

EXECUTIVE STATEMENT

We are pleased to present the first Annual Report of **Artists Alliance Barbados Inc.**, a record of our formation and of the many activities and achievements during the start-up period.

FORMATION

Artists Alliance Barbados Inc. is the response to a decision to keep alive the energies of the visual arts community, mobilized and organised by Jennifer Oneka Small, to mount the exhibition, **'We Pledge Allegiance'**, that celebrated Barbadian artists - past, present and future - and their "visions of joy and pain, of struggles, triumphs, challenges and victories" during the 50th Independence Anniversary celebrations in 2016.



Following the ex post evaluation of **'We Pledge Allegiance'** a small group engaged in some strategic planning and over several iterations developed the

business model for Artists Alliance Barbados. The uncompromising principles guiding discussions were to (a) be inclusive, (b) have a transformational impact on the visual arts in Barbados, (c) demonstrate strong financial stewardship, and (d) be sustainable.

The Alliance was envisaged as a collective or co-op for artists to share the talent, share in the work and share the rewards, but artists while recognizing the need for organisation, indicated their preference to remain in their creative spaces. Also, they decided against the traditional large and redundant hierarchal organisational structure in preference for a small core to provide some leadership and clarity of process. Oneka Small and Norma Springer emerged to constitute the core management committee.

Artists Alliance Barbados therefore is an open artists' collaborative providing a platform for emerging to established artists across all mediums to have their work exposed to public view, to profit from their creativity, and to network. It provides ad hoc opportunities to exhibit and sell work in pop-up galleries and is an umbrella for artists to produce public awareness and education works.

The name was registered in April 2017 and application for non-profit status was made. The objects as contained in the draft By-laws are:

- ✦ To promote the contributions of visual artists to society.
- ✦ To service and promote awareness, understanding and appreciation of visual arts forms including, but not limited to installation, painting, sculpture, architecture, ceramics, performance art, photography and graphics.
- ✦ To promote recognition of the contributions that art, visual arts in particular, make to society.
- ✦ To carry out its purpose by mounting exhibitions, selling and renting art works, offering educational resources, hosting meetings and seminars, and supporting similar programmes and functions.
- ✦ To sponsor and initiate activities and research related to these goals.
- ✦ To solicit, collect and otherwise raise money and in-kind contributions for such purposes, and to expend, contribute, and otherwise dispose of money and in-kind contributions for such purposes, and to carry out any lawful activity in furtherance of such purposes as permitted by law.

BRANDING

The migration to an organised body was accompanied by an identifiable logo and a bank account. In addition, a temporary website was created to establish a presence and to facilitate art work submission for exhibitions, while an application was made to the Arts and Sports Promotion Fund for a grant to develop a professional website that would establish our credentials in the business community. The grant application was approved and the domain name

<artistsalliancebarbados.org> was purchased.

An institutional framework provides legitimacy to establish linkages with national, regional and international agencies. Already Corporate Barbados has indicated its pleasure to be working with an institutional body for the visual artists and one success has created other opportunities. During the review period, we mounted two pop-up galleries, five show-window galleries and one in-store rotating exhibition.

EXHIBITIONS

Artists Alliance Barbados was invited by Massy Stores Supermarket to pop-up an exhibition upstairs its Supercentre complex at Warrens, St Michael. Immediately as that exhibition closed a show window at Massy Stores Home in Sheraton Mall was offered.




The management of Norman Centre, Bridgetown agreed to the August Pop-up for the Crop Over/Carifesta season because it was impressed with the Supercentre offering. Standard Distributors enhanced its Broad Street


The management of Norman Centre has offered Artists Alliance Barbados indefinite use of its interior deep window on a month by month basis. This is a win-win situation as it adds life to the mall and it provides artists with ongoing opportunities to display and sell work.

The Artists Alliance Barbados core group worked exceptionally hard to address pop-up exhibition issues, not least the funding. The goodwill of Corporate Barbados was given in-kind as a response to the overall economic climate and reduction in revenues, but as “good Bajans who know how to cut and contrive” we “make do”. The introduction of a hanging fee and the commission on sales generated a small revenue stream to meet business start-up cost including business registration cost.

Artists have expressed their delight in having more opportunities to show and sell work. They are “stepping up their game” excited to work on projects sitting on the back burner knowing there will opportunities – some with short notice, others with longer and more structured planning.

Take heart that no proposal is lost as they are stored in the IDEAS BANK to be included in future work-plans. They will be developed with detailed implementation and resource mobilisation plans to ensure consistently high-quality products are offered to the public, there are net gains for the artists involved, and the integrity and sustainability of Artists Alliance Barbados remain sound.














'home'

AUGUST POP-UP GALLERY

Norman Centre Mall, Bridgetown
 August 2nd – September 2nd 2017 | 8:30am – 5:00pm
OPENING RECEPTION AUGUST 5TH | 2.00 PM – 4:30 PM

concept papers and make the grant applications. However, it is recognized that grant writing is a specialised skill and a time-consuming process and there can be a gap as long as three years between approval and release of funds.

IMPACT

Pop-up galleries in a shopping complex and other unusual places cultivate a larger audience for artists, starting with the children, and increase an interest in the arts, thus creating a greater awareness. The goals for our pop-up galleries are to bring the art to the people and to change perceptions of 'who art is for' and 'who makes art'.

It was deeply disturbing but at the same time equally excited to be breaking the barriers that, in 21st century Barbados, Barbadians have stood in the doorways and asked permission to enter gallery spaces. Similar to the world over, Barbados art galleries have traditionally been in areas that are not easy accessible to foot traffic which, together with the traditional view that only academic dunces do art, and also the absence of art appreciation programmes at post-secondary institutions of learning, have denied many people exposure to the fine arts altogether.

With our exhibiting artists volunteering stints as gallery attendants, they have interacted with visitors to enhance their viewing experience. Patrons have stood in curious delight when they began to uncover 'what is art' and in perplexity when they learnt that doctors, scientists and business executives were exhibiting. They soon returned with their wards who were interested in art because they wanted them "to see".

Art can be visceral. By bringing art to people in familiar public spaces, we are breaking barriers of perception, stirring conscious and subconscious thoughts, and opening discussions on subjects of personal and national significance. At both 'Revo'clectic' and 'home' patrons have openly cried when viewing certain works. At 'home' strangers discussed child abuse and domestic violence as they gathered around a work and children on their summer camp tour wondered how "a naked man can be art". At 'home' we shared the joy and excitement of "the ordinary Barbadian" as they timidly bought their first piece of art because they came three for four times to look and seek validation that their choice was good.

A core management committee gave their skills and made extraordinary efforts to set-up **Artists Alliance Barbados Inc.**, but the achievements were dependent on the support of the artists who respond to calls for work; the many donors, benefactors and sponsors who provide the resources; and the committed volunteers who worked until the last light was out.

February 2018

ABOUT ARTISTS ALLIANCE BARBADOS

Artists Alliance Barbados is dedicated to the development, exploration, and advancement of the visual arts in Barbados.

OUR MISSION

Connecting people with art for appreciation, growth, respect and success in the industry.

OUR VISION

To support and contribute to the visibility, growth and sustainability of the visual arts in Barbados through meaningful collaborations.

OUR PHILOSOPHY

Freedom of thought for artist and viewer. To change the deeply ingrained notions of 'who makes art', 'who art is for' and 'what is the purpose of art'. By bringing art to people in familiar public spaces, we aim break barriers of perception, stir conscious and subconscious thoughts, and open discussions on subjects of personal and national significance.




OUR POP-UP GALLERIES














We pop-up in non-traditional spaces to incite awareness of art in the non-traditional gallery public. Our pop-up exhibitions showcase the diverse talents, range of styles and subject matter. They are facilitated by the philanthropy of Corporate Barbados and art-loving individuals.

OUR GOVERNANCE

Artists Alliance Barbados is being incorporated under the Laws of Barbados as a non-profit corporation. The core Management Committee is Oneka Small, Corrie Scott and Norma Springer.

HIGHLIGHTS

-  2 pop-up exhibitions – *Revo'clectic* and *home*
-  1 Open Studios season
-  3 Show-window galleries at Norman Centre – *Words*, *Remnant*, *Divine Feminine*

-  1 Christmas shop at Norman Centre
-  1 private sector venture with Standard Distributors Ltd - Broad Street and Cane Garden. Cane Garden ongoing.
-  88 artists exhibited
-  2 schools and 5 summer camps toured the exhibitions
-  2 BFA students sold at their first exhibition.
-  8 items of print coverage – Nation and Advocate
-  2 magazine features – ZING (LIAT inflight) and Smart Homes (Nation Publishing)
-  6 items of digital print coverage
-  2 items of radio
-  CBC TV8 filmed *Revo'clectic* when Minister of Culture Stephen Lashley toured.
-  GIS filmed *home*
-  Barbados Library Service photographed *home* and *Divine Feminine*
-  Two CBC TV8 appearances

“visions of joy and pain, of struggles, triumphs, challenges and victories”

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