau's works have found buyers in private and corporate collections.

Works from the AGAC Collection were presented for the first time at Plural 2023. They are now available on the Association's website. The works were promoted on AGAC's social networks, ensuring increased visibility to a wide audience.



Maude Corriveau, Peau de pêche, 2023

The artist is represented by Galerie Nicolas Robert.



Michelle Bui, Forme douce, 2023

The artist is represented by McBride Contemporain.



Papier becomes Plural

A new chapter

Following a long process of reflection and consultation with key players in the art world, the Association unveiled the fair's new nominal identity at the end of 2022. A few months later, in April 2023, the very first edition of Plural Contemporary Art Fair was held, marking a significant turning point in the event's history.

In addition to reflecting the reality of the fair - that all mediums are now featured - the name Plural can be interpreted as an allusion to pluralism, a system that recognizes the coexistence of opinions, trends and behaviors within a community. The event aims to bring together and represent the finest in contemporary Canadian art, an incredible panorama where a plurality of voices and practices are united.

A bold, elegant visual identity

Developed by our long-standing partners at Principal, a Montreal-based design firm, Plural's visual identity modulates to the rhythm of playful, minimalist typographic compositions. It highlights the works while reflecting the festive spirit of the event. The parentheses, which form an open frame, offer innumerable creative possibilities and symbolize a space of convergence for artists and art enthusiasts, celebrating the diversity of artistic expression.

In fact, Plural's new brand identity has won multiple awards at prestigious design competitions, such as Idéa and the ADCC and D&AD Awards.



Plural 2023

April 21 to 23, 2023
A memorable first edition!

The first edition of the Plural art fair opened with great enthusiasm from April 21 to 23, 2023, offering visitors several new features and an unparalleled experience on the two floors of the Port of Montreal's Grand Quay.

The Contemporary Art Galleries Association is proud of this inaugural edition, which consolidates the status of the Plural fair and of Montreal as an essential hub for discovering the finest in Canadian contemporary art. In addition to undergoing a nominal identity change, the event expanded to welcome 49 Canadian galleries, a record number of exhibitors.

AGAC was delighted to welcome just over 8,000 visitors, the same amount as for the August 2022 edition. The public, made up of art lovers from all walks of life, were able to discover, admire and acquire the incredible selection of works presented at Plural.

8 100
visitors

32 000
unique views on
plural.art

49
Canadian
galleries

500+
exhibiting artists



Visitors in the Patel Brown booth at Plural 2023

Plural 2023

Art Sales: Key Highlights

AGAC is delighted to have exceeded \$1.5 million in sales at the close of the fair. Given that this was the third fair held in 18 months due to a schedule disrupted by the pandemic, the Association is proud to have achieved an identical amount of sales to those realized in November 2021 and August 2022.

Following the trends observed since 2018, the Association notes that 71% of acquisitions were made by private collectors, compared to 74% in 2022. The proportion of sales made by corporations jumped from 14% to 24%.

1,5 M \$
in artwork sales

8 %
of visitors made an acquisition
at the fair

33 %
of VIP guests made an
acquisition at the fair



A visitor in the Bradley Ertaskiran booth at the fair

Plural 2023

The Plural Forum: exploring current issues with special guests

Renamed for this first edition, the fair's programming featured seven discussions on current issues in the contemporary art world. From the place of emerging artists in the art market - to the challenges posed by the use of artificial intelligence in artistic practices - these critical exchanges were led by a diverse range of panelists including researchers, art critics, curators, artists and art market experts.

In addition to the roundtables and guided tours, the program also included three workshops designed to provide cultural workers and up-and-coming professionals in the sector with the tools they need to develop their careers.

The roundtables and interviews remain available online on the [AGAC's Youtube channel](#).

7

panel discussions

3

professional development workshops

8

guided tours

28

cultural workers and professionals



A snapshot of the roundtable 'Prendre racine : quelle place pour la relève sur le marché de l'art contemporain ?'

Plural 2023



An overview of artist Graeme Patterson's work in the Pavilion exhibition

A full view at the Pavilion: an exhibition of large-scale works

Upon arrival on the second floor of the Grand Quay, visitors were invited to admire an exhibition showcasing the work of 7 contemporary Canadian artists. Works on display included major installations by artists Adam Basanta, Lorna Bauer, Shannon Bool, Rick Leong, Graeme Patterson, Elisabeth Perrault and Sarah Stevenson.

In addition to offering a spectacular panorama of the city, the Pavilion hosted the roundtables and workshops of the Plural Forum, the booths of contemporary art publications, and the works of the finalists and winners of the Prix Pierre-Ayot, the Prix Louis-Comtois and the Claudine and Stephen Bronfman Fellowship in Contemporary Art.

7

major installations by contemporary Canadian artists

Plural 2023



Activation of the installation 'The Hymn of the Warriors of Love' by artist Rihab Essayh during the VIP evening

Outstanding special projects

Plural 2023's special projects presented visitors with the opportunity to discover two bold, large-scale installation works rooted in current artistic practices. Project-spaces by Meghan Price and Giorgia Volpe punctuated the fair in distinctive ways.

AGAC was also delighted to collaborate with Projet Casa to present a special project by artist Caroline Mauxion. Moreover, an immersive installation by artist Rihab Essayh was featured in the Terminal lounge. For the VIP opening evening, the artist orchestrated a special performance at the heart of the installation, made possible thanks to the financial support of National Bank: Privant Banking 1859.

4
special projects

Plural 2023



Visitors exploring the Pavilion exhibition during the VIP evening

Communication Strategies

In order to ensure that Plural gains exposure both in Montreal and throughout Canada, AGAC has developed an extensive, multi-faceted promotional plan:

- Media coverage: With the help of press relations agency RuGicomm, Plural 2023 benefited from excellent media coverage - 13% of visitors had heard about the event through various media outlets (television, radio, newspapers, etc.).
- A stronger presence on social networks: More than 200 publications on Plural's Instagram, Facebook and LinkedIn accounts. At the close of Plural 2023, our social networks had over 31,000 subscribers.
- 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.
- An outdoor advertising campaign: 5 large-format ads were posted in downtown metro stations in the month leading up to the fair, as well as some 20 outdoor posters on street hoardings.
- Devoted spokespeople: our invaluable collaborators, Karine Vanasse and Éric Bujold, lent their voices to Plural with passion, resulting in increased visibility in the mainstream media.

31 000+
followers on our social media

600+
publications on Instagram, Facebook and LinkedIn

596 000+
followers reached

4 600 000+
impressions on the digital platforms of La Presse and Le Devoir

6
full page ads in art and design magazines



A visitor in Espace Maurice’s booth during the fair

Visitors

- 38 % visited Papier for the first time
- 85 % own one or more artworks
- 63 % came to Plural by public transport, bicycle or walking
- 32 % are between 25 and 44 years old

VIP Guests

- 33 % attended the VIP Evening for the first time
- 94 % own one or more artworks
- 95 % have a undergraduate, graduate or post-graduate degree
- 41 % are between 25 and 44 years old



Gallery Weekend Canada

New features for 2023

This year marked a change for the Association: Gallery Weekend Montréal and Gallery Weekend Toronto took place within a week of each other, as the metropolises buzzed with the energy of the new cultural season. AGAC is proud to announce that the 2023 edition of Gallery Weekend brought together 47 galleries and nearly 8,500 visitors, in addition to earning a place among the most popular events of the Journées de la Culture in Quebec and Ontario.

Now in its third year, Gallery Weekend Canada continues to establish itself as a key contemporary art event, showcasing the best of the Canadian scene to art lovers and collectors alike, while offering the less initiated a ready-made opportunity to familiarize themselves with the gallery world.

47

galleries

80+

exhibitions

40

special activities

8 500

participants

Gallery Weekend Toronto

September 21 to 24, 2023

During four days, 25 galleries, both emerging and established, opened their doors to the general public, offering the chance to discover 32 exhibitions and enjoy some 15 special activities. It was an opportunity for visitors from all backgrounds to meet and talk with gallerists, artists and other industry players in a true celebration of contemporary art in Toronto.

AGAC is proud to confirm that the Toronto edition of the Galeries Weekend was a great success for the third year in a row. Over the 4 days of the event and along the 3 routes, more than 4,500 exhibition visits were recorded. Major digital media articles, radio mentions and television interviews gave Gallery Weekend Toronto increased visibility.

A unifying event for the gallery community

On Thursday, September 21, 2023, the Galeries Weekend Toronto launch party took place outside Susan Hobbs Gallery, Birch Contemporary and Galerie Nicolas Robert, all adjacent on Tecumseth Street. Galerists, cultural workers and artists were invited to celebrate the opening of the event in style with the AGAC team.

The AGAC team in Toronto

Once again this year, employees of the Association travelled to Toronto during the event to produce engaging and dynamic content for our social media. An array of stories and reels showcasing the ambiance of the various galleries were shared with our subscribers to encourage them to visit the galleries.

4

days

3

routes

25

galleries

32

exhibitions

70+

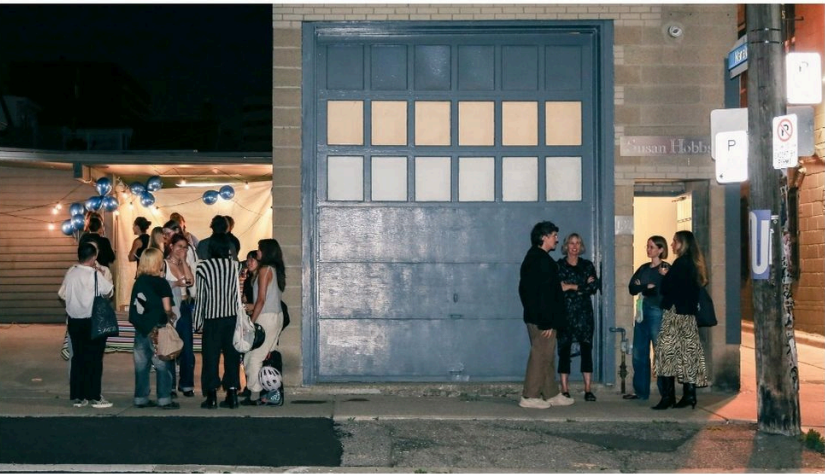
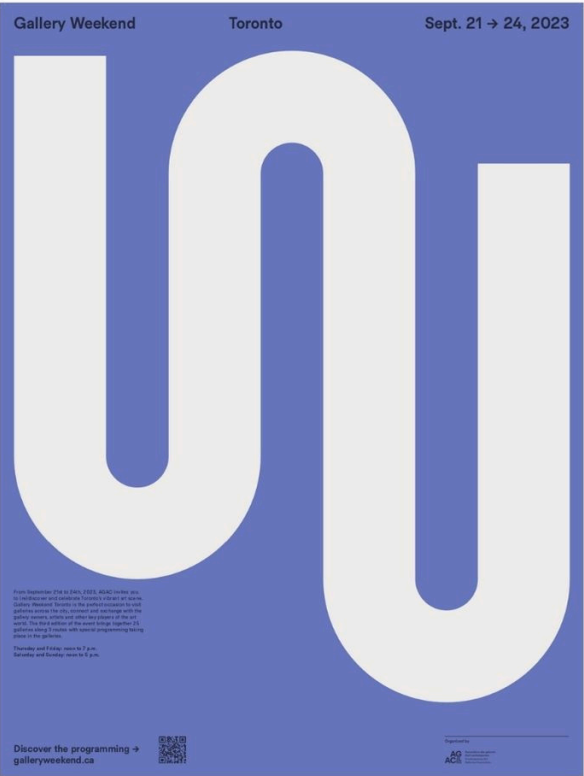
artists the discover

15

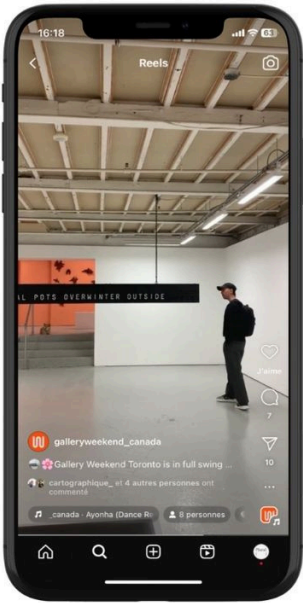
special activities

4 500

participants



Guests at the Susan Hobbs Gallery launch party





Gallery Weekend Montreal

September 28 to October 1, 2023

During four days, 22 galleries, both young and established, opened their doors to the general public, offering the chance to discover 50 exhibitions and enjoy almost 30 special activities. For the first time, the event was not limited to members of the Association, allowing emerging and alternative galleries to take part in Galleries Weekend.

4
days

4
routes

An unforgettable third edition

The Association is delighted with the turnout for this Montreal edition of Gallery Weekend. Nearly 4,000 visitors took the city's 4 routes to discover the most extensive program of exhibitions and special activities ever offered as part of Gallery Weekend Montreal. A new route was deployed in the Villieray/Ahuntsic neighborhoods, complementing the Old Montreal/Sud-Ouest, Downtown and Plateau/Rosemont routes.

22
galleries

50
exhibitions

50+
artists to discover

A printed map designed by Principal

To promote Gallery Weekend to residents of the targeted neighborhoods, AGAC produced a map of the proposed routes in collaboration with the design firm Principal. In the weeks leading up to the event 7,000 copies of the flyer were distributed in participating galleries, in various businesses throughout the city and at several tourist information booths.

25
special activities

4 000+
participants



Visitors at the Gallery Weekend Montreal launch party at the Belgo

Gallery Weekend Montreal

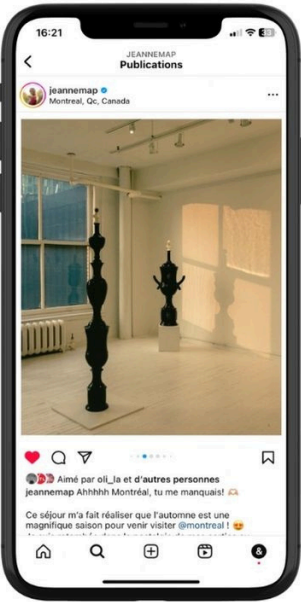
A vibrant launch party

For the first time this year, the Montreal edition of Gallery Weekend enjoyed a festive launch party. Organized in collaboration with Bières Boldwin, the event took place on Thursday, September 28, 2023 in the Belgo building, home to several AGAC galleries as well as our offices. The general public was invited to celebrate the kickoff of the event alongside gallery owners and artists.

An engaging and dynamic promotional campaign

To promote the 2023 edition of Gallery Weekend Montreal, we renewed our collaboration with a press relations specialist to ensure optimal media coverage. The event benefited from press articles, radio interviews and mentions in various media, accompanied by advertising placements on the digital platforms of La Presse and Le Devoir prior to the event.

Social networks were also a pillar of our communications strategy. Over the weekend, our team actively produced content by visiting galleries and sharing stories and reels that highlighted the different routes and programming offered. A selection of art and design enthusiast content creators were also invited to our launch party at the Belgo, extending the reach to their subscriber base.



Guided tour by artist Rosalie Gamache at Galerie Duran | Mashaal during Gallery Weekend Montreal



& Pierre-Ayot and Louis-Comtois Awards



Pierre-Ayot and Louis-Comtois Awards

AGAC organizes awards of excellence reception

On December 1, 2023, the City of Montreal, in partnership with AGAC, presented the prestigious Pierre-Ayot and Louis-Comtois Awards at a reception for the finalists at Montreal City Hall.

The Pierre-Ayot Award, presented to Alexia Laferté Coutu, 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 Joyce Joumaa and Mara Eagle.

The Louis-Comtois Award, presented to Nelson Henricks, 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 Sylvie Cotton and Dawit L. Petros.

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

Jury members

Mojeanne Behzadi
Assistant Curator of Contemporary Art, Special Projects, National Gallery of Canada and Director, Art Speaks

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

Emmanuel Galland
Artist and winner of the Pierre-Ayot Award 1999, exhibition curator and consultant

Mark Lanctôt
Curator of the collection, Musée d'art contemporain de Montréal

Marie-Justine Snider
Curator of the collection, Caisse de dépôt et placement du Québec



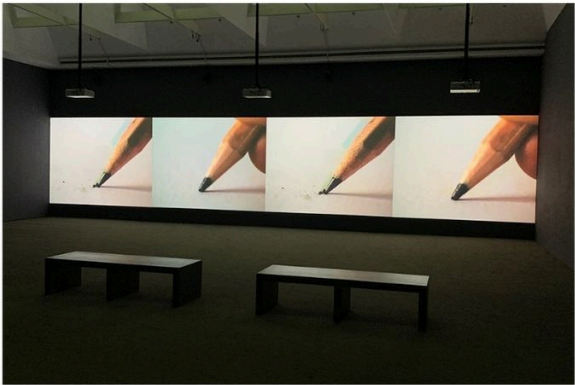
Manel Benchabane; Julie Lacroix, AGAC General Director; artists Sylvie Cotton, Joyce Joumaa, Mara Eagle, Pierre Beaudoin (representative for Nelson Henricks in absentia) and Dawit L. Petros; Ms. Ericka Alnéus, city councillor in the Étienne-Desmarteau district of the Rosemont-La Petite-Patrie borough and responsible for culture and heritage on the Ville de Montréal executive committee; Emmanuel Galland.

Pierre-Ayot and Louis-Comtois Awards

Nelson Henricks Louis-Comtois Award winner

Nelson Henricks' artistic universe includes photography, painting, drawing and video installations. Both poetic and ironic, his work is dedicated to experimentation, but with a strong grounding in popular culture. His new works are marked by a preoccupation with the transfer of materiality as a means of questioning the conventions of aesthetics and representation.

The artist is represented by Paul Petro Contemporary Art (Toronto).



Nelson Henricks, *Unwriting (Les mots retranchés)*, 2020

Alexia Laferté-Coutu Pierre-Ayot Award winner

By pressing clay or copper onto the surface of buildings, objects or historical monuments, Alexia Laferté-Coutu's sculptural practice reveals a dialogue between constructed narratives and sensory, intuitive experience. Her sculptures bear the marks of architecture, but also of her hands, time, the environment and the distortions resulting from the process of transferring and reversing through different materials.



Alexia Laferté-Coutu, *Sanatorium Prévost, c.1919, 2022*



AGAC in the media

Plural 2023

Television

Sébastien Diaz, [Interview with Karine Vanasse](#), On va se le dire, ICI Télé, April 3, 2023

Salut Bonjour, [Calendrier culturel](#), TVA, April 4, 2023

Jean-Philippe Wauthier, [Interview with Karine Vanasse](#), Bonsoir bonsoir!, ICI Télé, April 10, 2023

Isabelle Perron, [Mention](#), Le Québec matin week-end, LCN, April 22, 2023

Annie-Soleil Proteau, [Mention](#), Salut Bonjour week-end, TVA, April 22, 2023

Press

Dominique Tardif, [La foire Papier devient Plural](#), La Presse, December 15, 2022

Éric Clément, [Jamais trop occupé pour peindre](#), La Presse, January 20, 2023

Emmanuelle Froment, [Quoi faire à Montréal le week-end du 22 et 23 avril ?](#), Journal Métro, April 20, 2023

Stéphane Baillargeon, [La foire Papier devient Plural](#), Le Devoir, April 20, 2023

Jean Siag , [Roche-Plural-ciseaux](#), La Presse, April 21, 2023

Constance Cazzaniga, [La foire Papier est morte, vive Plural!](#), Journal Métro, April 21, 2023

Radio

Émilie Perrault, [Interview with Karine Vanasse](#), Il restera toujours la culture, ICI Première, April 4, 2023

Dominique Toutant, [Feature on art fairs](#), Il restera toujours la culture, ICI Première, April 20, 2023

Catherine-Ève Gadoury, [Feature on Quebec artists at Plural](#), ICI Première Québec, April 20, 2023

Isabelle Ménard, [Interview with Roxanne Arsenault](#), Dans la mosaïque, ICI Première Toronto, April 20, 2023

Caroline Morin, [Interview with Julie Lacroix](#), Tout un matin, ICI Première, April 21, 2023

Hadrien Volle, [Interview with Julie Lacroix and Roxane Arsenault](#), Y'a pas deux matins pareil, ICI Première Toronto, April 21, 2023

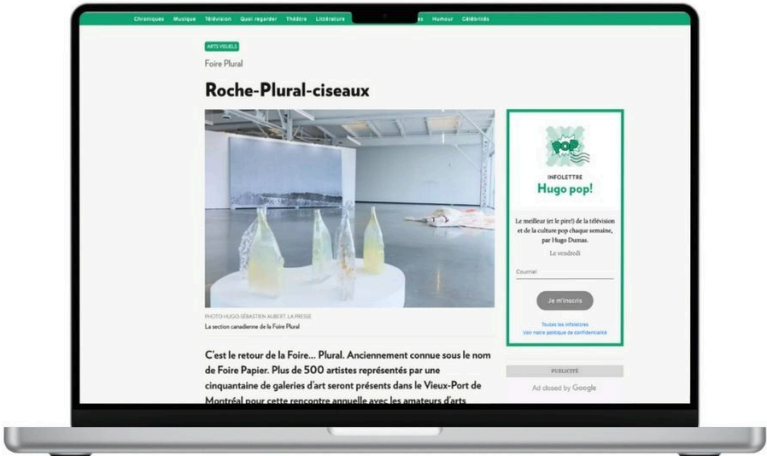
Francine Forget, [Feature](#), Aux quotidiens 5e édition, Canal M, April 21, 2023

Digital media

Alex Marsolais, [Quoi faire en avril](#), Mitsou Magazine, March 28, 2023

Catherine Genest, [Calendrier culturel—avril 2023](#), Nouveau Projet, March 31, 2023

Mélissa Desjardins, [Petit guide pour avoir l'air intéressant en regardant une oeuvre d'art avec ta date](#), Urbania, April 5, 2023



AGAC in the media

Plural

Digital media

Cindy Dormoy, [Plural, la foire d'art contemporain phare est de retour en ville!](#), Passion MTL, April 11, 2023

Normand Boulanger, [Plural Contemporary Art Fair, formerly Papier, is April 12-14, 2024](#), Gentologie, April 14, 2023

Foxy Lee, [PLURAL Art Fair \(Formerly PAPIER\) Decorates Le Grand Quai Once more!](#), Best Kept MTL, April 20, 2023

[Le meilleur de l'art contemporain au Canada à la foire Plural !](#), Nightlife, April 21, 2023

Dominique Paupardin, [Plural du 21 au 23 avril 2023, La Métropole](#), April 21, 2023

[Plural foire d'art contemporain, Quoi faire en famille](#), April 21, 2023



Gallery Weekend

[Galleries Weekend de retour à Montréal](#), Index Design, September 5, 2023

Marwa Siam-Abdou, [Interview with Simone Rochon](#), Y a pas deux matins pareil, ICI Première, September 5, 2023

[Gallery Weekend Toronto Returns September 21-24](#), Wow Maple, September 6, 2023

Talia Ricci, [Interview with Jennifer Simaitis and Shellie Zhang](#), Our Toronto, CBC, September 22, 2023

Sarah-Émilie Nault, [Galleries Weekend Montréal: 8 expositions d'art contemporain à ne pas manquer](#), Journal de Montréal, September 26, 2023

Émilie Côté, [Entrer sans gêne dans une galerie d'art](#), La Presse, September 28, 2023

Sarah Deshaies, [Chronique culturelle](#), The Andrew Carter morning show, CJAD 800, September 29, 2023

Eugénie Lépine-Blondeau, [Feature on les journées de la culture](#), Tout un matin, ICI Première, September 29, 2023

Sabrina Marandola, [Interview with Julie Lacroix](#), Let's Go with Sabrina Marandola, CBC Montreal Radio One, September 29, 2023

Thank you to our partners!

AGAC and its projects



Plural 2023

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VIP Partners



Plural Forum Partners



Media and Cultural Partners



AGAC also thanks all its collaborators and volunteers!

Photo credits:
Jean-Michael Seminaro photographer
Ryley Remedios (Gallery Weekend Toronto)



Association des galeries
d'art contemporain
Contemporary Art
Galleries Association