Sunday, January 16, 2022

this is not an atlas

Date and Time: Sunday, January 16 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, ON

The VAC's newest exhibition, *this is not an atlas*, examines notions of mapping, mythologies, and belonging in the works of artists Jude Abu Zaineh, Bruno Canadien, Bonnie Devine, Maria Hupfield, Teo Monsalve, Su Yu Hsin, and Joseph Tisiga. The gathered works—among them paintings, prints, video and site-specific installation s—make visible the histories and realities of sovereignty and resilience by remapping, reorienting, and reclaimi ng cartography as a decolonial practice. *this is not an atlas* is curated by Noor Alé.

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Artist Biographies:

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Bruno Canadien is a member of the Deh Gah Got'ié Kǫ́ę́ First Nation, a Deh Cho Region member of the Den e Nation. In his painting, collage, and drawing practice, Canadien addresses issues surrounding the intersection of First Nations/Tribal sovereignty, resource exploitation, and environmental concerns. Canadien has exhibited his work at Stride Gallery, Calgary; Winnipeg Art Gallery; and Art Gallery of Alberta, Edmonton.

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Accompanying Image: Teo Monsalve, *Pasto Astronomer*, 2021. Oil and watercolor on inkjet print, 11.8 x 15.7 inches.

Marketing Planning on a Budget (BACD)

Date and Time: Monday, January 17 9:30 am - 11:30 am

This session is designed to provide a system where you can plan your marketing activities effectively and efficie ntly to reach your current business goals within a budget.

Tuesday, January 18, 2022

Finance and Administration Committee Meeting

Date and Time: Tuesday, January 18 9:30 am

this is not an atlas

Date and Time: Tuesday, January 18 10:00 am - 9:00 pm

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Accompanying Image: Teo Monsalve, *Pasto Astronomer*, 2021. Oil and watercolor on inkjet print, 11.8 x 15.7 inches.

Web Presence 101 - Ensuring Your Foundation Is Set (Digital Main Street)

Date and Time: Tuesday, January 18 10:00 am - 11:30 am

Join us to learn the fundamentals to your online web presence, and to make sure you are putting yourself in the best position possible!

Grow Your Brand on Instagram (Digital Main Street Webinar Series)

Date and Time: Tuesday, January 18 2:30 pm - 4:00 pm

This workshop is for those that have already dipped your toes into the world of Instagram, and are looking to gr ow your business's reach on the platform. We'll explore different ways businesses are strategically building you r following on Instagram. We'll discuss strategies for account aesthetics, promotions, shopping and ecommerce , "swipe up" links, stories, highlights and more.

You'll learn:

- The key parts of Instagram (Grid, Stories, Highlights, Reels) and how to use each
- How to create (and maintain) your brand's aesthetic
- Tips for writing captions that deliver results
- How often you should post to maximize engagement with your followers
- How to properly use hashtags and location tags to increase the visibility of your posts
- How to use Instagram's reporting and analytics to learn what content is performing best

Transit Advisory Committee Meeting (CANCELLED)

Date and Time: Tuesday, January 18 7:00 pm

Wednesday, January 19, 2022

Canada Revenue Agency Webinar for Small Corporations (BACD)

Date and Time: Wednesday, January 19 9:30 am - 11:30 am

This session is for small corporations who have tax related questions. This is your chance to get your questions answered by CRA professionals.

this is not an atlas

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Committee of the Whole Meeting

Date and Time: Wednesday, January 19 2:30 pm

Effective Steps to Creating Social Media Content

Date and Time: Wednesday, January 19 6:00 pm - 8:00 pm

In this session we will be talking about social media content - from identifying your target market, content plan ning, design tools and ultimately creating a plan to follow.

Thursday, January 20, 2022

BACD Business Fundamentals: Marketing & Sales

Date and Time: Thursday, January 20 9:30 am - 11:30 am

This session will help you create a marketing plan that targets your ideal customer and help you identify the mar keting tactics and sales channels for your business.

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How An Online Store Can Boost Your Business: Free Ontario Program (Digital Main Street)

Date and Time: Thursday, January 20 11:30 am - 12:30 pm

How an Online Store Can Boost Your Business: Free Program Funded by the Province of Ontario and corporat e partners.

The goal of ShopHERE powered By Google is to build and optimize online stores for small independent busin esses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities i nto the online market.

When I sign up with ShopHERE, what do I get?

- An e-commerce store customized with your information, theme, logo and branding
- Hands-on assistance setting up and launching your online store
- Additional training to support your online store including topics like digital marketing, shipping and inventory management
- Access to free tools to help support the successful launch of your online store

In this webinar you will get the answers to the top questions we've received about the ShopHERE program, inc luding:

- Who is Digital Main Street?
- What is ShopHERE?
- What does it mean to sell online, and why should my business?
- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

Chamber on Tap (Whitby Chamber of Commerce)

Date and Time: Thursday, January 20 6:00 pm - 8:00 pm

Chamber on Tap is back online!

Grab a beverage and connect with professionals in a casual atmosphere.

SEO Fundamentals: Online Webinar

Date and Time: Thursday, January 20 7:00 pm - 8:30 pm

You have a website, but how do customers find it? You need to drive traffic to your website by making sure yo ur business shows up on Google when customers search. This beginner-level workshop will teach you how to c onnect your business to customer searches on Google and how to optimize your website and digital presence fo r Google, without costing you money.

You'll learn:

- What Search Engine Optimization (SEO) is and how Google and other search engines work
- How to successfully conduct keyword research so you can choose which keywords will attract the right website visitors
- How to write website content with Google in mind, and how to leverage different types of content to generate the best search engine results
- How listing and ranking websites can increase your SEO power
- How to use social media and links from other websites to improve your Google ranking
- How to measure your SEO efforts to see what's working and what's not

Durham Environmental Advisory Committee Meeting

Date and Time: Thursday, January 20 7:00 pm

Friday, January 21, 2022

Whitby Chamber of Commerce Java Jolt

Date and Time: Friday, January 21 8:00 am - 9:00 am

Twice a month, join members and non-members for a virtual coffee to discuss business-focused topics which w ill be posted in advance in the Facebook group. For members, by members, this long-standing program continu es its primary objective to support the business community and give them an opportunity to network and refer. J oin the Java Jolt Facebook group and watch our calendar for more details.

Durham Region Roundtable on Climate Change Meeting

Date and Time: Friday, January 21 10:00 am

this is not an atlas

Date and Time: Friday, January 21 10:00 am - 4:00 pm

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Durham Nuclear Health Committee Meeting

Date and Time: Friday, January 21 1:00 pm

Saturday, January 22, 2022

this is not an atlas

Date and Time: Saturday, January 22 10:00 am - 4:00 pm

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Cartography charted the expansion of European empires into the Americas, Africa, and Asia, fuelling the forced expropriation of Indigenous lands. Authored by surveyors, maps are neither neutral nor objective; they serve as ideological tools articulating power hierarchies, economic motivations, and nationalistic agendas. The exhibiti on's title is borrowed from a global collection of counter-cartographic writings by artists, environmentalists, an d scholars who create maps to engender political activism.

Artist Biographies:

Jude Abu Zaineh is a Palestinian-Canadian interdisciplinary artist and cultural worker. Her practice employs a rt, food, and technology to investigate meanings of culture, displacement, and belonging. She has presented her work at the Art Gallery of Windsor; Museu de Arte, Arquitetura e Tecnologia, Lisbon; and Centro de Cultura D igital, Mexico City.

Bruno Canadien is a member of the Deh Gah Got'ié Kóę́ First Nation, a Deh Cho Region member of the Den e Nation. In his painting, collage, and drawing practice, Canadien addresses issues surrounding the intersection of First Nations/Tribal sovereignty, resource exploitation, and environmental concerns. Canadien has exhibited his work at Stride Gallery, Calgary; Winnipeg Art Gallery; and Art Gallery of Alberta, Edmonton.

Bonnie Devine is an installation artist, video maker, curator, and writer. A member of the Anishinaabek of Gen aabaajing, (Serpent River First Nation) on the north shore of Lake Huron, Devine's work emerges from the stor ytelling and image-making traditions that are central to Anishinaabe culture. She has exhibited her work at the Art Gallery of Ontario, Toronto; McMichael Canadian Art Collection, Kleinburg; and National Museum of the American Indian, Washington, D.C.

Maria Hupfield is a transdisciplinary artist who activates her work in live performances. She is interested in the formation of shared moments that open spaces for possibility and new narratives. An urban off-reservation me mber of the Anishinaabek People, she belongs to the Wasauksing First Nation. She has exhibited her work at the National Gallery of Canada, Ottawa; Montreal Museum of Contemporary Art; and The Power Plant Contempor ary Art Gallery, Toronto.

Teo Monsalve is an Ecuadorian artist whose multidisciplinary practice explores themes relating to the natural world of the Andes and the Amazon region of Ecuador. In his practice, Monsalve engages in ideas of intercultur ality, interspecies relationships, geographical contexts, and metamorphosis, both mythological and botanical. Hi s work was exhibited at No Lugar, Quito; Emily Carr University of Art + Design, Vancouver; and Khora Galler y, Quito.

Su Yuh Hsin is a Taiwanese artist and filmmaker based in Berlin. She approaches ecology from the point of vie w of its close relationship with technology. Her lens-based work reflects on technology, ecology, and the critica l infrastructure in which the human and non-human converge. She has exhibited her work at the Centre Pompid ou, Paris; Museum of Contemporary Art Busan; Taipei Biennial; and ZKM Karlsruhe.

Joseph Tisiga is a member of the Kaska Dena Nation whose multidisciplinary practice includes painting, drawi ng, installation, and performance. His work reflects upon notions of identity and what contributes to this constr uct—community, nationality, family, history, location, real and imagined memories—to probe questions about the social milieu. He has exhibited his work at the National Gallery of Canada, Ottawa; Museum of Contempor ary Native Arts, Santa Fe; and Massachusetts Museum of Contemporary Art.

Curator Biography:

Noor Alé is a curator, art historian, and writer. She is the Associate Curator at The Power Plant Contemporary Art Gallery, Toronto. Her curatorial practice examines the intersections of contemporary art with geopolitics, d ecolonization, and social justice in the Global South. She holds an MA in Art History from The Courtauld Instit ute of Art, and a BA in Art History from the University of Guelph.

Visitor Guidelines

Before visiting the VAC, please read our <u>guidelines</u> to learn more about the protocols we are asking our visitor s to follow to keep everyone safe and comfortable.

Accessibility:

The Visual Arts Centre of Clarington is a partially accessible venue with an accessible washroom. The front ent rance can be accessed by a ramp and an outward-opening door (please note that we do not have an automatic do or opener). It is important to note that the Loft Gallery is not accessible by wheelchair. Accessible parking is av ailable on site. For any special assistance or queries about the venue, please call or email us. Admission is free and all are welcome.

Accompanying Image: Teo Monsalve, *Pasto Astronomer*, 2021. Oil and watercolor on inkjet print, 11.8 x 15.7 inches.

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