

# **ALTERNATOR**

centre for contemporary art

## **YES... CULTURE DOES MATTER!**

"Government investments in arts and culture have helped foster artistic activity throughout Canada, and they have helped make our cities and towns more attractive places to live and visit. Without the arts – and without these sustained investments – Canada would not have its current international reputation for being a cosmopolitan, dynamic and creative country. Without doubt, the arts are the heart of Canadian communities."

*Excerpt from the Canada Council for the Arts Website*

### **Brief History**

The Alternator Centre for Contemporary Art in Kelowna, B.C., is an artist-run centre operated by the Okanagan Artists Alternative Association, a non-profit society created in 1989. The Alternator is the oldest and largest artist-run centre between Calgary and Vancouver.

We are a welcoming space for alternative art-making and community-building and find work that challenges prevailing cultural standards to be especially compelling.

### **Mandate and Artistic Vision**

- To provide a venue for innovative, experimental and thought provoking art free of charge to the public.
- To support and encourage the development of promising new artists, with an emphasis on artists under 35, Indigenous artists and artists from diverse communities.

### **Demographic Served**

- Youth between the ages of 18 -- 35.
- General public, cultural tourists, membership, local and national artists, university and college students and multi-cultural, Indigenous and other diverse cultural communities.

### **Main Objectives**

- To promote the development of a professional community of artists whose work would not be exhibited in municipal or commercial galleries, while enriching the visual arts and culture locally and nationally.
- To present exhibitions of contemporary visual arts by Canadian and international artists and curators that challenge and inspire the community and stimulate awareness of contemporary art practices.
- To support artists to earn a living wage from their work.

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## **Economic Benefits**

- For every dollar invested by the city in 2009 we raised an average of \$7.65 towards core operating from other sources. If you include special project funding we raised an additional \$9.50 for every city tax dollar invested.
- We create professional career opportunities (one full-time and one part-time position) and provide practicum student and HRSDC training positions.
- We return over \$20,000 directly to professional artists through exhibition fees. In 2008, we paid \$96,000 in exhibition and commissioning fees.
- We pay \$16,200 in rent to Rotary Centre for the Arts for gallery and studio space. We spent an additional \$5000 for space in the RCA for special events in 2008.

## **Alternator Budget Highlights**

- Core operating budget in 2009 is \$150,000.
- In 2008 we received \$20,000 from the City of Kelowna (less than 1% of Kelowna's cultural operating budget of approximately \$2.7 million).
- Other funding includes \$38,000 from the Canada Council for the Arts, \$20,000 from the BC Arts Council, \$34,000 through BC Gaming and \$40,000 in earned and private sector revenue.

## **Impact of Provincial Funding Cuts**

- Loss of \$10,000 from BC Arts Council and \$17,000 from BC Gaming in 2011.
- Loss of \$10,000 from BC Arts Council and \$34,000 from BC Gaming in 2012.

**What we need:** True investment and partnership

**What we give in return:** Identity and social responsibility

**The Alternator is a great investment!**

Please contact us at [dir@alternatorgallery.com](mailto:dir@alternatorgallery.com), [www.alternatorgallery.com](http://www.alternatorgallery.com) or call 250-868-2298 for more information or to book a tour.

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## Commonly Asked Questions

### Why do we need a charity for artists?

- Artists are among the lowest social groups on the economic ladder

Artists' average earnings were \$23,500 in 2001, an earnings gap of 26% compared to the overall labour force average. Over 40% of artists hold a university degree, yet university-educated artists earn, on average, only slightly more than overall labour force workers with only a high school diploma. A typical artisan, craftsperson, dancer, musician, singer, other performer, painter, sculptor or other visual artist earns about \$10,000 or less. On average, visible minority artists earn \$20,800, 11% less than other artists. Aboriginal artists earn an average of \$16,900, 28% less than other artists.

### Why should governments support the arts?

- Economic Impact

Arts and cultural activities make an impressive contribution to the economy – they contribute close to \$40 billion to Canada's gross domestic product, and they employ roughly 600,000 people.

For every job in the arts and cultural sector, there are approximately 0.3 to 0.5 additional jobs created in the economy. In BC, most spin-off jobs of initial expenditures by the arts and cultural sector are generated in the trade, other services, professional, scientific and technical services sectors.

Public investment in the arts allows community-based arts organizations to leverage money from other sectors, and also leverages the social capital of thousands of volunteer hours of activity.

Creative communities are leading the growth of the knowledge-based economy. An arts education challenges people to think critically and to solve problems creatively – skills that are now in high demand.

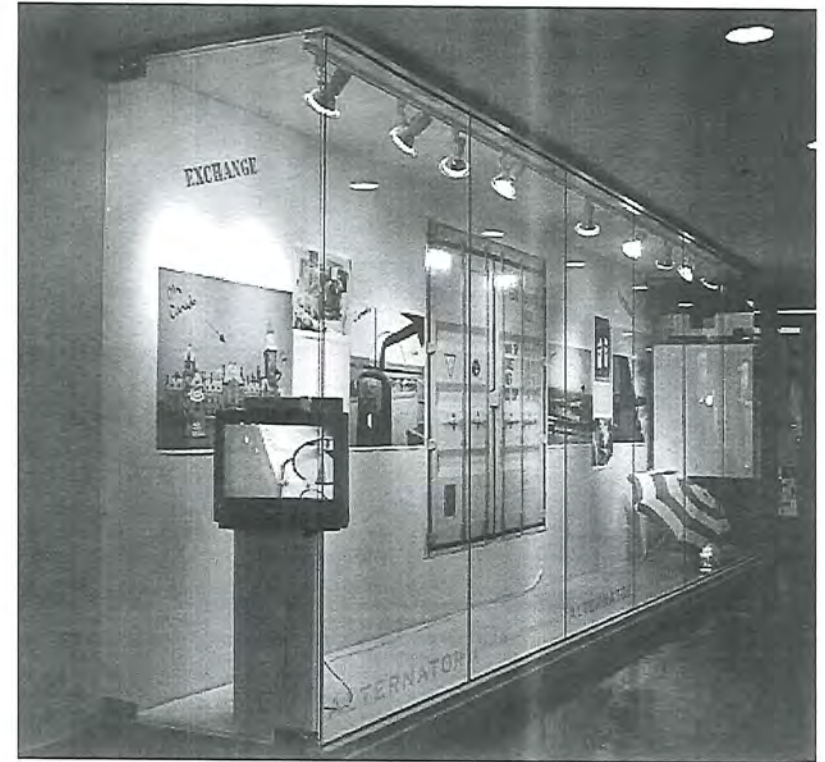
- Social Impact

Arts and cultural activities are at the heart of communities – they make communities more attractive places to live, they help bring a community to life, they define a community's unique characteristics, they attract tourists and they help communities compete economically around the world.

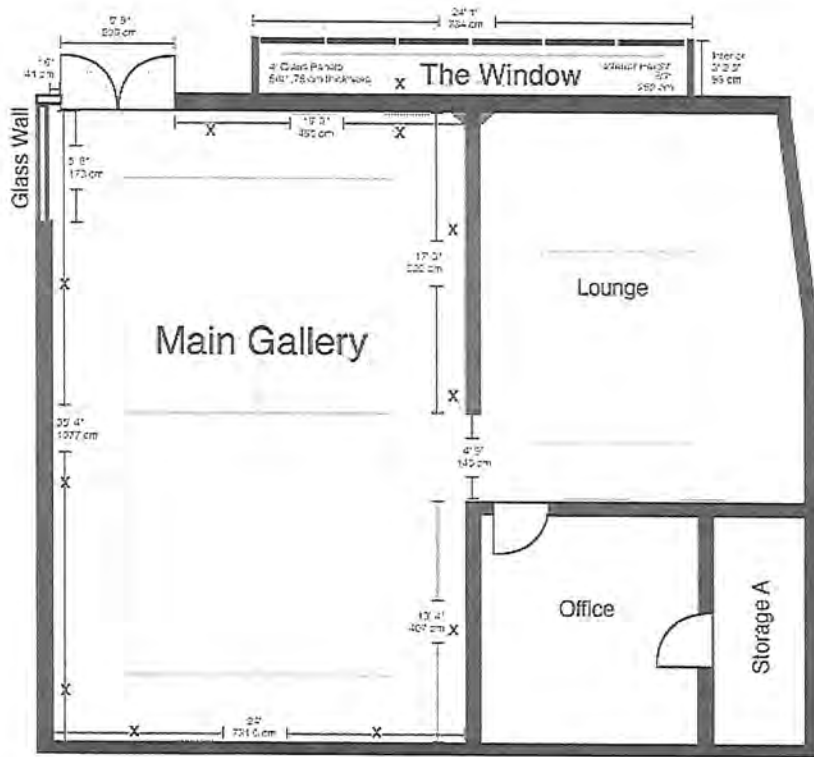
The arts connect individuals in a community together – they offer diversity, they enhance mutual understanding and they promote active participation by citizens, as audience members and volunteers.\*\*\*\*\*

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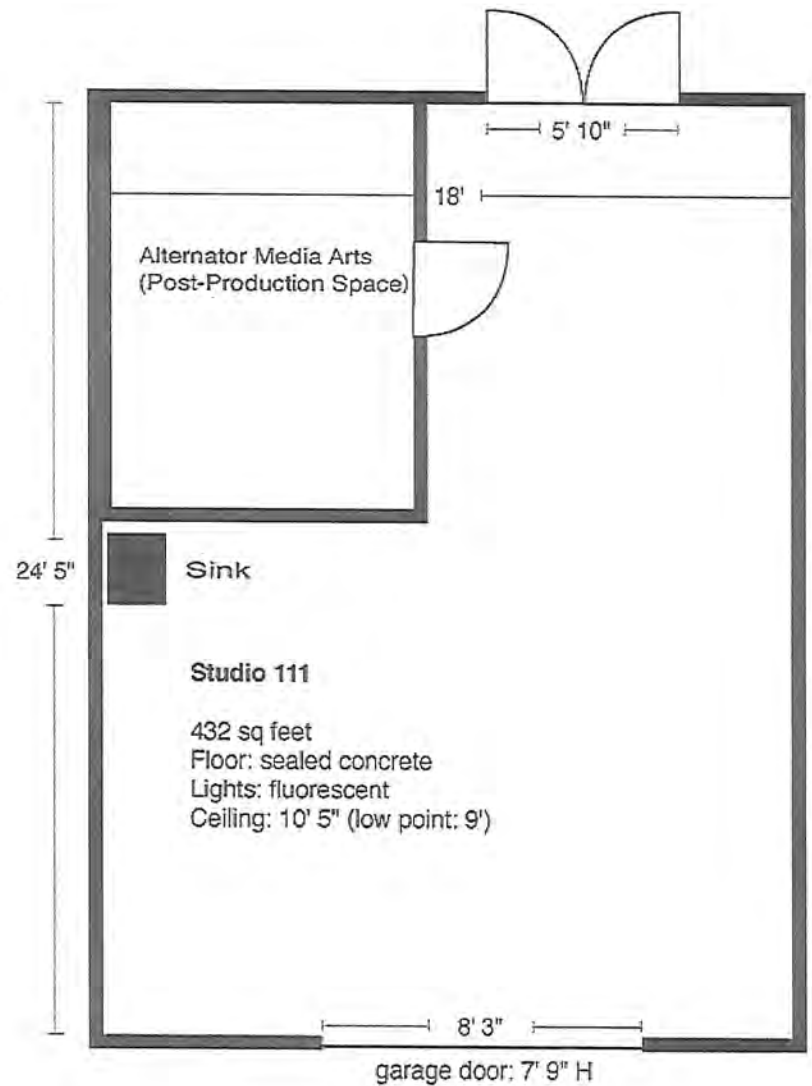


#103 421 Cawston Avenue Kelowna, BC  
Rotary Centre for the Arts  
Open Tuesday, Wednesday & Saturday from 11am - 5pm  
Thursday & Friday from 1pm - 9pm



x = electrical outlets — track lighting — vents ▣ motion detector

<b>Floors</b>	light grey painted concrete	<b>Main</b>	852 sq ft (791,534 cm <sup>2</sup> ) 105' 3" (3,207.5 cm) running length
<b>Lights</b>	incandescent floods on black tracks	<b>Lounge</b>	396 sq ft (368,070 cm <sup>2</sup> ) 70' 2" (2,138 cm) running length
<b>Main</b>	9' (274 cm) tracks, 8' 3" (254 cm) fixtures	<b>Project/Storage B</b>	7' 3" (221 cm) & 8' 6" (259 cm) vents on wall abutting office
<b>Project</b>	8' 8" (264 cm) tracks, 7' 11" (244 cm) fixtures	<b>Walls</b>	Plywood enclosed walls Project/Storage B framed 2x4 wall
<b>Ceiling</b>	light grey, open concept	<b>Window</b>	77.5 sq ft (71,932 cm <sup>2</sup> )
<b>Recessed kick</b>	8" (20 cm) high, 1/2" (1.5 cm) deep		



garage door: 7' 9" H

# Gilles Morissette: Light Between Us

March 16 – April 28, 2007



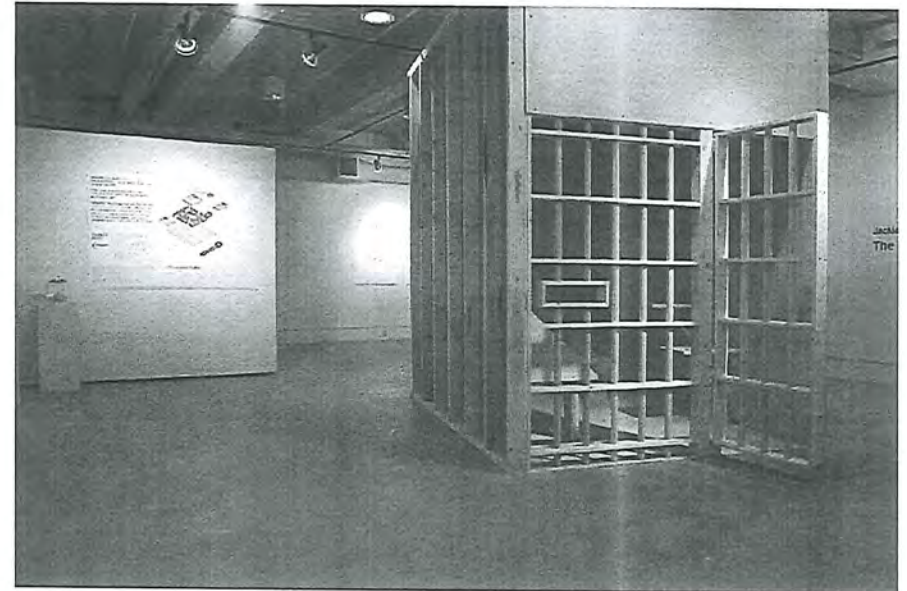
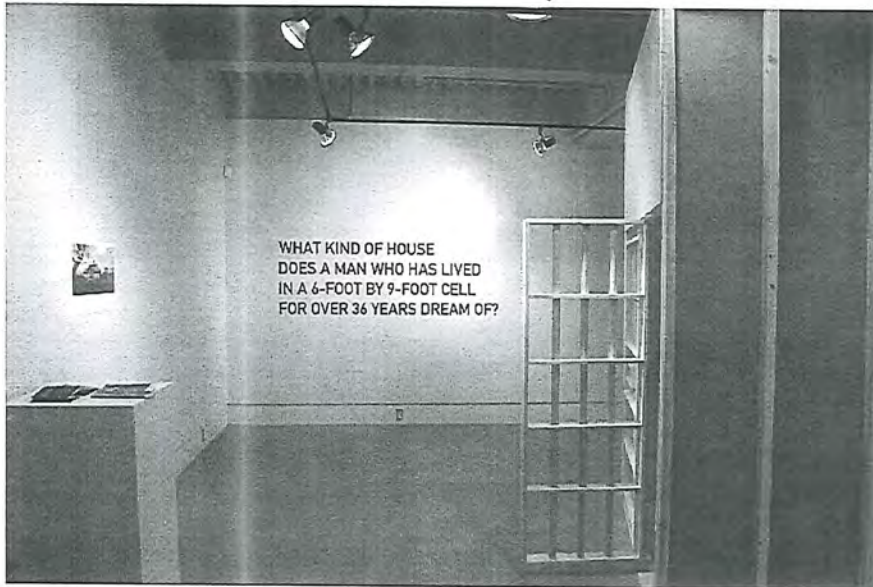
# Brendan Fernandes: For My Culture

February 1 - March 14, 2008



# Jackie Sumell: The House That Herman Built

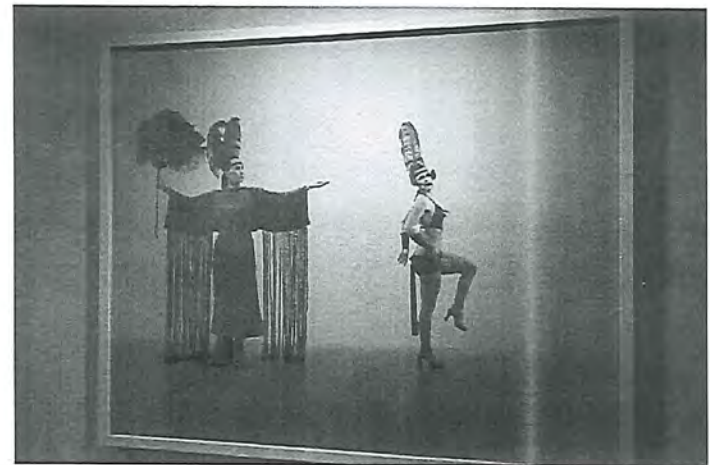
April 11 - May 16, 2008





# Dana Claxton: The Mustang Suite

June 9 – July 31, 2008



# Pascal Dufuax: Around You & Alzheimer

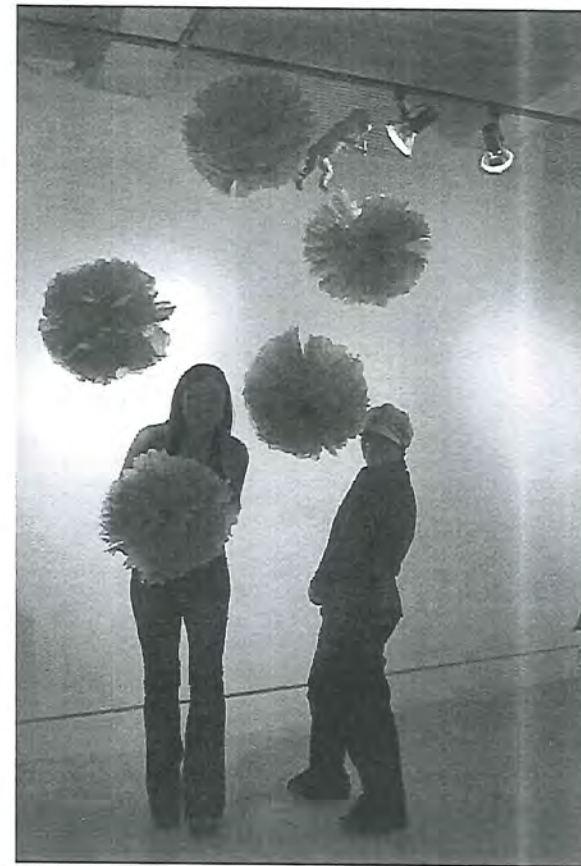
August 7 - September 11, 2009



## Our Mandate

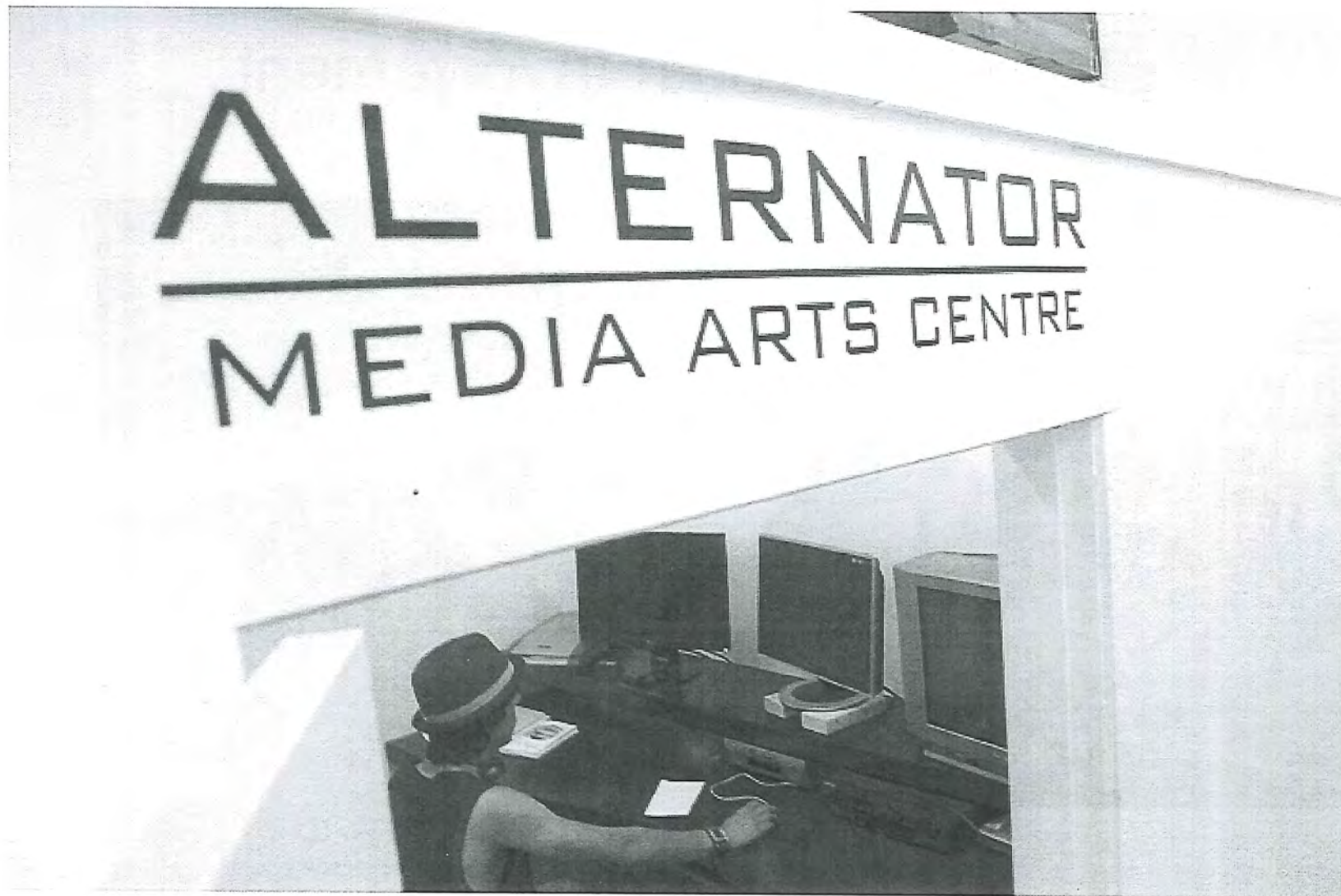
Through exhibition, production, and public outreach activities the Alternator supports and encourages the development of promising new artists creating innovative and experimental work, while supporting artists from diverse cultural communities.

# Priority – Youth Involvement

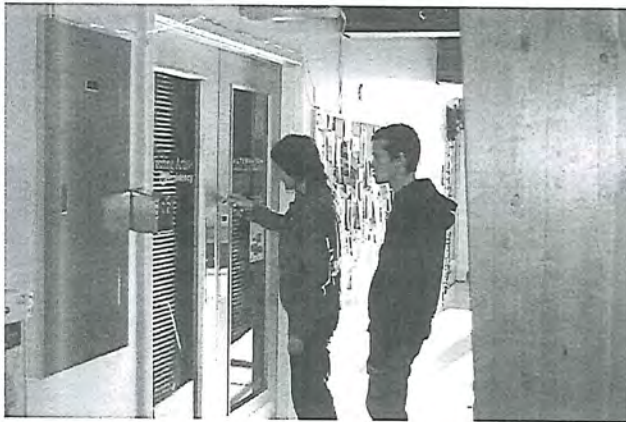


# ALTERNATOR

MEDIA ARTS CENTRE



# Alternator Media Arts Centre



# Screenings and Workshops



# Alternator Lounge: The Philosophers' Café





# Dominique Rey: Selling Venus



## Panelists:

Dominique Rey, MFA, Artist

Dr. Naomi McPherson, Associate Professor of Anthropology at UBC Okanagan

Dr. Jennifer Gustar, Associate Professor in Critical Studies

Caitlin French, Burlesque dancer and UBC Okanagan student

# Jackie Sumell: The Imagination of Resistance



## Panelists:

Jackie Sumell (MFA Stanford)

Dr. E. Wilma van der Veen (Ph.D Sociology)

Shelley Cook (E.D. John Howard Society)

Jim Meiklejohn (Architect), Edmund Lee (B.Arch)

# International Exchanges

October 24 - December 5, 2008

Bellwether

Exchange with ThreeWalls Gallery, Chicago

May 12 – June 23, 2007

In-Division: Québec Exchange

Exchange with L'OEil de Poisson, Québec City,  
Québec

May 3 - May 30, 2002

Tension Mixte

Circa Centre d'Exposition Art Contemporain,  
Montréal

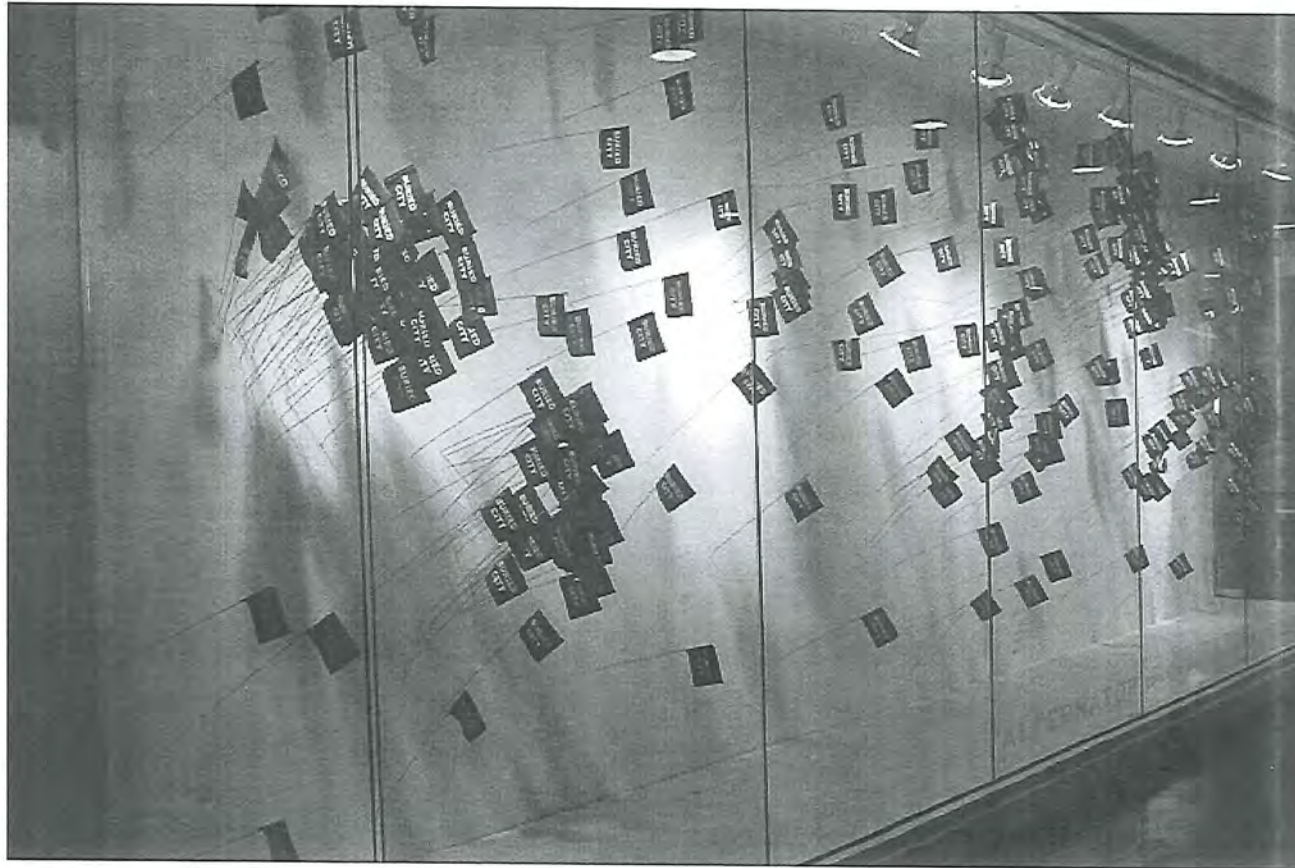
August 11 - September 21, 2000

Inside Out - L'Étoffe

Galerie Verticale, Laval, Québec

# Bellwether Exchange with ThreeWalls Gallery, Chicago

October 24 - December 5, 2008



"The Alternator Galleries exchange with Chicago's Three Walls Gallery has given me new hope that Kelowna can become a center for myself (and other artists) to live and work from, while still being able to exhibit and succeed in the international art world."

Scott August



“Word has traveled pretty fast about my work in Chicago and I have already been in discussion with two curators/directors from Vancouver about possible future exhibitions, largely due to my part in the Chicago exchange.”

Bracken H'anuse Corlett



# The Intervening City



# Jason Baerg: Authors and Antidotes

October 20 - November 27, 2009





# InDigital

October 20 - November 27, 2009





React2010.com

# React 2010 Media Coverage

<http://straight.com/article-279499/vancouver/react2010-site-offers-artists-space-olympic-expression>

<http://www.kelowna.com/2009/12/30/artists-offer-their-take-on-the-2010-olympics/>

<http://www.alternatorgallery.com/email/react2010cbcradioearlyedition20090104.mp3>

<http://www.kelowna.com/2010/01/05/artists-mull-over-the-olympics-impact-on-b-c-s-image/>

<http://www.ctvolympics.ca/torch/news/newsid=28196.html?cid=rssctv>

<http://www.theglobeandmail.com/news/national/two-sides-to-every-story/article1445533/>

<http://www.cbc.ca/arts/media/story/2010/01/26/f-vancouver-cultural-olympiad.html>

<http://www.kelowna.com/2010/02/12/olympic-art-show-offers-a-different-perspective/>

[http://podcast.cbc.ca/mp3/bcnxnw\\_20100221\\_27855.mp3](http://podcast.cbc.ca/mp3/bcnxnw_20100221_27855.mp3)

[alternatorgallery.com](http://alternatorgallery.com)