



FACTORY
MEDIA CENTRE

artists in motion

2018 ANNUAL REPORT

Chair Report

RYAN FERGUSON

Following several years of transition, the FMC entered 2018 in many ways with a blank slate. With many of the challenges that the organization had faced over the previous four years behind us, 2018 was the year the organization began making steps outlined by our previous board.

We started the process of strategic planning which in 2018 included a refreshing of our vision, mission and mandate statements as well as a rebranding of our website. Strategic planning will once again be a priority of the board in 2019 with a new strategic plan to be available at our next AGM.

Charitable status has been a topic of discussion for the FMC board of directors for several years and 2018 was the year that it finally became a reality. Our previous chair, Steve Hudak was instrumental in starting the process that took over 16 months to become reality and I am happy to report that as of May the organization



is a registered charity. This move was of great importance to the long-term sustainability of the organization allowing us to look at new funding options and opportunities for our programs and operations.

Financial stability has long been a concern of the board and our most recent operating grant applications with both the Ontario Arts Council and The Canada Council for the Arts received high marks. With the planned increases in both of those programs, we are finally starting to provide the organization with the financial stability that it has long deserved. These results provide us with the opportunity to expand our programs, our education opportunities and grow our investment in the past, present and future of the Hamilton arts community.

Programming is the heart of the Factory Media Centre and many of our 2018 highlights were in this area. Through these programs, we have had the opportunity to highlight and support the work of students, emerging artists, mid-career professionals as well as presenting the first full retrospective celebrating the work of a former member of our organization Josephine Massarella. It is our hope that the recently introduced residency program will provide an ongoing opportunity for practicing artists to use this amazing space and our organizational resources to grow their practice and develop new ideas while offering the community access to the work of our membership and the artists working in the city.

Education is a foundational priority of the organization and the board has had ongoing discussions regarding a new organizational strategy around education. In 2018, we began expanding our workshop offerings and produced significantly more workshops over the course of the year. This led to an increase in participation and contributed to the growth of our membership. We plan to invest in growing this program further in 2019 with the



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hopes of establishing a year-round workshop calendar to provide the community with continuous opportunities to learn and develop media making skills at all levels and with greater consistency.

Every year comes with its challenges and while the board worked through many, the changing face of James St. North is of particular interest to the FMC. The board dedicated a great deal of time and conversation to discussing numerous potential operational models that could allow the organization to continue to serve its mandate regardless of our physical location. While our current location is under lease for several more years, it is important for the long-term health of the organization to be aware of the changing arts landscape in the city and to be prepared when the time for change presents itself.

I want to thank the FMC Executive for their tireless work over the course of the year, Lisa La Rocca, Harold Sikkema and vice-chair Richelle Sibolboro. Their commitment and dedication to the long-term health and vision of this organization is at the heart of what has made the FMC such a valuable resource to artists and the Hamilton community. The FMC is extremely fortunate to have such focused, talented, and clear-headed people in positions of leadership.

I want to thank our current Board members, Patrick Gagliardi, Sean Procyk, Penny Dobson, Thea Jones and Jennifer Dysart for their commitment and positive attitude, steering and leading committees, and the contribution of their time and energy to the organization. It has been a pleasure working alongside them all over the course of the past year.



We look forward to the fresh perspective and energy our incoming board members bring to help shape and guide the organization.

Several board terms will be ending with this AGH, I would like to acknowledge our outgoing board members Lisa, Thea, Penny and Jennifer. I too have reached the end of my term and will be stepping down as chair but will remain as Ex Officio to assist with the transfer of knowledge to the new board. We look forward to the fresh perspective and energy our incoming board members bring to help shape and guide the organization.

Finally, I would like to thank our staff; Andrew Lennox joined the Factory in April and has proven to be a valuable member of the organization. Our bookkeeper Wendy has been with the organization for many years now and while behind the scenes, her role is very important to the ongoing health and stability of the FMC. I would also like to recognize our summer interns and students who helped with many projects and tasks during their time here in the summer.

Yours Truly,

Ryan Ferguson

Chair, Factory Media Centre Board of Directors

Treasurers' Report

RYAN FERGUSON & LISA LA ROCCA

The Factory Media Centre began the 2017/2018 fiscal year with a small budget surplus, which was the result of several years of aggressive deficit reduction planning by the board and finance committee. In response, many of the deficit reduction measures concluded and spending was up 28% over the previous fiscal year.

With renewed financial flexibility, the board identified organizational priorities to increase spending. The areas that saw the largest growth in spending were in those two areas. The Programming budget saw a 50% increase in spending over 2016/17 to \$47,309 and artist fees/employee wages increased by 91% over the same time.

In 2017, the FMC entered a new grant cycle with both the Ontario Arts Council and The Canada Council for the Arts. Successful applications in both of these programs led to significant increases in operating funds from these two levels of government as well as substantial planned increases over the next two fiscal years.





Through a continuing effort, the organization is now in a healthy financial state and will continue to be so through monitoring by the incoming finance committee. Factory Media Centre total revenues for 2017 fiscal increased to \$162,812 and total expenses increased to \$136,276. This once again put the organization in the position to start the fiscal year with a budget surplus. The Factory continued to use the CADAC Accounting Template as well as Quick Books online procedures that the organization adopted in 2015 and implemented over the past three years.

We would like to thank our auditor, Victor Tallyn of Grant Thornton and his staff of enthusiastic and experienced financial consultants for their expertise and advisement on a continuing basis at a rate that demonstrates their clear commitment to the not-for-profit cultural community. With their guidance and support, we are steering our way to fiscal standards in all areas of operations and programming.

Ryan Ferguson and Lisa La Rocca (Co-Treasurers)

Successful grant applications led to significant increases in operating funds from multiple levels of government.

Administrator's Report

ANDREW LENNOX

Many thanks and congratulations to my predecessor, Abedar Kamgari, who fulfilled FMC's administrative and technical duties for the first three months of 2018. Abedar worked very hard to direct the Decolonization Retreat in February and collaborated with HAVN to produce the Sonic Art Series of exhibitions, featuring artists Meredith Jay and Derek Jenkins.

Since that time, we have collaborated with the Art and Social Strata Conference to exhibit a screening of short films on the subject of equity and the artists' role within that context. We supported a graduate exhibition for the students in McMaster's Multimedia program. We facilitated a green screen workshop and exhibition directed at engaging youth with media art technology. We partnered with Cobalt Connects to help raise money for the Westdale Theatre Revitalization Project. We curated a performance by Zephyr, an analog film/sound performance duo from Toronto. We celebrated the life and films of Josephine Massarella with a retrospective



of her films and critical voice. We showcased the mesmerizing media art installation work of Philippe Blanchard during SuperCrawl. We supported an exhibition and workshops to coincide with the BTS world tour stop in Hamilton, which connected us to a new audience. As the year closes, we look forward to our Annual Members' screening and a video/sound installation by Chris Myhr in the last two months of the year.

In terms of equipment, we finally have a full HD projector that has been mounted to our ceiling. This has proven a useful tool to support artists' work (in their native resolution) for screenings and production rushes/edits. All of our previous equipment holdings are now in-circulation and we have updated our YouTube account with new instructional videos as a free, open-access resource. Currently, we are in the process of upgrading our Adobe license and adding more computers to facilitate editing and workshops. We are also looking at advancing our camera body holdings to support 4k production. In addition, we took on the laborious work of renovating our facilities to give our new projector a suitable home. Many thanks to Sean Procyk, Daniel Arauz, Madeleine McMillan and Rob Andino for all their hard work to make this a reality.

It's with great pride that I announce that our membership base has expanded to 83 members. In its near 15-year history, FMC has never before eclipsed 65 members. This is an indication that the media art community is growing in Hamilton and that the service that we provide at FMC is making strides to grow along with it. We are hopeful to reach 100 members in the next 6 months.

We made a concerted effort to improve our outreach within the community this year. On our website, we've added a resources page. This page contains information about local businesses and organizations that have



We celebrated the life and films of Josephine Massarella with a retrospective of her films and critical voice.



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some level of application or stake-hold within the GTHA media arts community. Moreover, we added a grant deadline calendar for our members to help them connect with funding opportunities for their projects. We also partnered with several new local businesses and they've generously offered discounted rates to our membership.

Finally, we've received significant funding increases that should allow us to increase our capacity and provide more service to our community. To that end, we have also finally been approved as a registered charity. This is a new and potentially highly beneficial revenue stream that will hopefully allow FMC to increase its growth and performance.

On April 26, 2019, FMC will turn 15-years old. This is milestone that we look forward to celebrating with our members and the Hamilton community. It is an accomplishment that deserves recognition because it's no small feat to start and build a non-profit organization, largely through the dedication and perseverance of a volunteer board and typically, one or two part-time staff. That said, I encourage all of you to become, or to continue to be a member of the FMC community. Here's to 2019! We hope that you will be a part of it at FMC.

FMC is made possible through the generous support of our funders: Canada Council for the Arts, Ontario Arts Council and the City of Hamilton.

Thank you for your efforts, commitment and interest in FMC.

Andrew Lennox
Operations Coordinator

Programming

COMMITTEE



In 2018 the Programming Committee was comprised of Thea Jones, Jennifer Dysart and Sean Procyk. Together our aim was to maintain The Factory's commitment to support and present a range of media art forms, while engaging with members and non-members.

Programming

OVERVIEW

As an organization focussed on the exhibition and production of media artworks, as well as training and educational opportunities, we strove to find a balance between these activities. Below is a summary of The Factory's programming activities for 2018.

As we move into 2019 our aim is to refine the connection between presentation, production and education by offering greater support for long-term project development among members. This process of creative support aims to encourage growth within the media arts communities, while creating opportunities for sustained community engagement and learning.

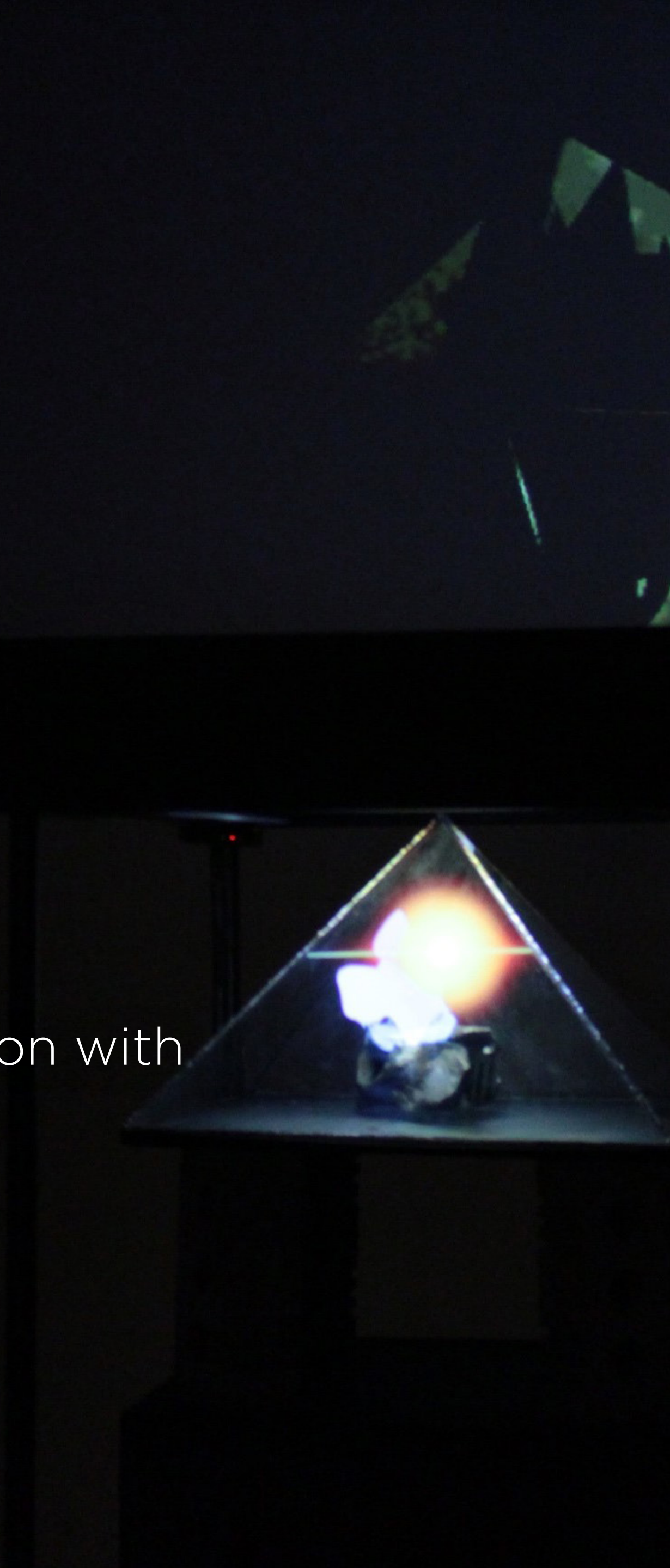
FEB 9 - FEB 28, 2018

The intermedia installation *Sacred Space* functions as an inner sanctuary for the physical, sonic and digital sculptural bodies exhibited. The illusory holographic images float within healing frequencies, generating a place of refuge from the persistent transience of home and loss of home. Our belonging is envisioned as a temple within one's self.

Sacred Spaces

MEREDITH JAY

Presented in collaboration with
HAVN: Sonic Art Series



MARCH 9 - MARCH 28, 2018

The E6 Process attends to the invisible labour beneath moving images. It is a work about work: the unseen beneath the seen, the heard beneath the unheard. It is subterranean. Assembled over months, it depicts the E6 process in one of the few remaining North American labs doing such work. With the last colour reversal motion picture stock discontinued in 2012, these recordings document a precarious ritual.

The E6 Process

DEREK JENKINS

Presented in collaboration with
HAVN: Sonic Art Series

MARCH 25, 2018

Screening featuring videos by Oliver Husain, Kika Thorne, Amanda Low, Fallon Simard, Nahed Mansour and Kandis Friesen.



\$1,888,888

Art and Social Strata Conference

SCREENING

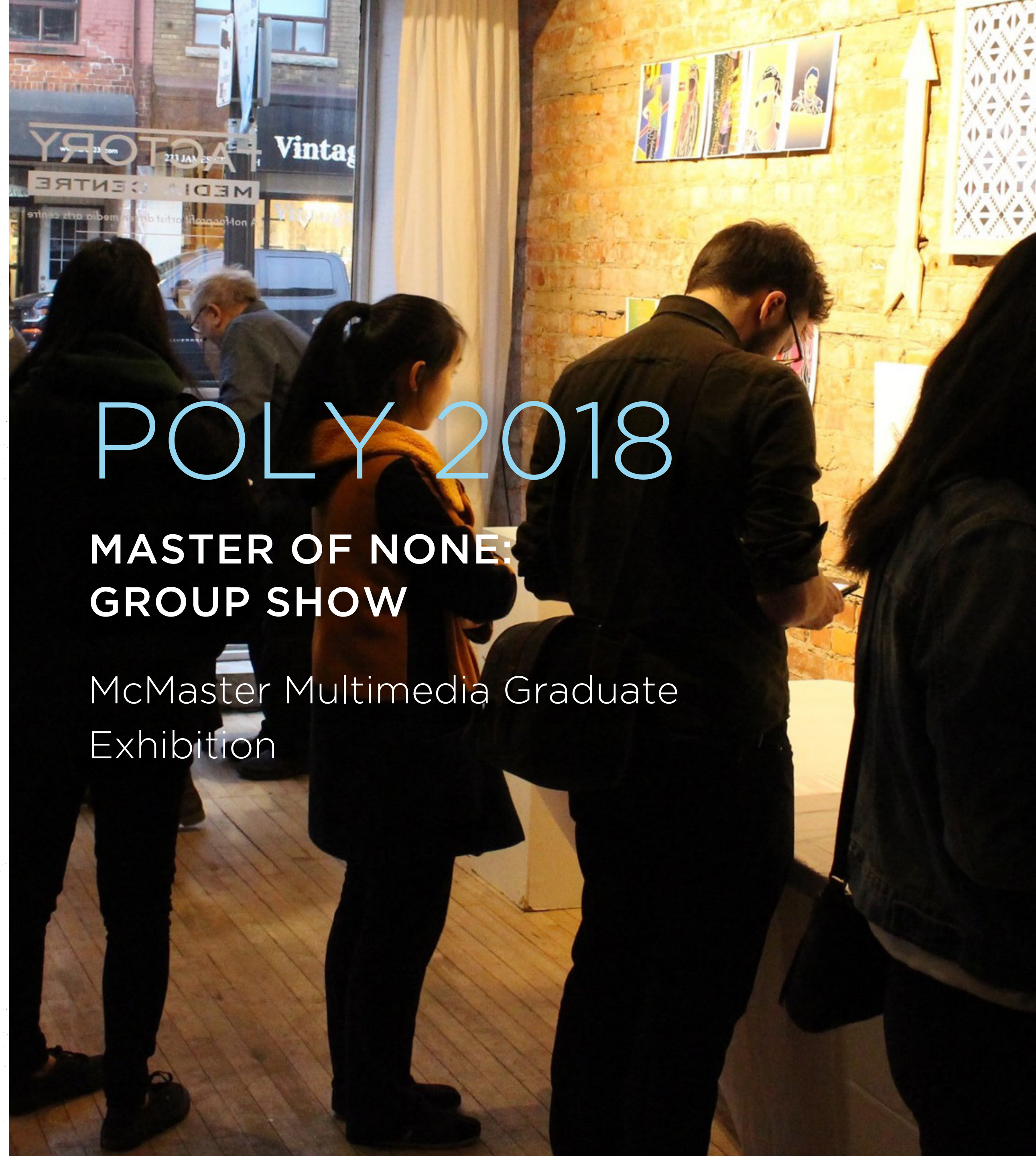
APRIL 12 - APRIL 16, 2018

A group exhibition of multidisciplinary works by graduating McMaster multimedia students. This exhibition, for many of the artists, is their first professional opportunity to showcase their work to the community.

POLY 2018

MASTER OF NONE: GROUP SHOW

McMaster Multimedia Graduate
Exhibition



MAY 11 - MAY 14, 2018

Analog video and green screen technologies were used to introduce school children about media art technology.



Green Screen Protest

KIDS CRAWL INSTALLATION

Programmed by FMC

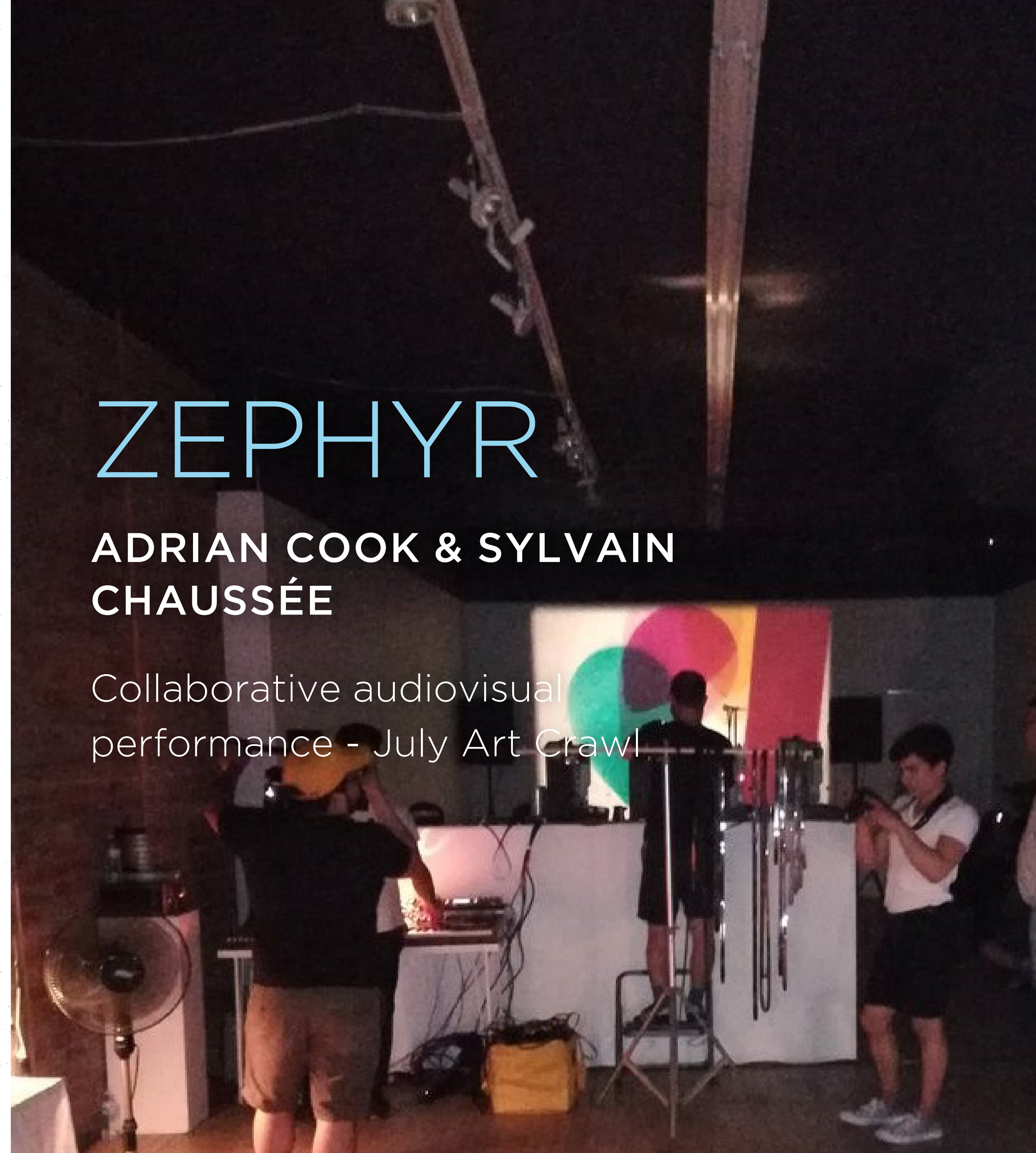
JULY 13, 2018

Centralized around the use of 16mm film loops and sequential musical patterns, Zephyr expands cinema's potential to influence audience expectations. Drawing upon the historical connection between image and sound, Zephyr reflects on the emotionally charged relationships created when both mediums are combined. In the live performance, a dialogue exists between projectionist and musician, allowing them to progress in synchrony, mirroring each other through the building and deconstructing of the cinematic experience.

ZEPHYR

**ADRIAN COOK & SYLVAIN
CHAUSSÉE**

Collaborative audiovisual
performance - July Art Crawl



A woman with dark hair is looking through the viewfinder of a vintage camera. The camera is a large, black, mechanical model with a prominent lens and various dials. The entire image is overlaid with a semi-transparent blue filter. The woman's face is in profile, looking intently at the camera's viewfinder.

Josephine Massarella

RETROSPECTIVE
AUGUST 10, 2018

Co-presentation between FMC, AGH and Hamilton Artists Inc for Photophobia: Contemporary Moving Image Festival. An installation and short film screening commemorating the life and work of Josephine Massarella.

SEPT 3, 2018 - SEPT 16, 2018

Playing with the reaction of pigment to specific wavelengths of light, computer-controlled LED lighting “animates” screen-printed wallpaper covering shapes in the exhibition space. The animated stalactites and stalagmites evoke both a futuristic, room-scale animated gif and a lo-fi prehistoric cave. Viewers of the work (the eponymous “New Troglodytes”) are invited to consider an alternate version of animation coming from an imaginary prehistory of digital media.



New Troglodytes Supercrawl

PHILIPPE BLANCHARD

Exploring animation as an immersive
and expanded art form

OCTOBER 10 - 26, 2018

FMC served as a location for production photography and screening rushes for the CCL Homelessness Film Festival.




CCL Homelessness Film Festival

SHANE PENNELLS

Production

DEC 3, 2018 - JAN 9, 2019

The Weight of Smoke is a 13-minute audiovisual composition comprised of high-definition video footage of debris clouds hovering above the Atlantic seafloor off the coast of Nova Scotia. Motion-graphic animation of sea-faring artifacts (i.e. mariners' pipes) trace vector drawings of the Gulf Stream current – approaching, receding, and moving in and out of focus. The work features an immersive 6-channel sound design composed of ambient recordings from the spaces within various containers recovered from the Atlantic (i.e. ceramic vessels, bottles, artillery shells), together with deep-water recordings of the ocean waters.



Fathoms: The Weight of Smoke

CHRIS MYHR

Audiovisual composition




Equipment Report

2018

EQUIPMENT REPORT

Patrick Gagliardi

The Factory Media Centre took a strategic and long term approach to its acquisitions for 2017/18. With the thought that 2019 and beyond would be the FMCs' next phase of major production and post production equipment acquisition, the FMC's past year empowered staff to make decisions for the upkeep and maintenance of the charity's existing assets. Through minor purchases of accessories, missing parts and maintenance, the FMCs' assets are all once again able to draw revenue and will provide a technical base for future years purchases to be built off of. The current equipment is focused on entry level production and is able to facilitate; tutorials, seminars, videography, photography, sound design/recording, documentary style filmmaking and small exhibitions. In addition to several minor purchases the FMC upgraded to a new projector adding to the presentation quality for artists and instructors. Looking forward, the FMC plans on housing the tools and resources for artists to record, manipulate and view 4K video works. This will be possible through the acquisition of prosumer cameras, editing suites, software and monitors. The goal is to create an end to end 4K workflow available to artists and members.



Workshops, Engagement & Community Programming

2018

FEBRUARY 9, 2018

**WINTER DECOLONIZATION RETREAT:
ANTI-OPPRESSION ACTION WORKSHOP**

Facilitated by Sarah Jama

Presented in collaboration with Hamilton Artists Inc NEW Committee & Winterfest

MARCH 28, 2018

ARTIST TALK

Derek Jenkins

Presented in collaboration with HAVN: Sonic Art Series

MAY 26, 2018

FOREIGN WAVES POP-UP SHOP

Coordinated by Foreign Waves

MAY 30, 2018

AGILE FILMS WORKSHOP

Facilitated by Terrence Odette

Presented in collaboration with McMaster University

JUNE 8, 2018 - JUNE 9, 2018

WESTDALE REVITALIZATION FUNDRAISER EVENT

Coordinated by the Westdale Theater



JUNE 4, 2018
Intro to  Premiere

Andrew Lennox & Rob Andino

JUNE 6, 2018
Intro to  Premiere

Andrew Lennox & Rob Andino

JUNE 8, 2018
Intro to  Premiere

Andrew Lennox & Rob Andino

JUNE 11, 2018
Intro to  Premiere


Andrew Lennox & Rob Andino

JUNE 20, 2018
Intro to  Premiere

Andrew Lennox & Rob Andino

JUNE 25, 2018
Intro to  Premiere

Andrew Lennox & Rob Andino

JULY 19, 2018
Intro to  Premiere

Andrew Lennox & Rob Andino




JULY 20, 2018
Ronin Stabilizer: Intro

Andrew Lennox & Rob Andino



JULY 23, 2018
Intro to  Premiere

Andrew Lennox & Rob Andino

JULY 23, 2018
Intro to  Photoshop

Madeleine McMillan & Andrew Lennox

JULY 26, 2018
Intro to  Photoshop

Madeleine McMillan & Andrew Lennox

JULY 27, 2018
Intro to   Social Media

Daniel Arauz & Andrew Lennox

JULY 30, 2018
Intro to  Illustrator

Madeleine McMillan & Andrew Lennox

AUGUST 2, 2018
Intro to  Wordpress

Harold Sikkema & Andrew Lennox

AUGUST 3, 2018
Intro to  Illustrator

Madeleine McMillan & Andrew Lennox

AUGUST 8, 2018
Intro to  Premiere

Andrew Lennox & Rob Andino

AUGUST 8, 2018
Intro to  Photoshop

Madeleine McMillan & Andrew Lennox

AUGUST 8, 2018
Intro to  Illustrator

Madeleine McMillan & Andrew Lennox

AUGUST 9, 2018
Intro  Illustrator

Madeleine McMillan & Andrew Lennox

AUGUST 10, 2018
Intro to  Illustrator

Madeleine McMillan & Andrew Lennox

SEPTEMBER 14, 2018
YouthCrawl Mask Workshop

Facilitated by Philippe Blanchard & Andrew Lennox; Coordinated by the Hamilton Conservatory for the Arts

SEPTEMBER 21, 2018
**Magic Shop:
A celebration of BTS**

Coordinated by Magic Shop

SEPTEMBER 22, 2018
**Zine Ideation & Creation
Workshop**

Facilitated by BTS Magic Shop

SEPTEMBER 22, 2018
Intro to Hybrid Animation

Facilitated by BTS Magic Shop

SEPTEMBER 23, 2018
Zine Making Workshop

Facilitated by Charlit Floriano

SEPTEMBER 23, 2018
Intro to 2D Animation

Facilitated by Charlit Floriano

SEPTEMBER 28, 2018
**Love Yourself:
Group Poster Show**

Coordinated by Charlit Floriano

DECEMBER 1, 2018
Ontario Creates Workshop

Facilitated by Erin Creasy; Presented in collaboration with the Hamilton Arts Council and OMDC





Factory Faces

Staff

Andrew Lennox OPERATIONS COORDINATOR

Wendy Wei BOOKKEEPER

Board

Ryan Ferguson CHAIR & TREASURER

Lisa La Rocca CO-SECRETARY

Harold Sikkema CO-SECRETARY

Richelle Sibolboro CO-CHAIR

Penny Dobson

Patrick Gagliardi

Sean Procyk

Thea Jones UNTIL LATE 2018

Jennifer Dysart UNTIL MID 2018

