

## Sunday, January 16, 2022

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### 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 installations—make visible the histories and realities of sovereignty and resilience by remapping, reorienting, and reclaiming cartography as a decolonial practice. *this is not an atlas* is curated by Noor Alé.

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### Artist Biographies:

**Jude Abu Zaineh** is a Palestinian-Canadian interdisciplinary artist and cultural worker. Her practice employs art, 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 Digital, Mexico City.

**Bruno Canadien** is a member of the Deh Gah Got'íé Kóé First Nation, a Deh Cho Region member of the Dene 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.

## Monday, January 17, 2022

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### 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 efficiently to reach your current business goals within a budget.

## Tuesday, January 18, 2022

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### Finance and Administration Committee Meeting

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

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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 grow your business's reach on the platform. We'll explore different ways businesses are strategically building your 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**

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## **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.

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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 planning, design tools and ultimately creating a plan to follow.

## Thursday, January 20, 2022

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### 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 marketing 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 corporate partners.

The goal of ShopHERE powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into 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, including:

- 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 your business shows up on Google when customers search. This beginner-level workshop will teach you how to connect your business to customer searches on Google and how to optimize your website and digital presence for 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

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## 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 will be posted in advance in the Facebook group. For members, by members, this long-standing program continues its primary objective to support the business community and give them an opportunity to network and refer. Join 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

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## **Durham Nuclear Health Committee Meeting**

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**Saturday, January 22, 2022**

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### Artist Biographies:

**Jude Abu Zaineh** is a Palestinian-Canadian interdisciplinary artist and cultural worker. Her practice employs art, 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 Digital, Mexico City.

**Bruno Canadien** is a member of the Deh Gah Got'íé Kóé First Nation, a Deh Cho Region member of the Dene 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 Genaaabaajing, (Serpent River First Nation) on the north shore of Lake Huron, Devine's work emerges from the storytelling 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 member 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 Contemporary 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 interculturality, interspecies relationships, geographical contexts, and metamorphosis, both mythological and botanical. His work was exhibited at No Lugar, Quito; Emily Carr University of Art + Design, Vancouver; and Khora Gallery, Quito.

**Su Yuh Hsin** is a Taiwanese artist and filmmaker based in Berlin. She approaches ecology from the point of view of its close relationship with technology. Her lens-based work reflects on technology, ecology, and the critical infrastructure in which the human and non-human converge. She has exhibited her work at the Centre Pompidou, 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, drawing, installation, and performance. His work reflects upon notions of identity and what contributes to this construct—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 Contemporary 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, decolonization, and social justice in the Global South. She holds an MA in Art History from The Courtauld Institute of Art, and a BA in Art History from the University of Guelph.

### **Visitor Guidelines**

Before visiting the VAC, please read our [guidelines](#) to learn more about the protocols we are asking our visitors 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 entrance can be accessed by a ramp and an outward-opening door (please note that we do not have an automatic door opener). It is important to note that the Loft Gallery is not accessible by wheelchair. Accessible parking is available 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.

<https://calendar.durham.ca>