



ANNUAL REPORT 2022

THE ROBERT MCLAUGHLIN GALLERY

Contents



Installation of “Annie MacDonell: The Beyond Within” at The Robert McLaughlin Gallery, 2022. Image by Toni Hafkenscheid.

Land Acknowledgement	2
RMG Vision and Mission	3
Message from the Board Chair	5
Message from the CEO	6
Highlight of Statistics	7
Curatorial	9
RBC Emerging Artist Residency Program	19
Community Engagement	23
Learning + Engagement	31
Visitor Engagement	38
Supporters + Donors	42
Staff	49
Board of Directors	50

Land Acknowledgment



Jeff Thomas (Iroquois, b. 1956). *The Delegate Visits the McLaughlin Gallery*. 2007. Colour photograph on paper. Gift of the artist, 2009.

The Robert McLaughlin Gallery is in the treaty lands of the Mississaugas of Scugog Island First Nation. This land has been the traditional territory of the Michi Saagiig Nishnaabeg since 1700; before that time, it was stewarded by various communities belonging to the Haudenosaunee and Wendat confederacies. It is covered under the Williams Treaties and the Dish with One Spoon Wampum.

This area continues to be home to many Indigenous people from across Mishiike Minisi. We recognize the sovereignty of all Indigenous nations and are grateful for the opportunity to learn, live, and work on this land.

We acknowledge that the RMG is in treaty land, and respect our collective responsibility to protect and nurture the land. We also recognize the continuing impacts of colonialism and our responsibilities to redress the ways this has helped shape our organization. We are committed to working to address structural inequities and to centering Indigenous voices in the gallery.

VISION

Art cultivates connected and caring communities.

As an artist-centered and community-oriented public art gallery in Durham Region, we bring people from diverse backgrounds together to engage with art that inspires new perspectives, generates meaningful conversations, and creates a sense of belonging.

MISSION

We build relationships with diverse artists and communities through art.

The RMG works in collaboration with artists, partners, and audiences to present dynamic and inspiring collections, exhibitions, and programs in an inclusive and equitable environment.

"Went for an outdoor evening concert for RMG Fridays. The events are always a fun treat, and you absolutely have to give the gallery a proper walk through or you will miss some incredible works from wonderful local talent."

Comment on Google reviews



MESSAGE FROM THE CHAIR



Carrie Williamson
Chair, Board of Directors

When I reflect back on 2022 I see a year of optimism, of coming together, and new beginnings.

Some of our largest attended events occurred in 2022 . It was great to come together as community to celebrate art, music, local artists, vendors, and each other. It made us realize how much the RMG has been part of our lives and how much we missed coming together.

Events occurred outside the gallery, the RMG team utilized the space in a new way. It was lovely to use the outdoor space for RMG Fridays and other gallery programming. It helped us all become comfortable gathering. Sitting on the lawn listening to music under the beautiful tree canopy and twinkle lights was one of my favourite memories of 2022, alongside attending the Dizzy and Wooly concerts with my daughter.

The RMG team worked hard to create the best experiences for us and to ensure we all felt safe during our transition back to large gatherings. They booked amazing talent and community partners. Thank you to all who participated.

The RMG team is always so mindful of community in developing events and programming, I am so proud of all that they do. It was nice to again welcome artists in residence and innovative programming. The RMG is not the typical art gallery. We truly are a place where all belong.

In the following pages you will see the passion, expertise, and dedication that staff have for our RMG community.

A special thank you to all of our partners this year; your funding and support is critical in all that we do.

Enjoy reflecting on an amazing 2022, more to come in 2023!

MESSAGE FROM THE CEO



Lauren Gould
Chief Executive Officer

When I reflect on 2022, I see a year divided into two parts. We began the year once again in lockdown due to the ongoing COVID-19 pandemic and gingerly reintroducing ourselves to the world; we ended the year feeling energized by our programming, fully booked school tours, and forthcoming exhibitions. It was a heartening trajectory after a year of change and transition for the RMG.

Key highlights for myself and the team included:

- Hosting the two largest events we had in three years back-to-back in the first week of May – the Oshawa Art Association opening that welcomed over 250 guests and RMG Fridays featuring performances by Dizzy and Wooly enjoyed by over 525 attendees
- Beginning the design process for the community arts greenspace behind the gallery alongside a Community Advisory Circle and our design team of LeuWebb Projects and Brook McIlroy
- Seeing our studio and learning spaces busy again with a sold-out summer camp and fully booked school sessions in November and December
- The launch of our new website that allowed us to feature our programming and to create a more user-friendly experience
- Welcoming back our RBC Artists in Residence onsite after hybrid or virtual residencies
- Hosting two important exhibitions in partnership with other regional art galleries including Tim Whiten: Oceanic, a retrospective held across four galleries, and Powerful Glow curated by Lisa Myers, a beautiful tribute to the late Mi'kmaw artist Mike MacDonald
- A reinvigorated Shop featuring even more local artisans

You'll read in more detail about these and the multitude of other projects and initiatives the team led this past year. We also said farewell to some of our wonderful team as they headed out on new adventures. Mike Drolet, Ingrid Forster, and Erin Messier took on new career opportunities, while Samuel Powless and Rowan Palleske headed back to graduate studies. We're grateful for the tremendous contributions of these staff members, and I'm so proud of what they've moved on to accomplish.

We look forward to continuing the uplifting energy throughout the next year as we continue to cultivate connection and care within our community.

12,386

ONSITE VISITORS

33,794

WEBSITE VISITORS

1,776

L+E ONSITE
PARTICIPANTS



INSTAGRAM

5,008 followers



TWITTER

5,007 followers



FACEBOOK

5,568 followers



LINKEDIN

479 followers



TIKTOK

393 followers

EMAIL

Monthly E-news: 1,902 subscribers, 35% average open rate and 5% Click rate.

"What a hidden gem in Oshawa,
if you are downtown stop in here
and enjoy some local art as
well as some amazing
famous artwork."

Comment on Google reviews





CURATORIAL

Fall Exhibitions Opening, October 1, 2022

CURATORIAL

The year started with three new exhibitions "Painters Eleven: Complete Freedom", "Perspective/Prospective", and "Laura Grier's Hjdú ʔAssji – K'inaye (Now Things, She Carries Them Around)", along with the continuation of two 2021 exhibitions "Undeliverable" and "Taskoch pipon kona kah nipa muskoseya, nepin pesim eti pimachihew | Like the winter snow kills the grass, the summer sun revives it". Presented in partnership with the School of Media, Art and Design at Durham College, the exhibition "Perspective/Prospective" showcased photographs taken by students in the first year Photography and Video Production program. For the project, the students used photography to tell personal stories through images, documenting their environment and daily experiences.



Installation view of Laura Grier's exhibition Hjdú ʔAssji – K'inaye (Now Things, She Carries Them Around), photo credit: Darren Rigo

In the spring, we opened two major exhibitions "Tim Whiten: Elemental" and "True Currency". Tim Whiten's broad and prolific creative practice reflects a life devoted to pursuing the nature of consciousness and the human condition. Drawing from over fifty years of production, "Elemental: Oceanic" featured sculptures and works on paper from the early 1970s to the present, representing material explorations of ritual, embodiment, ancestral knowledge, and transcendence. The group exhibition "True Currency", featured the work of Christina Battle, Helen Cho, Alvin Luong, Sofia Mesa, Dana Prieto, and Cassie Thornton. Bringing together works that explored alternative economies, reciprocity, indebtedness, labour, and wellbeing, "True Currency" looked at how value is produced through the circulation of goods and ideas.

Our Permanent Collection is a core pillar of our programming and research. In the summer and early fall of 2022, we installed three new permanent collection exhibitions: "Come Together", "The Ties that Bind", and "Kazuo Nakamura: Universal Pattern". Featuring photographs from the Thomas Bouckley Collection, Come Together, curated by curatorial intern Michaela Dickens, reflected on the ways Oshawa residents gathered in the past, and celebrated the importance of community coming together. "The Ties That Bind" pulled together diverse works from the Permanent Collection, curated by Sonya Jones, to contemplate the different ways we seek connections, whether through relationships, finding peace and perspective in nature, or exploring shared histories. Lastly, "Kazuo Nakamura: Universal Pattern" was the launch of a new series of exhibitions curated by Sonya Jones that will feature the individual members of the abstract collective Painters Eleven. Drawing primarily from the RMG's permanent collection, Universal Pattern showed the scope of Nakamura's artistic career and highlighted his constant search for truth and understanding of the world around him.

In the fall, three contemporary exhibitions were installed "Annie MacDonell: The Beyond Within", "Loose Parts", and "Powerful Glow". "The Beyond Within", curated by Crystal Mowry and Leila Timmins was organized and produced in partnership with the Kitchener-Waterloo Art Gallery. Underpinned by feminist conceptions of the everyday as a basis for political engagement with the world, Annie MacDonell's predominantly lens-based practice questions how images are constituted and circulated. The group exhibition "Powerful Glow", guest curated by Lisa Myers and organized and circulated by the Kitchener-Waterloo Art Gallery, brought together artists Jordan Bennett, Patricia Deadman, Ursula Johnson, Mike MacDonald, Peter Morin, Luke Parnell, Archer Pechawis, Anne Riley, Fallon Simard, Becca Taylor, Art Wilson, and T'uy't'tanat-Cease Wyss. Gathered around the medicine and butterfly artworks by the late Mi'kmaw artist Mike MacDonald, this exhibition brought together artists whose works are rooted in and stem from specific plant and land vocabularies that reflect place-based knowledge and nuanced perspectives of medicine. The group exhibition "Loose Parts", curated by Hannah Keating, was a loving embrace of queerness and being in flux. Featuring the work of emerging artists sophia bartholomew, Akash Inbakumar, and Justin Mezzapelli, Loose Parts was an exhibition that took pleasure in the beauty, openness, and potential of in-between spaces and holding things lightly.

The RBC Emerging Artist Residency program provides artists with the opportunity to explore their existing practice, experiment with introducing new techniques or subject matter, all in a supportive environment that prioritizes a culture of care. In 2022, three artists presented exhibitions as a result of the collaborative and experimental program: "Laura Grier's Hįdú ȱAssji – K'inaye (Now Things, She Carries Them Around)", Malik McKoy's "Code Switch", and Jordan Elliot Prosser's "The Sire of Sires".



Fall Exhibitions Opening, October 1, 2022

The curatorial department's commitment to working with our communities to create space for meaningful and shared dialogue resulted in six community partnership exhibitions in 2022. Students showcased their art in the Durham College Thesis Exhibition, "Emerging Visions", and seniors submitted work in the Seniors Art Competition and Exhibition, co-presented with the Oshawa Public Libraries and the Oshawa Senior Community Centres. We also continued our long term relationships with the Durham District School Board to present the exhibition "For Art's Sake" featuring art made by secondary students, and the Oshawa Art Association with the presentation of its 54th annual Juried Art Exhibition.

EXHIBITIONS

"Undeliverable": September 18, 2021 - February 27, 2022

"Taskoch pipon kona kah nipa muskoseya, nepin pesim eti pimachihew | Like the winter snow kills the grass, the summer sun revives it":
November 27, 2021 - April 17, 2022

"Mamanaw Pekiskwewina | Mother Tongues: Dish With One Spoon Territory": November 27, 2021 – April 17, 2022

"Complete Freedom": December 11, 2021 – June 5, 2022

"Perspective/Prospective": December 11, 2021 – June 5, 2022

"Powerful Glow": November 26th, 2022 – April 9th, 2023

"Loose Parts": November 19th, 2022 – February 19th, 2023

"Kazuo Nakamura": Universal Pattern: October 8th, 2022 – March 5th, 2023

"Jordan Elliot Prosser - The Sire of Sires": October 1st, 2022 – November 13th, 2022

"Annie MacDonell - The Beyond Within": September 24th, 2022 – February 12th, 2023

"Victory: Seniors Art Competition and Exhibition 2022": August 10th, 2022 – September 25th, 2022

"Come Together": June 18th, 2022 – January 8th, 2023

"True Currency": June 18th, 2022 – November 5th, 2022

"Malik McKoy - Code Switch": June 18th, 2022 – July 31st, 2022

"Emerging Visions: Durham College Thesis Exhibition 2022": May 17th, 2022 – June 12th, 2022

"The Oshawa Art Association's 54th Juried Art Exhibition": May 6th, 2022 – May 22nd, 2022

"Tim Whiten - Elemental: Oceanic": April 9th, 2022 – August 28th, 2022

"HUE x RMG: Honouring Unapologetic Expression": March 19th, 2022 – May 8th, 2022

"For Art's Sake": March 10th, 2022 – March 27th, 2022

VIRTUAL EXHIBITIONS

"Perspective/Prospective": Launched, December 2021

"The Durham Catholic District School Board Virtual Art Exhibit 2022": June 2022

ELEMENTAL: OCEANIC

Tim Whiten



Images: Tim Whiten – Elemental: Oceanic at The Robert McLaughlin Gallery, 2022.
Documentation by Toni Hafkenscheid

April 9 – August 28, 2022
Curated by Leila Timmins

Four regional galleries in Ontario (Art Gallery of Peterborough, McMaster Museum of Art, The Robert McLaughlin Gallery, and the Art Gallery of York University) came together to partner on a composite series of exhibitions, each exploring different aspects of Tim Whiten's expansive and engaging practice. Whiten is a senior Canadian artist whose extensive practice and prolific career spans 50+ years. From the late 1960s to the present, Whiten's concern for humanity's place in the scheme of life has provided motivation for his ongoing investigations into the nature of faith and its effect on the world. Exploring various conjunctures between the spiritual and the elemental, between the meditative and mystical, Whiten's use of viscerally charged organic materials (including glass, bone, wood, and fur) in performance, sculptural and installation works, unite the everyday with the esoteric.

TRUE CURRENCY

Christina Battle, Helen Cho, Alvin Luong,
Sofia Mesa, Dana Prieto, Cassie Thornton



Installation of True Currency at the Robert McLaughlin Gallery, 2022.
Photo by Toni Hafkenscheid.

June 18 – November 5, 2022
Curated by Leila Timmins

Bringing together works that explored alternative economies, reciprocity, indebtedness, labour, and wellbeing, the group exhibition "True Currency" looked at how value is produced through the circulation of goods and ideas. Taking up exchange as both subject matter and form, the artworks in the exhibition were produced through various forms of collaboration. In looking at informal seed exchanges, mutual aid networks, gig economies, and solidarity groups, the works offered strategies for cooperation and resilience, seeing reciprocity as a marker or survival, capacity and flourishing.

THE BEYOND WITHIN

Annie MacDonell



Installation of Annie MacDonell: The Beyond Within at the Robert McLaughlin Gallery, 2022. Images by Toni Hafkenscheid

September 24, 2022 - February 12, 2023
Curated by Crystal Mowry and Leila Timmins

Annie MacDonald's exhibition "The Beyond Within" proposes strategies for reorientation that are underpinned by feminist conceptions of the everyday as a basis for political engagement with the world. In two videos made in collaboration with Paris-based artist Maïder Fortuné, pedagogical roles are underwritten by radical forms of intimacy. "OUTHERE" (For Lee Lozano) and "Communicating Vessels" consider the potential for dissolving an isolated sense of self through intimate friendship and art making. MacDonell's new film installation, "Set and Setting", continues this exploration by juxtaposing animated drawings sourced from early psychedelic research trials with architectural sets that recall institutional examination rooms. By making use of radical and lateral modes of thinking and storytelling, MacDonell affirms how art can be both a necessary clarifier and serve as an essential tool in world building.

ACQUISITIONS



Harold Town, Untitled (detail), 1959/1960, oil on Masonite, Gift of Isobel M^cColl Chapman, 2022

Harold Town

Untitled, 1959/1960

oil on masonite

91.5 x 91.5 cm

Gift of Isobel M^cColl Chapman, 2022

Edward Burtynsky

Oil Refineries #6, Oakville, Ontario, 1999

original signed chromogenic colour print

127 x 101.6 cm, edition 4/5

Gift of Likrilyn Capital Corporation, 2022

Edward Burtynsky

Oil Refineries #27, Oakville, Ontario, 1999

original signed chromogenic colour print

127 x 101.6 cm, A/P 2/2

Gift of Likrilyn Capital Corporation, 2022

Edward Burtynsky

Oil Fields #21, Maskina Steam Plant, Cold Lake, Alberta, 2001

original signed chromogenic colour print

101.6 x 127 cm, edition 3/5

Gift of Likrilyn Capital Corporation, 2022



Edward Burtynsky, Oil Fields #21, Maskina Steam Plant (detail), Cold Lake, Alberta, 2001, original signed chromogenic colour print, edition 3/5, Gift of Likrilyn Capital Corporation, 2022 (detail)

Edward Burtynsky

Oil Fields #23, Cold Lake, Alberta, 2001
original signed chromogenic colour print
101.6 x 127 cm, edition 2/5
Gift of Likrilyn Capital Corporation, 2022

Paul Sloggett

Paradolia Strikes Deep, 2014
Acrylic on Canvas
169.5 x 196.8 cm
Gift of Ron and Tabita Moore, 2022

Dana Claxton

Defiance 2, 2021
Metallic lightjet print, mounted
162.6 x 121.9 cm, edition 1/2
Purchase, 2022

The Pedlar People

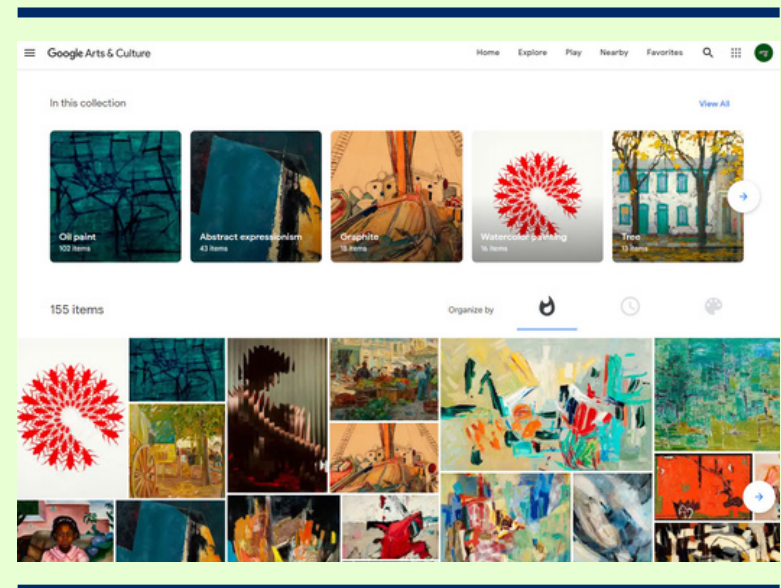
Pedlar Lion, 1912
Sheet metal
Donated by the Ontario Heritage Foundation, 1988,
Gift of Dr. Ralph and Patricia Price
Deaccessioned to the Oshawa Museum

GOOGLE ARTS AND CULTURE

In 2022, the RMG launched our organizational profile on Google Arts and Culture. This popular platform is a non-commercial initiative that works with cultural institutions and artists around the world to bring their collections/art online to be globally accessible. It allows the RMG to connect and engage a broader audience with our Permanent Collection.

The RMG's Google Arts and Culture profile features over 220 artworks in our Permanent Collection. In 2022, we launched two online exhibitions on the platform, "Painters and Patrons" and "Canadian Artists Abroad". The first, "Painters and Patrons", tells the story of how Alexandra Luke and Isabel McLaughlin were instrumental to the history and development of the RMG. Luke and McLaughlin were not only influential benefactors, but also important artists in their own right, who contributed greatly to modernist painting and abstraction in Canada. The second exhibition "Canadian Artists Abroad", curated by curatorial intern, Michaela Dickens, features artwork by a variety of Canadian artists who travelled abroad to develop their artistic skills or find inspiration.

Sharing our collection digitally with the world helps us tell the history and ongoing story of Canadian art through an engaging and user-friendly experience.





RBC EMERGING ARTIST RESIDENCY PROGRAM

Malik McKoy, NumberNounDrive.zip, 2022, 3D digital rendering.



Jordan Elliot Prosser, *The Sire of Sires* (installation at The Robert McLaughlin Gallery), 2022.

RBC EMERGING ARTIST RESIDENCY PROGRAM

Since 2019, the RMG has supported emerging artistic practices and professional development for artists through the RBC Emerging Artist Residency program. In 2022, Malik McKoy, Jordan Elliot Prosser, and Brigitte Sampogna participated in the program, producing three distinct and innovative exhibitions. As artists with deep ties to the area, they each brought unique points of view to the suburban conditions of Durham Region and created new bodies of work in painting, film, and installation respectively.



Malik McKoy, NumberNounDrive (detail), 2022, oil on canvas. (detail)

Each artist pushed their careers to new heights during their residencies, taking on ambitious projects that allowed them to learn and grow. McKoy challenged himself to bridge to his digital and paint-based practices. His exhibition "Code Switch" included a series of paintings that were inspired by digital drawings and explored the fragile balance between utopia and horror in virtual fantasies. For Prosser's new video and installation, "The Sire of Sires", he engaged his research-based practice to experiment with onsite performance and documentation. Following in a series of films that map personal and collective histories of Oshawa, this iteration explored the legacy of Windfields Farm in Oshawa. Sampogna took advantage of the residency to dive into her first major installation artwork. Using laundry as a metaphor for the ongoing work of getting to know one's self, she sewed garments and conceptualized a theatrical installation for her 2023 exhibition "Nowhere. No, where? Now here".

Our artists are supported at every stage of their residencies through mentorship and community connection. Audiences get to know the artists through in-person and virtual studio visits and we are proud to celebrate their projects within our annual exhibitions program. The RMG is grateful to receive funding for this project from the RBC Foundation. With a successful application for renewed program support confirmed in 2022, we will be able to continue to supporting early career artists and the creation of new work for many years to come!

PROFESSIONAL DEVELOPMENT SERIES

Creative Money

with Chris Enns

March 7, 2022

Grant Writing Workshop + Guided Peer Review

with Daniella Sanader

April 13 and 27, 2022

Post-Production Artwork Documentation

with Laura Findlay

October 5, 2022

What I've Learned Selling My Artwork,

a panel discussion with Shahrzad Amin and Raoul Olou

November 9, 2022



COMMUNITY ENGAGEMENT

RMG Friday, July 2022

PUBLIC PROGRAMMING

- Virtual Tours of "Undeliverable": Jan 13 and 23, Feb 3 and 6, 2022
- Fourth Wave Film Screening: January 12-19, 2022
- Welcome to the Studio and Residency Check-in, Instagram Live
Studio Visits with Malik McKoy: January 26, February 23, and March 16, 2022
- Conversations on Ezhi-gashiwing Deniiwan: Part 1, with Melody Crowe, Laura Grier, and Matthew Stevens: January 29, 2022
- 6 "Undeliverable" Artist Talks: February 5, 2022
- Conversations on Ezhi-gashiwing Deniiwan: Part 2, with Lacie Burning, Sarah MacLeod-Beaver, and Dr. Elder Shirley Williams: February 12, 2022
- A Conversation with Missy LeBlanc and Susan Blight: March 5, 2022
- Tim Whiten in conversation with Erika DeFreitas: May 5, 2022
- RMG Fridays featuring Dizzy, Wooly, DRIFF: May 7, 2022
- Durham College Thesis Artist Talks: May 19, 2022
- In Bloom: Lino Printmaking with Laura Grier: May 28, 2022
- Water Gestures: Walk + Learn with Patricia Wilson and Milton Hill: May 29, 2022
- Welcome to the Studio and Residency Check-in, Instagram Live
Studio Visits with Jordan Elliot Prosser: June 8 and August 22, 2022
- RMG Fridays featuring NERiMA, Division Street: Jun 10, 2022



Durham College Artist Talks



RMG Holiday Market

PUBLIC PROGRAMMING

- Story and Song: Intro to Anishinaabemowin with Melody Crowe: Jun 18, 2022
- RMG Fridays featuring Chastity, Mary & Adelaide: July 8, 2022
- Artist Talk with Malik McKoy: Jul 21, 2022
- RMG Fridays featuring Desirae Dee: August 8, 2022
- RMG Fridays featuring EQUAL, Lcon: October 14, 2022
- Indigenous Creative Arts Showcase: Oct 27, 2022
- Artist Talk with Jordan Elliot Prosser: November 4, 2022
- RMG Fridays featuring Durham Storytellers: Jordan Prosser, David Shewchuk, Kathleen Smyth, Micki Beck, Kesha Christie, Angelica Ottewille, Judith Shaw, Peter Dowse, Dianne Chandler: November 4, 2022
- RMG Holiday Market: November 17, 2022
- Welcome to the Studio, Instagram Live Studio Visit with Brigitte Sampogna: November 22, 2022
- Kazuo Nakamura Lecture by Dr. John Hatch: November 24, 2022
- Annie MacDonell and Maïder Fortuné in conversation with Daniella Shreir: Dec 11, 2022



RMG Friday, October 2022

COMMUNITY ENGAGEMENT

- Mamanaw Pekiskwewina: Dish With One Spoon Territory mural consultations with Bawaajigewin Aboriginal Community Circle and grade 7-8 students from Durham Catholic District School Board, January 10 and 13, 2022
- Honouring Our Stories, community gathering with the Womxn of Colour Durham Collective, April 30, 2022
- Forest Bathing with Emma Rooney and Sunrise Seniors Place, August 11, 2022
- Private Tour + Tea Party with the Back Door Mission's Wednesday Women's Group, September 28, 2022
- Abilities Centre Program, October 27, 2022
- Exhibition tours for students from the Fine Arts program at Durham College, November 21 and 22, 2022

COMMUNITY PARTNERSHIP HIGHLIGHT

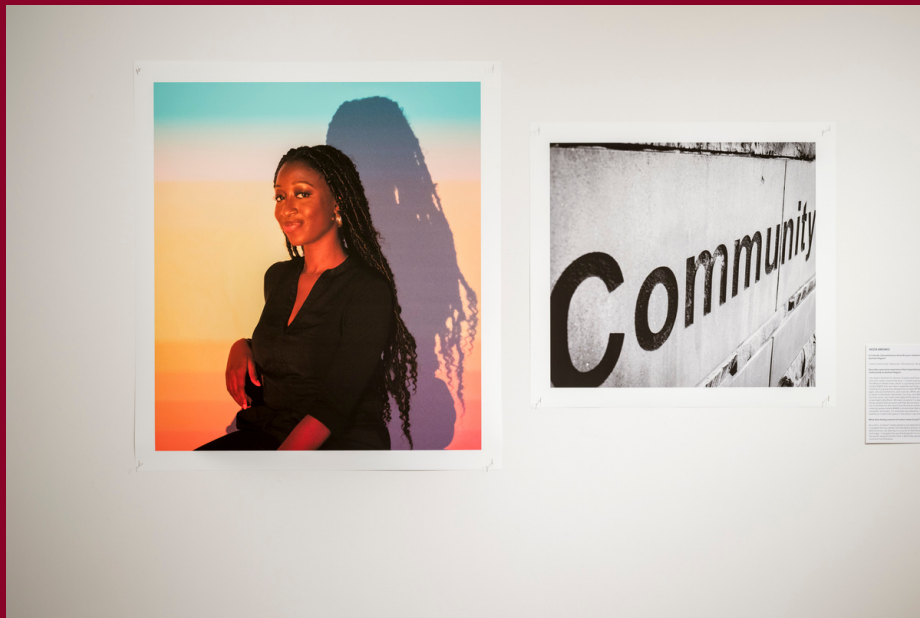


Photo by Darren Rigo

The Robert McLaughlin Gallery (RMG) teamed up with Womxn of Colour Durham Collective (WOCDC) to produce a photo-based exhibition inspired by the group's ongoing HUE series, which started as an Instagram project to amplify the voices of Black, Indigenous and other self-identified womxn of colour in Durham Region. The exhibition, "HUE x RMG: Honouring Unapologetic Expression", was presented in 2022, featured the portraits and stories of eight racialized womxn and non-binary folks from Durham Region. Their stories were captured through audio recording, photography, and extended text labels for a multi-sensory audience experience. To celebrate the project, WOCDC hosted a community gathering at the RMG called "Honouring our Stories," which featured musical and spoken word performances by local artists, a panel discussion with participants from the exhibition, and a networking session.



Photo by Darren Rigo

In this exhibition, WOCDc created the conditions for all of the participants to show up without apology. Their exhibition brought attention to the joy and beauty of intersectional identities, while expressing the ways racism affects the participants' interactions in public spaces. Cultivating connection through creativity, the collective's goal with "HUE x RMG" was to demonstrate what is possible when Black, Indigenous and other self-identified womxn of colour take up space and collaborate in community.

WOCDc is a community-based organization that is run for, by, and with Black, Indigenous, and other self-identified womxn of colour (BIWoC) aged 16-29+. Through creative community-building initiatives, the collective aims to foster connection, share knowledge, and create equitable and inclusive spaces to connect and collaborate with BIWoC who may feel marginalized, unsupported, or unheard. Through projects like "HUE x RMG", they hope to make lasting change in the community by cultivating spaces where their interests and experiences are given the awareness, recognition, and attention they deserve.



Photo by Darren Rigo

SOCIAL MEDIA

In March 2022, the RMG launched its new brand identity developed by Puncture Design and Helios Design Labs. Our newly designed templates ensured our online content was concise and consistent. Our new online look extended to our website as well. Maintaining a similar design on social media and our website enforced our brand identity and encouraged trust with our audiences.

In early March, to complement our partnership with Women of Colour Durham Collective (WOCDC), the RMG's Instagram re-shared content related to the exhibition. "HUE x RMG: Honouring Unapologetic Expression", an exhibition that highlighted the intersectional experience of women of colour in Durham Region. The RMG shared its' Instagram space with WOCDC to inform our audience of their mission, vision, and the foundations of this project. As one of the first exhibitions after the gallery reopened in February, this was a great way to build anticipation for this community partnership.

We continued to take advantage of the features on Instagram by using Instagram Lives, Guides, and Story Highlights. Our RBC Artists in Residence, Mailk McKoy and Jordan Elliot Prosser, hosted live artist talks on our page. The views on these talks ranged from 30 to 48 viewers. We increased the use of ads on Facebook and Instagram throughout the year, creating 16 ads from May to December, which boosted posts and Facebook Events. These promoted programming such as Learning and Engagement classes and events, holiday shopping, and public programming events. We increased reach from 4,812 to 23,095 and amassed 3,912 link clicks through these ads. With these results, we saw increased class registration and event attendance.

As a way to give our online audience a look into the gallery, we began to use short form video, on Instagram and TikTok. These videos included exhibition overviews, examining artworks, exploring our Google Arts and Culture page, and visiting the RBC Artist in Residence's studio. On Instagram, the view counts ranged from 437 to 2,112. These videos, used to engage our audience, were also a great way to promote exhibition openings, artist talks, and public events.

As we move away from the COVID-19 pandemic, the RMG's online spaces have become the first step in a visitors' journey into the gallery.



Instagram reel of visit to the RBC Artist in Residence's studio

EMAIL COMMUNICATIONS

In 2022, the RMG began to explore new ways to reach our email audience. Our monthly e-newsletter, which goes out on the first of every month, encourages our audience to click and learn more about our exhibitions, RMG Shop promotions, RBC Artist in Residence, and events.

In February 2022, we began sending out weekly emails to our subscribers. These emails included weekly recaps of events, classes, and programs offered at the RMG. While this campaign gained a healthy open rate, in the range of 31.5% to 45.2%, it saw a click rate of under 3.6% every week. Based on the unsubscribe rate and audience feedback, our audience found the weekly delivery of information overwhelming, and we decided to end this strategy.

In June 2022, we began to deliver emails that targeted specific demographics within the RMG community; people who are interested in Learning and Engagement programming, and people who are interested in Curatorial programming.

Using email information from past and current Learning and Engagement participants, we created email campaigns that sent relevant information concerning upcoming camps and classes.

These emails saw open rates of 58.5% and 76.4% and click through rates of 12.2% and 16.7%, respectively. Using contact lists from our curatorial team, we created email campaigns that sent relevant information concerning exhibition openings and related programming. This email campaign saw an open rate of 63.5% and a click through rate of 5.6%.

Going forward, the Marketing and Communications team plans to continue using this strategy as a way to inform our community's demographics with relevant information.



Teen Afterschool Art Club

LEARNING + ENGAGEMENT

LEARNING + ENGAGEMENT

2022 was a transitional year for the Learning and Engagement (L&E) department with lots of programming opportunities that started online, moved quickly to a hybrid model and then in March, the majority of the programming was hosted onsite. This need for learning onsite was evident in the growth in class/camp registrations and attendance numbers in all other areas of programming. The programs offered within the department were art classes, camps, special onsite and offsite events, OPG Sundays and a full offering of elementary school programs. The programs aligned with established learning models, accommodated new learning perspectives, and complied with COVID-19 onsite guidelines.

The L & E department was fortunate to receive a number of grants to help support staffing needs. In June, the department was able to hire a Learning and Engagement Assistant through Young Canada Works (YCW) Building Careers in Heritage allowing for a 10 month internship. In the summer, the department was able to bring on a Summer Engagement Assistant through YCW in Heritage Organizations and 6 Summer Learning Facilitators through a Canada Summer Jobs (CSJ) grant. In the fall, L&E hired a Learning and Engagement Coordinator with the support of Ontario Trillium Foundation Resilient Communities Fund.

Art Classes

In March, RMG's popular programs, designed for kids ages 5 to 12 returned. These classes encouraged the use of fine art materials in new and exciting ways to help build individual creativity and self-confidence in Homeschool participants and Saturday children class participants. Also returning was the class designed specifically for partner organization, Community Resources for Social Services, to provide programming for adults with disabilities. Thanks to the hard work of instructors, Jennifer Morrison and Ruth Smith, these programs were well received and welcomed by the community. In total, 169 participants took part in art class programming. Surveyed feedback and comments were tremendously positive.

“My daughter really enjoyed this and building her art skills along with exposure to art techniques she may not have tried are the primary reasons to enroll her and have done for next session already.”

-Saturday Studio Parent

In the fall, Farah Hoosain, Learning and Engagement Assistant, reached out to youth within the Durham Region and conducted a survey to determine if an art making opportunity would be welcomed. She looked at level of interest, scheduling, and what format of programming would suit community needs. She designed and developed a new initiative targeting a youth audience, called Teen Afterschool Club. This free 6 session piloted program offered youth an art making experience that included art techniques or materials that surveyed youth haven't encountered within the school setting. This 2 hour relaxed program encouraged youth to explore and experiment in a social environment where refreshments were also provided. From October to December this program welcomed 93 youth ages 13 to 19.

“This program has been great. I think a program like this is greatly appreciated and needed in our community. My daughter, 13 years old, loves working in different art techniques. She has met new friends. The instructor is very enthusiastic and wonderful.”

-Parent



March break camp 2022

March Break and Summer Camps

March also saw the return of March Break Art Camp in a modified format with smaller cohorts in the Lookout and in the studio. The camp had full registration with 18 campers and offered a number of exciting new projects focusing on building camper confidence and enjoyment of art making.

“My child had an amazing experience. He was so proud of his work and really enjoyed learning about new styles of art. He’s been crafting daily since!”

-Parent

Surveyed participants were 100% satisfied with the camp. A big thank you goes to the instructors, Jennifer Morrison, Jameka Riley and teacher candidate, Cassandra Gouthro.

On Canada Day, Summer Camp staff participated in a team building opportunity at Lakeview Park where 367 people stopped by the RMG's pop up tent to design their own colourful, fruit inspired windsock (designed by Learning and Engagement Assistant, Farah Hoosain).

Summer Camp offered 8 weeks of programming that had campers create masterpieces in the studio, the Lookout, in the backyard as well as within the gallery spaces. Summer Camp welcomed back the popular Water Wednesdays, which allowed campers the opportunity to spend an afternoon socializing, eating freezies, and playing water games. Also returning to the weekly schedule was the beloved end of week art show, hosted within the Permanent Collection exhibition.

“I sent my boys to the RMG camp last year and they absolutely loved it! I was so impressed with the amount of artwork that they were able to complete in 1 week, and they were so proud of what they accomplished. We registered them for another 2 weeks this year, and once again we are so happy that we did. The staff are wonderful and the 'art show' at the end of the week is definitely something to look forward to! We will see you again next year! Thanks :)”

–Camp Parent

Another camp parent commented that “This is my daughter's third year and she loves it each time! All the new art techniques she learned are so interesting. The instructors are awesome and it was so special for the kids to display their art in the gallery on the last day. Keep up the good work, she is looking forward to next year!”

In the end, 87 % of surveyed parents indicated they were satisfied overall with Camp. Summer staff did a tremendous job, camp resulted in the highest camp attendance on record with 193 campers which included 8 fully funded subsidy spots.



Summer camp 2022

OPG Sundays

Ontario Power Generation has been generously sponsoring OPG Sunday events for the past 10 years. These free monthly events encourage families to create art together. OPG Sundays started as a virtual event during the months of closure with limited attendance. The first onsite OPG Sunday in March brought back popular creative hands on art making opportunities and had 64 participants. In April, RMG partnered with CDCD (Community Development Council Durham) to introduce new families to RMG programming at a special OPG Sunday event which had 51 participants. In total, OPG Sunday events had 285 participants with many of them indicating that they were new to the RMG.

Elementary School Tours

In fall 2022, the L&E department hired Jennifer Morrison as the Learning and Engagement Coordinator. Her priority was to develop special school programming and supporting resources with a focus on artworks by members of Painters Eleven. Teacher general interest surveys had been developed and sent out to past participants.

Also in the fall, a full offering of onsite elementary tours and accompanying studio workshops were developed. They included a Kindergarten program which engage students in the Permanent Collection exhibition, a half day primary level program featuring Permanent Collection artworks, a full day junior level program and a full day intermediate level program. The full day programs encouraged students to explore both the Permanent Collection and the special exhibition, "Powerful Glow". In the studio, all students created abstract representations of themselves using a variety of different materials.

The first onsite school program was conducted mid-November with regular, consistent Wednesday and Thursdays bookings until mid-December. In all, 538 students attended RMG school programs. Surveyed teachers were thrilled to have onsite programming back at the RMG. "Students had a wonderful experience. It's so nice to be able to be back attending an educational, and fun field trip!"- Teacher

In 2022, the Learning and Engagement department fulfilled onsite programming needs with continued support of fellow staff, artist instructors, volunteers, our audience and partners.



February OPG Sunday



March break camp 2022

LEARNING + ENGAGEMENT HIGHLIGHTS

- 367 participants in Canada Day and 46 participants at the Door Open art making events
- OPG Sunday programs with 285 participants
- 169 total participants for art classes
- 93 youth were newly engaged in art making opportunities
- 193 campers in 8 weeks of Summer Camp

"Thank you! It was a great afternoon. Grateful for the opportunity for my family to enjoy the gallery."

Comment on OPG Sunday
post on Instagram





VISITOR ENGAGEMENT

VISITOR TRENDS + STATISTICS

Since 2020, the RMG has experienced a lot of ups and downs with our visitor figures. Our numbers have been directly affected by the number of days we were open due to COVID-19 lockdowns and public health measures. There were fewer days of closure during the last year from January 5 to February 15, 2022. Health and safety measures remained in place, including regular cleaning and physical distancing. On April 1, 2022, the requirement for masks worn by visitors was dropped. We continued to encourage mask wearing and remain a mask-friendly environment.

There is still hesitancy among some visitors to return in person, and our onsite events are slowly becoming more regular. The Bright + Merry Artisan Market welcomed 1,198 visitors and RMG Fridays in May, which was outdoors, had 529 attendees.

Our exhibition schedule and programming only fully returned in May 2022 so we have yet to see the impact of this change in a full year. We have shifted some events, such as RMG Fridays, to outdoors in the summer which seems to meet our community levels of comfort and welcome a larger number of people.

	2019	2020	2021	2022
Total Visitors	27,192	9,243	2,013	12,386
% Change Total Visitors		-66%	-78%	515%
Average Daily Visitor	77	44	16	45
Days Open	353	209	128	275
% Change Days Open		-41%	-39%	115%

RMG SHOP



The RMG Shop's efforts in developing its online presence, drafting process and training documents, and producing unique merchandise throughout the pandemic delivered outstanding results in 2022. The online platform's updated interface has allowed us to continue supporting our community and made it easy for our Members and visitors to shop from a selection of products from local artisans, and have the options for shipping and curbside pickup.

Twelve new vendors joined the RMG Shop in 2022: ViV Jewelry, Kyla Vitek Jewelry, Hen + Bear, Jennifer Knits A Lot, Briar & Sage, Pre & Peri, Equanimity Ceramics, Little Cedar & Sage, The Spring Moon, Mythical Matters, Catherine & Co., and local chocolatiers Desbarres Chocolate. Taking inspiration from last year's limited edition tote bags featuring Eric Nasmith's 1976 woodcut Black Capped Chickadees, we worked towards the end of the year to develop RMG branded merchandise. Demand for RMG-branded products continue to increase, 2023 will see the release of more in-house designed inventory and artworks from the Permanent Collection.

Social media has also proved to be beneficial with Shop sales. Bi-weekly stories, reels, and posts that engage directly with our audience helped grow our Instagram following by 16% in 2022. There was a direct correlation between social media posts and online orders placed for the product advertised. Sales remained high through the end of the year; demonstrating incredible revenue totals in November with The Merry & Bright Holiday Night Market, our first artisan market since 2018, and again throughout the end of the year.





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2022 ACTIVE MEMBERS

The Robert McLaughlin Gallery is grateful to its many members, community supporters, corporate and foundation donors, sponsors, and government agencies for their donations. Our sincere thanks.

Painters 11 Circle

Peter & Virginia McLaughlin

Abstracts

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Upstarts

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Artists

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Aileen Fletcher	Martin Houston	Rocio Leon	Donna Moriarty
Mary Fowler	Brianne Hunte	Hazem Mahrat	Jennifer Morrison
Marion & Tyler Fraser	Brad Isaacs	Maria Mailleux	Wendy Moses
Tyler Fraser	Judy Jaeger	Mary Marcon	Nancy Mueller
Cheryl Frayne	Concepcion Jimenez y Mena	George Marlow	Isaac Musial
Georgia Fullerton	Raequel Jones	Philip Marmina	Tyler Muzzin
Ann Galbraith	Sonya Jones	Ashley Marshall	Carmen Nash
Jennifer Gardner	James Dawson & Sally Jucarba	Rick Martin	Anna Natoli
Faith Garner	Sumaira Kasimuddin	Rose Mary Mason	Janis Newell
Hedore Gionet	Hannah Keating	Richard Mazar	Mike Newman
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Gary Greenwood	Melanie Kitchen	Mary Ellen McQuay	Marcia Parker
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*Denotes team members that worked part of the year

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