

Audience: Strategic Alliances

Chaired by Barbara Gilbert, Director of Le Laboratoire d'Art ;

Reporter, Hannah Turner

See Handout for introduction to this session.

Questions and answers are drawn from two sessions with 9 participants each.

Question: I'm working on an alliance with a women's prison. How can I build that effectively?

Barbara – It's good to be a visitor and a listener *first*, then work on partnership.

Question: We need to help each other more!

Barbara - How about forming an audience research consortium?

Question: How do you partner with a large institution and not become engulfed by it? At the same time, what about working with smaller institutions whose motives are sometimes unknown?

Barbara – Develop a contract. This can be a helpful way to set clear terms and focus on assets.

Question: What do we do about short institutional memories?

Barbara – Publish! Meet! Document! Look at different ways of keeping a record, including wiki, books, collective record, social networking, and mentorships

Question: How do we apply this learning in different settings?

Group - At the Archives of Ontario we partnered with a genealogical society. To work effectively, we needed to offer extended hours and a more casual approach. At the Textile Museum, we developed a blog/newsletter. Privacy was an issue but we had a 'show & tell' and people got on board!

Barbara Gilbert is a Toronto-based artist, curator and educator who has exhibited in Canada, Europe and Australia. A bilingual francophone, she was born in Quebec City. Gilbert obtained extensive arts administration experience in the Visual Arts Office of the Ontario Arts Council and in the Education Department of the Art Gallery of Ontario. More recently, Barbara was Board President of the Gallery 44 Centre for Contemporary Photography. Prior to becoming Director of Le Laboratoire d'Art, she was Secretariat Coordinator at the Ontario Association of Art Galleries, Barbara is a

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