



**KITCHENER - WATERLOO
ART GALLERY**

101 Queen Street North
Kitchener, ON
N2H 6P7
www.kwag.on.ca

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Media Contact

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Gallery Hours:

Mon - Wed 10 a.m. - 5 p.m.
Thurs 10 a.m. - 9 p.m.
Fri - Sat 10 a.m. - 5 p.m.
Sun 1 - 5 p.m.

Kitchener-Waterloo Art Gallery Restores Its Collecting Mandate

Collecting to Resume Under New Acquisitions Policy

Kitchener, ON, Canada - The Kitchener-Waterloo Art Gallery (KW|AG) has announced that its temporary moratorium on collecting, which was implemented in 2003, has been lifted. KW|AG has now begun collecting art work again on a very focused basis. The acceptance of work into the collection is guided by a new Collections Management and Acquisitions Policy, which emphasizes acquiring work through commissions and donations, with consideration given to local relevance. Acceptance of work will also be affected by the Gallery's on-going challenge of limited on-site storage.

Background Information

Since 1955, KW|AG has been building a permanent collection thanks to the generosity of the public and individual benefactors. The Gallery has a 4 000 work collection with an estimated value of \$6.3 million, which it holds in trust for the community. The moratorium on collecting was declared to address issues relating to storage, administration, and accessibility of works in the collection.

Since 2003, the Gallery's storage facilities have been redesigned to meet conservation standards, and fire suppression, sprinkler, heating, ventilating and air conditioning (HVAC) systems have been upgraded. The facility upgrades were funded by the City of Kitchener and the Gallery's landlord, Centre In The Square. Thanks to support from the Department of Canadian Heritage and the Musagetes Fund at The Kitchener and Waterloo Community Foundation, the 4 000 work permanent collection was digitally photographed and catalogued. Plans are underway to provide access to the images through computer stations which will be installed at the Gallery.

The Gallery is also pleased to announce that its Status A designation through the Moveable Cultural Property Program has been confirmed. As a result, work donated to the Gallery may be eligible for a Cultural Property Income Tax Certificate from the Canadian Cultural Property Export Review Board, for the equivalent value of the donated artwork rather than a percentage of its value.

"We have made great strides in stabilizing our operating budget and we will continue to build capacity through endowment funds and a major gift campaign," explains Alf Bogusky, Director General, KW|AG. "We have seen growth in support from individual donors and sponsors. The Gallery's success is the result of growing interest from the community we serve, for which we are very grateful."

The new acquisitions policy parallels the Gallery's programming strategy of supporting artists through invitations to create new work, often through commissioning. Works with regional relevance will be



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emphasized. The selection process reflects the same research and intellectual process that goes into the Gallery's current exhibition development. The Gallery's [Parochial Views](#) series invites artists to respond to the rural and urban environs of the Region, and all of these works will be accessioned into the collection. Similarly, *River Grand Chronicles*, a series of projects with a strong connection to the Grand River and the regions it winds through, was launched in 2004. The series features contemporary and historical works that reflect the river's influence. New works commissioned for this series will be on view from May 15 to July 5, 2009 featuring artists Phil Irish and Susan Coolen. For more information on the Gallery's Collecting Mandate and works that are in the collection, you can read our [Frequently Asked Questions](#)

Celebration Event Planned

In celebration of this important Gallery milestone, an Open House will be held on **Monday, April 6 from 7:00 - 9:00 p.m.** Everyone is welcome and admission is free. Details about the [Open House](#) are available on the Gallery's web site at www.kwag.on.ca.

The Gallery's Curatorial and Collections Consultant, Allan MacKay, notes that collecting is an important aspect of the Gallery's mandate as a public institution.

"The Gallery's mandate is to exhibit, collect and educate our community on works of art. The permanent collection is a vital educational asset of the Gallery and future collecting is fundamental to our programming," explains MacKay. "We aspire to collect from our commissioned exhibition series, including *Parochial Views* and *River Grand Chronicles*, since these works are integral to our exhibition history and help tell the story of our community."

Additional Resources

[Collecting Mandate - Frequently Asked Questions >](#)
[Gallery's Open House Event - April 6, 2009, 7:00 - 9:00 p.m. >](#)

About the Kitchener-Waterloo Art Gallery

Through thoughtful and engaging programs, the Kitchener-Waterloo Art Gallery (KW|AG) connects people and ideas through art. The Gallery's exhibits and programs are built on the mission that art is the catalyst for shared experience, dialogue and imagination. The Gallery emphasizes contemporary art, often premiering works by Canadian and international artists. Exhibitions frequently draw upon selections from the 4 000 work Permanent Collection to provide a forum for dialogue. KW|AG plays a vital educational role in the community, offering a full spectrum of artistic experience for adults, children and families alike. Established in 1956 and operating within Centre In The Square, KW|AG is the oldest and largest public gallery in Waterloo region: roots in the community, eyes on the world. Contact mail@kwag.on.ca or visit www.kwag.on.ca.

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