



AWE

Art
Windsor
Essex



2023

IMPACT REPORT

20 By the 23 numbers



Membership & Engagement

Nearly **4,000**

Weekly E-Blast subscribers
41% open rate

Nearly **180,000**

Sessions for artwindsorsex.ca

Nearly **1,200**
Members

135% increase over 2019

Over **9,500,000**
Brand Impressions

Exhibitions

Over **13,000**
Admissions

126% increase over 2019

50,000
People

Engaged by artworks presented
by AWE across Windsor-Essex

Programs

Over **13,000** people

attended our on-site
and off-site programs

53 **Community**
Partnerships

on over **340 +**
programs



Visitor interacting with "Flowing Forces" 2023
Photo Credit: Justin Elliot



TRANSFORMATION

Flowing Forces

Becoming an art gallery for the 21st century.

In Spring 2023, AWE presented an interactive, immersive art experience called “Flowing Forces”. The multimedia installation marked AWE’s second collaboration with Montreal-based production company, Moment Factory. Visitors were immersed in dynamic, artificial intelligence-assisted visuals that merged physical and digital worlds, connecting the artworks through the creation of a new work of art.

Using works from AWE’s collection, projection mapping, AI-generated video content, mobile-based interactivity, and sound design, Moment Factory helped transform an exhibition space into a modern take on the traditional art exhibit.

This award winning immersive exhibition was visited by over 6,000 people while on display at the gallery. AWE thanks FedDev Ontario for the funds that made this project possible.

Winner, Communication Arts Awards, Interactive Competition

Photo Credit: Justin Elliot

"I became a member a year ago. The patio is a jewel. It is such a good place to digest a beautiful day spent at the gallery."

-AWE visitor

Space Transformation

Stay a while.

In 2023, AWE improved the visitor and user experience of the gallery. This included upgrading in-gallery and terrace seating, updated lighting in gathering spaces, and increasing access to AWE spaces for community groups for meetings and events. Thank you to the Ontario Trillium Foundation and the Government of Canada for making these changes possible.

Photo Credit: Justin Elliot

In 2023, AWE installed 35 reproductions of artworks from the collection throughout Windsor's Business Improvement Areas with support from the Ontario Trillium Foundation, Windsor Detroit Bridge Authority, the City of Windsor and other partners. Now, a total of 52 reproductions can be seen around the region.

AWE on the Street



“When things get tough throughout the week, I come to the gallery. It helps me to reflect and feel better.”

-AWE visitor

CREATING CONVERSATIONS

Diverse perspectives on imagined futures

Exhibitions in 2023 reflected AWE’s commitment to celebrating the diversity of the region and the work of artists from equity deserving groups.

Curated in the context of the ongoing COVID-19 pandemic, “BioCurious” celebrated the work of 18 artists whose work explored the impacts of climate change on the biological world. The featured artists, who all identified as women, Canadian and/or Indigenous, intertwined scientific and cultural knowledge to propose different ways of understanding living bodies and the land.

Galleries Ontario Award Nominations

Exhibition of the Year Budget over \$50,000 Thematic Award for “BioCurious”

Exhibition of the Year Budget over \$20,000 Thematic Award for “Crip Ecologies: Vulnerable Bodies in a Toxic Landscape”

Exhibition of the Year Budget under \$10,000 Award for “Artists of Colour: Abstracted Realities”

Public Programs Award for “Z’otz* Collective: Community Collaboration”

Education Program Award for “Quilt Codes of the Underground Railroad” with The Artists of Colour

Photo Credit: Justin Elliot

Furthering truth and reconciliation, celebrating Indigenous cultures

In 2023, AWE used the power of art to further our commitment to Truth and Reconciliation.

AWE featured three exhibitions in 2023 highlighting the work of Indigenous artists: “Water Protectors”, “Nii Ndahlohke/ I work”, and “Sustain the Roots” by RBC Emerging Artist in Residence, Krystal Bigsky.

On Indigenous People’s Day, working with community partners, AWE welcomed over 1,200 people to three free days of celebrations that brought together artists, performers, educators, students, and community members for cultural learning, exchange and collaboration through a series of family-friendly activities.

The year closed with a new program called “Healing & Wellness through Indigenous Wear & Fashion”. Indigenous youth designed, fabricated, and modelled their own traditional dress in a fashion show at AWE. The designs were modelled surrounded by a crowd of family, friends and community members.

Photo Credit: Justin Elliot

"I wasn't really scared when I was walking (during the fashion show). I felt confident."

- Indigenous Youth Fashion Show participant

EDUCATION & ENGAGEMENT



Art for the Next Generation

In 2023, AWE continued becoming a person-centred, community-driven place for art and culture through education and engagement programs. AWE public programs met record high attendance and engaged more community partners than ever before. Over 13,000 people participated in tours, events, workshops, artist talks, camps and more. And over 1,400 students visited the gallery in 2023 with 22 schools engaged.

AWE welcomed early career artists Alexandra Masse and Krystal Bigsky in 2023 with paid opportunities to develop their artistic practices and share their skills. In it's second year, the Emerging Artists in Residence program saw these two artists activate the AWE education studio for over 420 hours, and host 6 community art engagements. Their residencies culminated in two solo offsite exhibitions at the Dry Goods Gallery in Ford City. This program was funded by RBC Foundation's Emerging Artist Project.

“...The space and materials provided exceeded my expectations and helped me create something I am really proud of.”

**-Alexandra Masse,
RBC Emerging Artist
in Residence, 2023**



Art is the best medicine: AWE's Centre for Art and Wellness

Programs run through AWE's Centre for Art and Wellness use art as a catalyst to support personal well-being, focusing on the needs of vulnerable groups in our community. In 2023, AWE welcomed 396 participants at 24 art and wellness activities.

A valued partner in 2023 was the Multicultural Council of Windsor Essex. Newcomer women participated in a number of painting workshops, practicing their language skills and connecting with one another. The program culminated in a display of their artwork at the gallery.

By the end of week four of the program, 91% of participants reported feeling confident making art, and 100% reported feeling calm, engaged, and positive after participating in the workshop.

AWE's Centre for Art and Wellness is supported by the Solcz Family Foundation

"When I met my group and teacher, I felt at ease. Art makes me feel happy."

-program participant

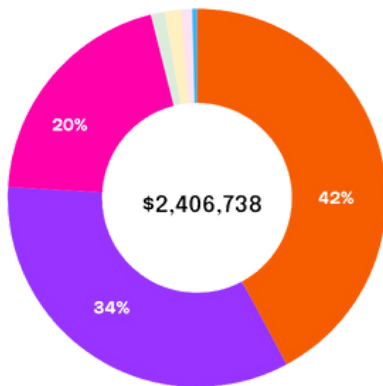
STEWARDSHIP

Ensuring a sustainable future

As AWE’s doors were closed most of the pandemic, AWE began 2023 with an accumulated surplus. To achieve the goals laid out in the gallery’s ambitious 2021-25 strategic plan, the Board approved a budget for 2023 that saw the gallery spending much of this surplus. AWE needed to spend this revenue to resume full operations, attract new audiences, and fulfill our mission.

In 2023, with doors fully opened to the public, AWE made significant improvements to the customer experience, from furniture to exhibitions to programs to art on the street.

AWE is grateful for the support of the community through donations, sponsorships, and in-kind contributions. With the support of the community, AWE can continue to deliver our mission to inspire growth through the power of art.



Revenues

Grants	\$1,014,429	42%
Investment Income	\$812,934*	34%
Donations, Membership & Fundraising	\$484,789	20%
Admissions	\$33,304	1%
Public Programs	\$28,116	1%
Facility Rental	\$23,225	1%
Other	\$9,941	1%
Total	\$2,406,738	100%

* Investment income includes unrealized gain on investments of 13%

The City of Windsor contributed additional in-kind facility services and capital investment of \$823,017 in 2023 as a part of the lease agreement.

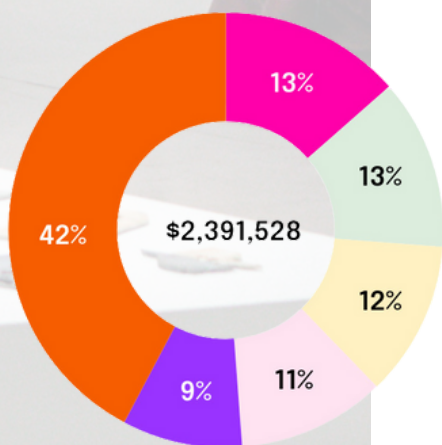


AWE ended 2023 with nearly 1,200 members, 56% of whom identify as youth under 25. We also welcomed over 13,000 unique gallery visits - an incredible increase over our pre-COVID admission numbers.



"We came to visit having no idea how it would be. But the time here made me forget all the pain. I can confidently say that today has been the best day since I came to Canada as an Indian Student."

-AWE Under 25 Member



Expenses

Curatorial, Collections and Exhibitions	\$1,010,618	42%
Building, Facility, and Occupancy	\$323,291	13%
Administration	\$304,230	13%
Public Programs and Outreach	\$276,394	12%
Visitor Welcome, Marketing & Promotions	\$263,312	11%
Membership & Fundraising	\$213,683	9%
Total	\$2,391,528	100%



Visitors interacting with "pixel / dust" by Sasha Opeiko
Photo Credit: Justin Elliot

Let us say, thanks!



Without the generosity of our donors, Board of Directors, Volunteers and partners, AWE could not undertake our mission to inspire growth through the power of art.

Thank you to the AWE Board of Directors for your strategic oversight and governance support.

Board Members: Alex Baker (Chair), Egidio Sovran, Melinda (Margaret) Munro, Phillip Olla, Keith Henry, James Pineault, Mona Stonefish, Wen Teoh, Kiemia Rezagian, Evelina Baczewska, Wendy Furtado, Anastasia Adams, Nathalie Roy, Anthony Youssef, and Zoja Holman.

Photo Credit: Sophie Hinch

Give where you live



View all AWE supporters here!

In 2023, almost 100 volunteers supported AWE through guiding tours, acting as a part of our teen and seniors arts councils, on our external and internal committees of the board, and more. Volunteers contributed a total of 1,137 hours of service to AWE in 2023.

Change happens here. And it's not possible without you.



Photo Credit: Justin Elliot

As AWE enters the 4th year of its 5-year strategic plan, it gives us great pride to look back and see the impacts we have made on our community. In 2023, AWE exceeded admission expectations for the year and welcomed nearly triple the gallery's pre-COVID admissions. AWE hosted 341 programs in 2023, on and off-site - a significant increase compared to our pre-COVID offerings. Our community's favourite AWE program is our monthly "AWE at Night" event - an evening of art-making activities, guided tours, community conversations, and music -which regularly attracts between 150 and 200 people. These evenings offer the community a unique opportunity to learn about art, engage in discussion, and do something creative. It's unlike anything else in the region.

More youth, more families, more students, more seniors, more artists, are visiting AWE and experiencing something inspiring. The gallery's success in 2023 would not be possible without the support of our members, donors, partners, and funders. In particular, we thank the Canada Council for the Arts, the Ontario Arts Council, the Ontario Trillium Foundation, and the Government of Canada for their crucial financial support, as well as the City of Windsor for their annual in-kind support. We are also grateful to the many individual donors who believed in our mission and supported the gallery through contributions in 2023.

At AWE, change happens here. And it would not be possible without you. We are excited for what the future holds. Thank you for continuing to support our mission to inspire growth through the power of art.



Jennifer Matotek
Executive Director



Alex Baker
Board Chair



Mission

Art Windsor-Essex harnesses the power of art to open minds and hearts to new ideas, perspectives and ways of thinking that inspire people to grow emotionally and intellectually.

Strategic Pillars

Transformation

To transform Art Windsor-Essex into a community-driven art gallery for the 21st century.

Creating Conversations

To spark community conversations around ideas and issues, such as history, culture and society, leveraging the galleries, collection and exhibitions.

Education & Engagement

To serve and engage with the community as a key, unique hub for learning through art in Windsor-Essex.

Stewardship

To ensure AWE's long-term sustainability, manage our assets effectively, be accountable to our community, and maintain positive relationships with stakeholders.



Land Acknowledgement

Art Windsor-Essex respectfully acknowledges that we are located on Anishinaabe Territory – the traditional territory of the Three Fires Confederacy of First Nations, comprised of the Ojibway, the Odawa, and the Potawatomi. Today the Anishinaabe of the Three Fires Confederacy are represented by Bkejwanong. We want to state our respect for the ancestral and ongoing authority of Walpole Island First Nation over its Territory.

About Art Windsor-Essex (AWE)

Art Windsor-Essex (AWE) is a non-profit public art gallery focused on presenting the visual arts of Canada. The Gallery was formed on October 1, 1943 and incorporated on June 8, 1944 with the mandate of serving the southwestern Ontario region and community of Windsor, Ontario. AWE is an award-winning organization known for its cutting-edge contemporary art program and Canadian art collections now approaching 4,000 works. The exhibition galleries (comprising about 15,000 square feet) include both changing exhibitions and ongoing displays of the acclaimed AWE Collection.

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Art Windsor-Essex is proudly supported by:



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

artwindsor-essex.ca

Photo: Justin Elliot