

SRG 2014-2015 PROGRAM GOALS REVIEW & 2015-2016 BUDGET REQUEST EXPLANATION

The gallery enjoyed increased financial support from the College in 2014-2015, in the form of a budget increase and In-Residence funding. This allowed for greater vigor in gallery programming, as demonstrated by reviewing the Gallery's program goals below (established in the summer of 2014). The attached budget request continues the spending priorities begun in 2014, directing greater support to our exhibiting artists. This increased support, in the form of honoraria, transportation, and hospitality, allow for a significantly greater engagement with the community and the execution of the gallery's goals.

REVIEW OF 2014-2015 SEASON

aligned with Program Goals

1. Develop programming that augments Wells College's Art curriculum and intellectual community, through rigorous and engaging exhibitions and events.

➔ SUCCESSES:

- Direct tie to wide range of visual art disciplines
- Class discussions and exercises for courses in WGS, Anthropology, and Creative Writing (in addition to Visual Arts courses)
- Enhanced engagement between visiting artists and campus, via residencies & long-term creative relationships, and exhibitions that reached beyond "just" display of visual objects.
 - *Primer for Well Water*: Research & Preparation, Residency, and Screening of Documentation (process began in Aug. 2014 and ended in April 2015)
 - *To the Waters and the Wild*: In-Residence Program, conceptually-engaged workshops (that functioned like experiential artist statements).
- Increased & diversified attendance of opening night crowds

➔ AREAS TO IMPROVE:

- Increase representation of Book Arts media and non-photographic processes.
- Increase collaboration with disciplines outside of the Arts to create more interdisciplinary bridges.

2. Provide professional education opportunities for students, via internships, work-study positions, interaction with professional exhibitions and artists, and exhibition opportunities.

➔ **SUCCESES:**

- Interdisciplinary workshops with Artists
 - *Primer for Well Water*: Sculpture, painting, photography, performance art, music, & dance) and broad range of media representation.
 - *To The Waters and the Wild*: drawing, with a synesthetic motivation
- Workstudy & Internships
 - Gallery employed 6 students, each of whom were significantly involved in the physical upkeep of the gallery, docent services, and exhibition installations – responsibilities for this staff increased, providing them more meaningful experiences. Each also played unique management roles in preparation for *Primer for Well Water*.
 - Gallery had 1 student intern, who helped with higher-level management tasks (scheduling workers), executing tasks based on specialized skill proficiencies (matting artworks), and overseeing other special projects (creating high-quality gallery floorplan, managing the deinstall of *To the Waters and the Wild*).
- Continuation of Student Exhibitions, including the second annual Student Exhibition containing work from Book Arts.

➔ **AREAS TO IMPROVE:**

- Increased specialization for student worker positions would allow for more empowerment and initiative.
- In collaboration with Visual Arts Faculty, reconsider the selection procedures for Annual Student Exhibition to increase rigor of exhibition.

3. Diversify and energize the cultural landscape of the College by seeking arts programming from a range of geographic locations, cultural & identity-based perspectives, and/or theoretical positions.

➔ **SUCCESES:**

- All artists were “new” to the school & faculty; they were chosen based on merit rather than personal connections (although the art world is very small, so personal connections were discovered after their selection).
- *Primer* presented a stark contrast in exhibition philosophy as related to other exhibitions this season. Taken as a whole, this season demonstrated to students and community members a range of examples by which to understand the function of exhibitions and the nature of artwork.

- *Illusions & Primer for Well Water* each directly explored identity, particularly issues of representation, agency, and mythologies as related to gender (*Illusions*) and race (*Primer*).

➔ AREAS TO IMPROVE:

- Develop a stronger presence and voice in campus-wide conversations about social justice, via exhibitions programming and/or artist residency activities, and through collaboration with other campus constituencies.
- All artists had significant ties to New York City, and therefore did not represent a wide geographic range. However, this is an expected outcome as the Call for Proposals was distributed to a New York-based network (due to budget constraints). Funding continues to be the leading factor in this area.
- *Illusions* and *To the Waters and the Wild* presented some related theoretical positions, and used some similar means to execute them. This demonstrates need to further contextualize such similarities (either present them as a larger, extended conversation, or work to ensure more diversity of thought).

4. Demonstrate collegiality to the communities of which the Gallery is a part: the College, the artists we feature, and other regional exhibition venues.

➔ SUCCESSES:

- Each artist was financially compensated in some way; compensation was minor in some cases, but greater than in the 2013-2014 season. This was particularly the case with the In-Residence program, which allowed full compensation and respectful stipend for the artist.
- Auburn Citizen profile of Rita Leduc, including a journalist's visit to the gallery and front-page photo of the artist.
- Extended the run of the Annual Student Exhibition to accommodate campus recruitment efforts.

➔ AREAS TO IMPROVE:

- Build awareness of our programming off-campus, and better support promotions of programming for similar area institutions.
- Explore a redesign of visual branding for gallery, including an overhaul to the website (to increase the perceived prestige of the gallery, and better represent artists' work & the mission of the gallery)
- Seek out outreach opportunities on campus and the Aurora community