

ArtSeen Summary FY 2020

Submitted by Ted Lind

In July 2020, ARTSPLACE embarked on a three-year project to build a digital platform to promote and share knowledge about contemporary art with a diverse, intergenerational audience.

“ARTSPLACE has developed a province-wide and national reputation for being able to generate interesting activities and opportunities within the community,” stated Ted Lind, project lead and Board Member. “This project, called ArtSeen, is an extension of that work and will be an online portal to share contemporary art and artists that have the highest standards of excellence with a regional, national and international community.”

The project is funded by the Digital Strategy Fund of the Canada Council for the Arts with a \$300,000 grant, the largest ever received by the society. ArtSeen will showcase the work of contemporary Canadian artists through live interviews, studio and gallery visits, and virtual conversations. The all-digital content of ArtSeen, coordinated by ARTSPLACE, will be developed initially in partnership with arts organizations in the Atlantic provinces, and eventually move further west using a national network of artist-run centres.

“Our venture into digital media to present arts and culture is not new. For several years, ARTSPLACE has used videoconferencing to conduct real-time programs with museums and galleries, most notably the Museum of Modern Art in NYC and the National Gallery of Art in Ottawa,” says Lind. “We also have and continue to use social media and other digital platforms to connect contemporary artists with a growing audience. During the COVID-19 era, digital learning is becoming more significant than it ever was.”

The first few months of Phase 1 focused on defining the parameters of the project and consulting with other arts centres/galleries. A March 2021 report was submitted by the lead consulting firm, Beck Viau &, and is currently being reviewed by the ARTSPLACE team (Sophie Paskins, Ted Lind, Julia Redgrave). The report includes feedback from other arts centres/galleries and full set of recommendations for digital technology directions and marketing/publicity. Phase 1 is expected to identify potential pilots and lay the foundation for implementing models and assessment methods to be presented in Phase 2 (beginning July 2021).