

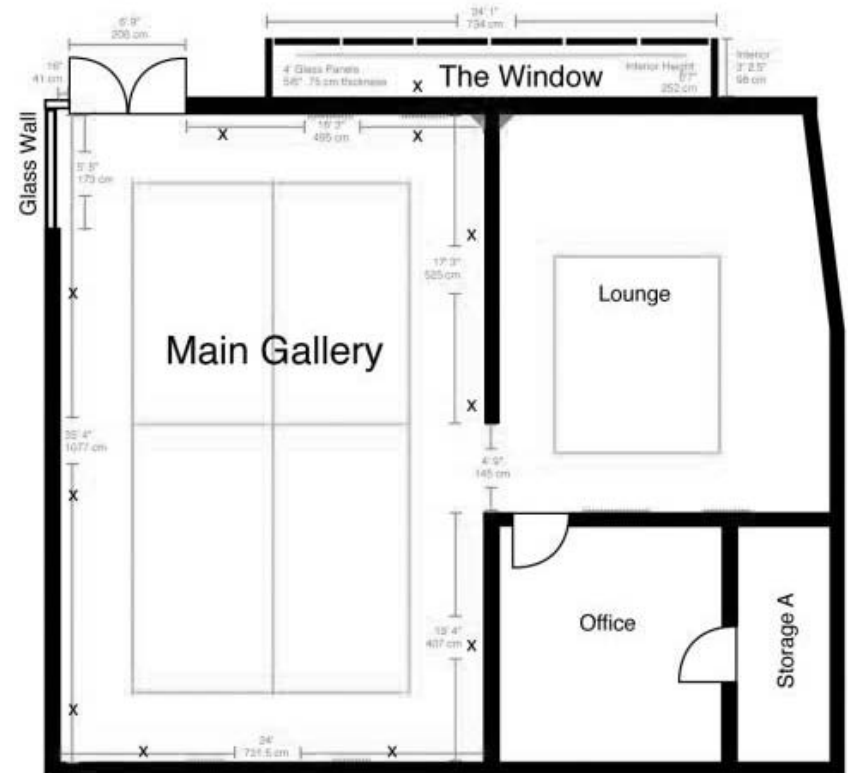
# ALTERNATOR

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centre for contemporary art

Alternator Centre for Contemporary Art  
*Presentation for*  
Kelowna City Council - April 30<sup>th</sup>, 2012

### Unit 103 Rotary Centre for the Arts in the heart of Kelowna's Cultural District



Through **collaboration** with emerging and alternative artists in the Okanagan region, we present exhibitions and programs that **engage** and **inspire** our audiences, and help realize the greater **positive** potential of our community.

## **We seek to foster a Centre, a community and art practice that is:**

- **Innovative:** we value experimental forms of art that foster a dynamic exchange between artist, art and audience.
- **Relevant:** we focus on art that is relevant to important contemporary issues.
- **Collaborative:** we value connection and exchange that erode boundaries between artistic and intellectual disciplines, through formal and informal collaborations with other arts, education and non-profit organizations.
- **Sustainable:** We believe that our vibrancy, vitality and continuity depend upon the involvement and contributions of members, partners, supporters and public.

## What we do:

- **We Present** exhibitions and project exhibitions that transcend the walls of our gallery to engage with the broader community, including gallery and satellite exhibitions, site-specific installations, performances, interactive works, presentations and film-screenings.
- **We Provide** support for emerging and alternative local artists by providing a network of collaboration and sharing, as well as studio space, audio-video production facilities, workshops, mentorships and exhibition opportunities.
- **We Create** a gathering place for energetic and creative discourse.
- **ACCA is committed** to supporting people to live as artists through adherence to CAR/FAC.

# ALTERNA

centre for contemporary



2011 Highlights

### **Susan Bizeki** *Windows*

Attendance 442





2011 Highlights

### **Jarod Charzewski** *Knox Mountain Re-Arranged*

Attendance 779

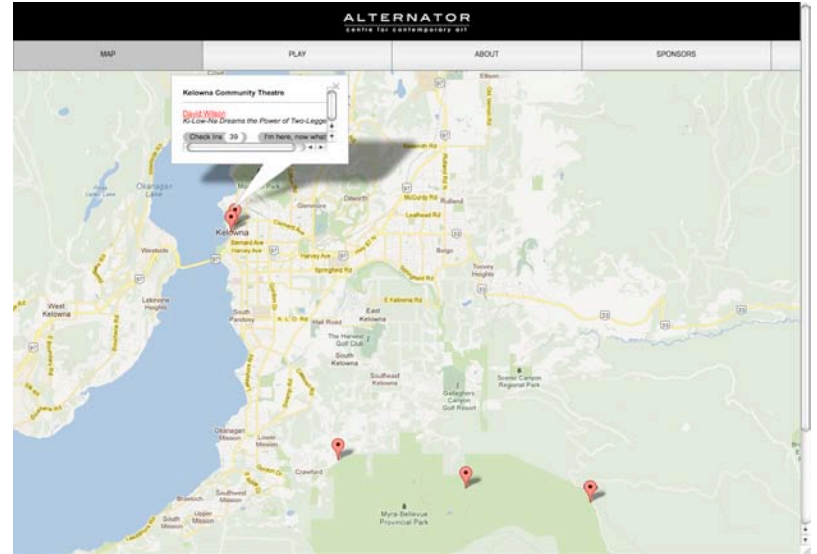




2011 Highlights

## Special Project *GeoTag Art*

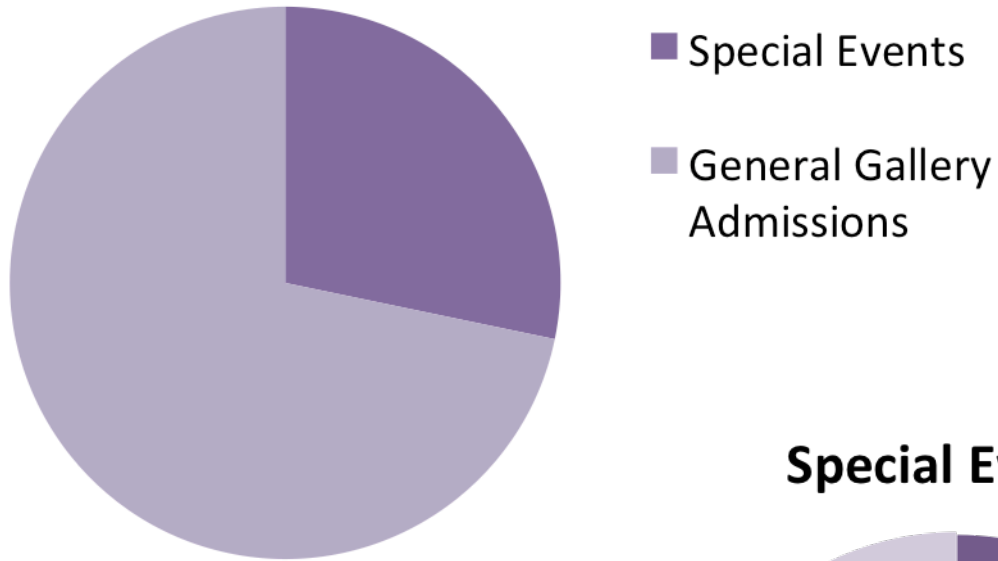
Attendance 311



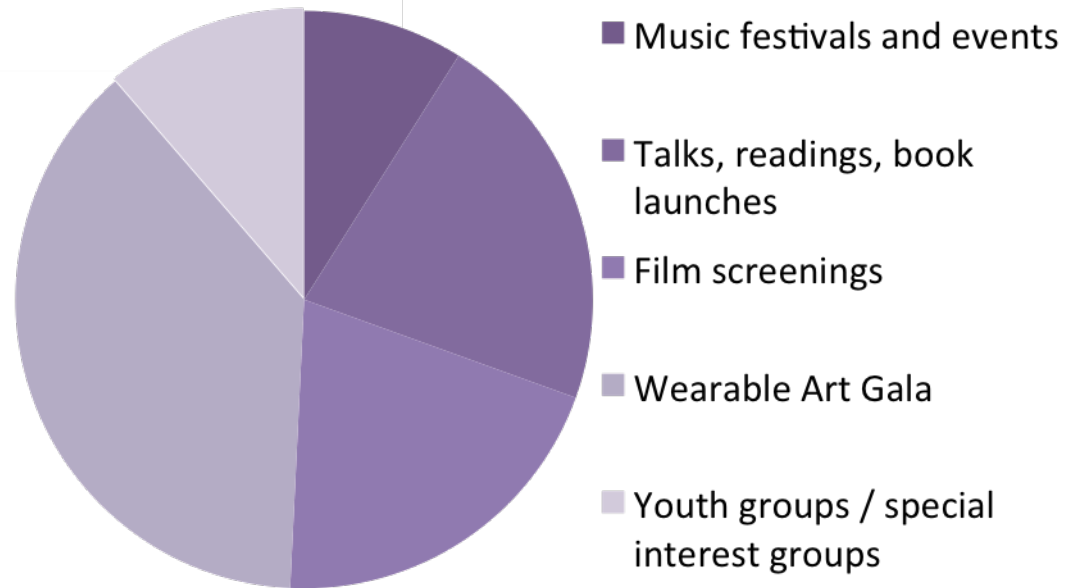
## The Alternator **Impact** on the Community

- **Showcasing** Canadian emerging artists in the Kelowna Area.
- Acting as an **exhibition opportunity** for local artists – we actively encourage submissions by local artist and program to support this initiative.
- Fostering relationships and provide **professional practice experience** to artists-in-training through the *Intermission* series. This project was initially created for UBC-O students, but we are eager to extend it to our membership.

## Attendance 2011 \*



## Special Event Attendance 2011



City of Kelowna's **investment** in The Alternator allows us to continue exhibiting the work of emerging artists, assisting in the interpretation of these exhibition through artist talks, exhibition films and essays on the themes discussed in the artists' work.

The **support** from the City of Kelowna Cultural Services Department has been a great resource connecting new staff with the local art community. **Thank you!**

## Development priorities for 2012

- Foster **critical discourse** on art within the local community with the aim of **de-mystifying** contemporary art.
- Expand our audience by continuing to present **professional, socially and culturally relevant programming** and refining our **communication** tools to reach new viewers. The Alternator's roots are in culturally and socially engaged topics which challenge demographic stereotypes.
- Increase our **public profile** with a dedicated effort to engage the community through education and enterprise and act as an advocate for the important role of artists, designers and makers within the diverse Kelowna community.

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