



Report to: General Committee

Date of Meeting: January 15, 2007

SUBJECT: 10TH Anniversary – Varley Art Gallery Week – May 21 to 27, 2007
PREPARED BY: John Ryerson, 905-477-9511, x 233

RECOMMENDATION:

That the report titled 10th Anniversary – Varley Art Gallery Week – May 21 to 27, 2007 be received;

And that the Town of Markham recognizes the 10th Anniversary of the Varley Art Gallery by proclaiming the week of May 21 to 27, 2007 as F. H. Varley week;

And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

Not applicable

FINANCIAL CONSIDERATIONS:

Not applicable

PURPOSE:

The purpose of this report is to seek Council approval to officially declare the week of May 21 as Varley Art Gallery Week, and to outline all of the events and exhibitions planned for the Art Gallery's 10th Anniversary year.

BACKGROUND:

The Varley Art Gallery will be celebrating its 10th Anniversary in 2007. The Varley Gallery is mounting the first major exhibition of Varley's portraits for its 10th anniversary with 87 Varley portraits being assembled from across Canada. The exhibition dates are May 25 to September 3, 2007, before it goes on national tour. The exhibition will be an in-depth chronological survey and analysis of Frederick Horsman Varley's portrait paintings. It will be complemented with biographical archival material, video and audio recordings gathered from Varley's family, friends, models, and students. The corresponding catalogue will be the first comprehensive look at Frederick Horsman Varley's portraiture. It will be bilingual to ensure this is truly a national story.

A national tour - F.H. Varley: Portraits into the Light is to be launched in September 2007 to the following venues.

Beaverbrook Art Gallery, Fredericton September 22 – Nov 4, 2007
Art Gallery of Alberta, Edmonton December 7 - February 17, 2008
Kelowna Art Gallery, Kelowna March 8 –May 4, 2008
National Portrait Gallery, Ottawa May 14 –June 29, 2008

The 10th Anniversary activities have been supported through a number of sources such as:

- Varley-McKay Art Foundation has established a 10th Anniversary Fund Campaign to support exhibition research, education and new artists over the next 10 years. The campaign goal is to raise \$60,000 and to date they have raised \$39,000.
- Royal Bank will be the presenting sponsor for 2007 and has contributed \$15,000.
- A marketing grant from the Ontario Cultural Attractions Fund (OCAF) for “Markham Celebrates Cultures” has been approved. The grant value is worth \$35,000.
- Federal Museum Assistance (MAP) grant worth \$45,000 assisted in the National Portrait tour for transportation and French translation costs.

To celebrate the Gallery’s 10th Anniversary, the following activities are planned.

1. In March 2007, a hardcover publication *F.H. Varley: Portraits into the Light* by Gallery Curator, Katerina Atanassova, will be launched. The book contains 60 color plates of works that will be displayed in the exhibition. The book is being published by Dundurn Press and funded by the Varley-McKay Art Foundation and Federal Museum Assistance Program grant.
2. On May 16, the Varley will host its 9th all Canadian art auction fundraiser.
3. A special members and friends opening of *F.H. Varley: Portraits into the Light* will be held on May 25, followed by a free public weekend for Markham residents. The exhibit will continue to run until September 3, 2007.
4. There will be enhanced family programming every weekend from June through August with a special emphasis on the event weekends supported by contributions totalling \$15,000 from the RBC Foundation and sponsorship departments.
5. “Markham Celebrates Culture” Tourism Campaign is funded by a grant from the Ontario Cultural Attractions Fund. This marketing grant for the Varley exhibition, with the support of York Tourism, will allow us to package the promotion of all of the major Markham festivals and events from May to September.

6. The Canadian Open in July: a cultural package including the Varley exhibition will be offered to hotels along with other crossover promotional opportunities for visitors to Markham.

OPTIONS/ DISCUSSION:

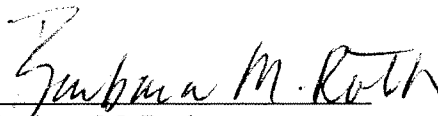
FINANCIAL TEMPLATE:

BUSINESS UNITS CONSULTED AND AFFECTED:


Corporate Communications
Financial Services

RECOMMENDED

BY:



Barbara M. Roth
Director, Recreation and
Culture Services



Jim Sales
Commissioner of Community
and Fire Services

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ATTACHMENTS: