

# THE FACTORY

HAMILTON MEDIA ARTS CENTRE



Tor Lukasik-Foss performs *Anywhere I Lay My Head* from SOS: Soul of the Street

## **ANNUAL REPORT 2011**

**Annual General Meeting  
Wednesday, November 30, 2011**

# THE FACTORY

## HAMILTON MEDIA ARTS CENTRE

An artist-driven resource centre dedicated to the production and promotion of creatively diverse forms of independent films, videos, and other streaming multimedia art forms.

The Factory gratefully acknowledges the on-going and generous support of our Funders and Sponsors.



Canada Council  
for the Arts

Conseil des Arts  
du Canada



Hamilton



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO

The logo for KPMG, featuring the letters 'KPMG' in a bold, italicized font with a blue and white color scheme.

The logo for Meridian Credit Union, featuring the word 'Meridian' in a serif font above 'CREDIT UNION' in a smaller sans-serif font, with a yellow smile-like arc below.



Grant Thornton

The logo for VIEW, featuring the word 'VIEW' in a bold, red, blocky font with a white outline.

The logo for Turkstra Lumber, featuring the words 'TURKSTRA LUMBER' in a bold, white, sans-serif font on a blue background, with the tagline 'ALWAYS ON THE LEVEL' below.



A very special THANK YOU to the Hamilton Film & Television Office  
for sponsoring our 2011 Annual General Meeting.



FILM &  
TELEVISION  
OFFICE

## CHAIRPERSON'S REPORT

It has been my pleasure over the past year to serve on the board of directors with a great group of hard working people. Since our last Annual General Meeting in 2010, we have moved to a new home at 228 James Street North. The move was completed with the help of some of the members of our board and Factory volunteers including some of our great bootcampers! Bless all of you for working so hard on this move.

We have also been very fortunate to find and hire our Administrative Coordinator, Cheryl Blakeney. Cheryl has been such a help to us over the last few months and we hope to continue this relationship in 2012. Cheryl is assisting us to organize the office, coordinate Art Crawls, Exhibitions and Workshops; she has also been participating in grant applications and has provided some excellent upgrades to our web site and other communication tools to reach members and potential members. But, one of the key differences is that members and public can count on our office being open every afternoon during the week. Cheryl spends a great deal of her time talking to members and the public, spreading the good word to anyone who walks in.

### Board of Trustees

Our Board of Trustees has had many changes. Last year, we had the following board members elected or re-elected at the AGM: Tyler Tekatch, Lesley Loksi Chan, Keanin Loomis, Heather Keith, Bruce Hauser, Jacqueline Norton and Tony Vieira. We also appointed Peter McNamee for just one year and that term is complete.

Since the 2010 AGM, Lesley Loksi Chan, Bruce Hauser and Tony Vieira have resigned during their term and we have appointed the following new board members: Linda Mitton; Nathan Fleet; Dale McFarland and Michelle Turcotte. We also have a retiring board member, Robert Leaker, who has served the organization well over the last 2 years.

With these new board members and others to be nominated, we have an excellent roster of talented and committed people who will lead this organization forward with your help and participation. Josefa Radman continues to assist the organization and, in fairness to her, we must become more self sufficient.

### Financial Status

We are very pleased with the improved financial situation of the Factory. We were successful in gaining multi-year funding through the city of Hamilton, the Ontario Arts Council and Canada Council for the Arts. This is a huge milestone for this organization!

We are pleased with our financial health but need to grow our financial self sufficiency so that we do not experience the ebb and flow of grant dollars so severely. Special thanks to the Grant Thornton Team, Josefa Radman, Cheryl and Wendy (our bookkeeper).

### What is in a Name?

Although commonly referred to as The Factory, since our founding in 2004, the legal name has been The Factory: Hamilton Media Arts Centre. As of December 1, 2011, our new legal name will be **Factory Media Centre** which more accurately reflects who we are: a creative collective committed to all forms of media. We have a new logo and website address – [www.factorymedia.ca](http://www.factorymedia.ca) - which will share our existing website address for the next year.

## Equipment Acquisitions

As part of our Multi-Year Funding, we received money to purchase new equipment and software. A team of our Factory members and board members have worked together on this huge task. The purchase of equipment has begun and you will hear more about that later.

## Sponsors

Thanks to our generous sponsors: Ontario Arts Council, Canada Council, the City of Hamilton, Meridian Credit Union and Grant Thornton (previously known as MacGillivray Partners), KPMG and Turkstra Lumber as well as Sean Rosen of View Magazine. We also have many individuals to thank for their hard work and dedication to this organization.

## Future Priorities of the Factory

1. **Financial:** Sustainability remains of key importance to the organization in the future. Now that we have achieved multi-year funding we have a small cushion to build from. Our next task is to develop a funding model that will help us to pay for the great work of our staff. We are also still intent on building a larger membership through providing meaningful services and opportunities to our members.
2. **Equipment:** With the help of one of our grants, we are in the midst of acquiring new equipment; to improve our inventory of equipment available to our members; our goal is to help members create content by providing hands-on training and access to high quality equipment at very reasonable rental rates.
3. **Programming:** You are going to hear about a great line-up of workshops and events. We want this building to be busy with activities, workshops and events all of the time. *We want to serve our membership by providing a venue for Exhibitions and Learning, Mentorship and Skills Development.* The Factory will be the 'go to' place in downtown Hamilton. This programming needs to be about reaching out to our constituency and to the public. We need to be accessible to all no matter what a person's capabilities and financial abilities are.

**Public Outreach/Web Site and Logo:** Cheryl has done a great deal of work to improve our web site. Our next goal is to develop online video capabilities and better communications tools to keep Members informed of emerging opportunities to work and play in the Hamilton creative community.

Thanks to everyone for making this a successful year!



Jacqueline Norton, Chairperson

## **TREASURER'S REPORT**

During this past fiscal year 2011, the Factory has been approved for Multi-year funding from all three levels of government:

- Canada Council for the Arts (CCA) Multi-year Funding for core operations includes an Equipment Acquisitions Fund over the term
- Ontario Arts Council (OAC) Multi-year Funding for core and programming
- City of Hamilton Community Partnership Program for Factory Works Screening Series and Media Arts Workshops

We had also been successful in project support through the CCA Development Project Fund & OAC Arts Education Fund for HDV Bootcamp and related workshops. CCA Dissemination Project Grant Fund supported both the Factory Works Screening Series as well as In Conversation: Talk Media. And, the OAC Arts Investment Fund kick-started our new direction in targeting youth with a goal to develop and support emerging media artists.

Finally, the Factory received significant support from a new CCA Initiatives Fund and OAC Inter-arts Fund to develop, commission, and present an original multi-media projection installation and performance art project entitled Soul of the Street.

It has taken us seven years to make inroads to financial stability. Going forward, we are cautiously optimistic about our financial sustainability. We continue to work with our bookkeeper, Wendy Wei, and Auditors, Paul Gibel, Michelle Kotyk, and Karen Bolon of Grant Thornton Inc., to keep our financial tracking current and well-monitored.

With the help of our bank, Meridian Credit Union, a co-operative financial institution that provides personalized services and advisement through our new Board nominee, Dale MacFarland, Branch Manager of the new downtown Meridian at Bay and King and Board Trustee Heather Keith of KPMG, the Factory looks forward to solid financial grounding and growth.

## PROGRAMMING 2010-2011

It has been an exhilarating time in programming at the Factory over the last year. The Program Review Team has been busy developing and producing screenings and exhibitions that challenge our sensibilities and expectations.

### Factory Works Screening Series

After our 2010 AGM, the Factory Works Screening Series special Members Screening held every December was a fun-filled and packed program of shorts by members Novelette Gordon, Khamphiene Phommisai, Alex Szatmary, and Eves Raja, former bootcamper Byron Wade, and new bootcampers Melissa Sky, Linda Mitton, and Brent Ross. Kevin Land, a celebrated local playwright and screenwriter submitted his first feature adaptation *Skinning the Cat*, with producer Jeff Santa Barbara in attendance. Peter McNamee, recent Board Trustee, submitted his feature *Let Him Be* to wrap up our marathon screening event.

In January, experimental filmmaker Francoise Mirron and Curator Etienne Desrosiers drove in from Montreal to stimulate our visual palette with Films Experimentaux 1985-2009 screening in glorious 16mm film prints on our newly donated 16mm projector. In honour of Black History Month, Nea Read curated Grace Channer, painter and multi-media visual Artist installation, igniting issues of social justice and engaging critical thought.

We took a brief hiatus during the flurry of activity while moving our facility down the street, and came back strong in May with *Eleven In Motion: Abstract Expression In Animation* in partnership with the Toronto Animated Image Society curated by the irrepressible Madi Piller. In June, we celebrated the city's three local film festivals with the 2010 winners from the Hamilton Film Festival ([www.hamiltonfilmfestival.com](http://www.hamiltonfilmfestival.com)), under the direction of our Board Trustee, Nathan Fleet; the 2010 winners of the Hamilton Music & Film Festival ([www.hmff.com](http://www.hmff.com)) run by Factory facilitator Kevin Hall; and the first 16 films screened by Hamilton 24 ([www.h24.ca](http://www.h24.ca)) founded by our past Co-Chair, Martinus Geleynse, which was underway at the time. The Art Crawl crowd was thrilled to see the work of local filmmakers.

In July, multi-disciplinary Artist Jaspreet Sandhu curated an original selection of voices and visions entitled *Remnants of your Departure: A Cinematic Examination of Loss and Nostalgia*. To round off our summer season, award winning local media Artist and Factory Board Trustee, Lesley Loksi Chan, curated *365* by Midi Onodera— a series of 365 one minute video koans inspired by an old newspaper concept "today's thought" or "a smile a day."

Finally, November welcomed our annual partnership with New Adventures in Sound Art as part of their Sound Art Festival in Toronto curated by Darren Copeland, Artistic Director and composer extraordinaire, with a mesmerizing live inter-arts performance by Zazalie Z aka Nathalie Dion. Her vocal incantations raised the roof and drifted up and down the street. Can't wait to see what's up at our 6<sup>th</sup> Annual Member's Screening and Holiday party on December 9!

### In Conversation: Talk Media

Tony Vieira, Board Trustee developed this enlightening series of seven talks over seven months. Held in partnership with the Art Gallery of Hamilton in their community Gallery and anchored by Denise Dickie, local media personality and Mohawk College professor of Media And Entertainment, Denise always kept us on the edge of our seats as she engaged invited guest media artists in meaningful dialogue about their artistic practice.

Select samples of the Artist's work enhanced the presentation and discussion points for thought provoking interactive artist and audience question and answer sessions.

### Talk Media Highlights:

- Andy Keen: Multimedia to Artificial Intelligence – Cyberspace meets Social Change by Dan Zen
- Joe Woodward: Reality Television: Television Reality – Art imitating life or life imitating Art
- Jennifer Podemski: Working Every Side of the Lens – Acting, Producing & Aboriginal Youth Empowerment
- Ian Thomas: Renaissance Man!
- Midi Onodera: Big Screen to iPod Nano – Future story-telling for portable technology
- Tom Wilson: Grassroots to North American Tour – Composition, Collaboration & Longevity

### Innovative Media Masters: Group of Nine

Widely anticipated, further installments of this series in 2010 held at the Art Gallery of Hamilton signature venue, the Joey & Toby Tanenbaum Pavilion included a special event entitled “Eros & Wonder” in honour of R. Bruce Elder, celebrated Canadian experimental filmmaker, theorist, scholar, mentor and teacher curated by mid-career experimental media Artist and Factory Trustee, Tyler Tekatch. Bruce held us captive as he discussed experimental film across the ages with Stephen Broomer, filmmaker and Canadian film historian. An event to be remembered, and some of us even had the good fortune to walk away with a signed copy of his award winning book, “Harmony + Dissent – Film and Avant-garde Art Movements in the Early Twentieth Century” (2008).

For Part Seven and in celebration of Earth Day, Dan Browne, filmmaker, video artist, cinematographer, still photographer and sound composer, invited Peter Mettler, a key figure in the critical wave of 80's Canadian cinema to present and discuss his feature-length film *Petropolis: Aerial Perspectives on the Alberta Tar Sands*, produced by Greenpeace Canada. Peter also brought several books that feature his life and work including “*Making the Invisible Visible*” (1995).

These screening and interview events were extraordinary eye-openers that our members, community, and particularly Bootcampers are sure to remember—and will forever go forward with courage and daring when exploring the plastic arts.

### SOS: Soul of the Street – Multi-media Projection Installation and Performances

To celebrate our new centre at 228 James Street North, the Factory commissioned this inter-arts project to encourage established regional Artists to create new artistic pieces that highlight and honour our community. Seven local established Artists including Victoria Fenner, Nora Hutchinson, Liss Platt, Denise Lisson, Tor-Lukasik-Foss, Steve Mazza, Paul Ropel-Morski, with John Grosz, and creative Team including Reg Beaudry, Hector Centeno, Ryan Duncan, Eric Powell, Josefa Radman, Tyler Tekatch, supported by local groups -- Arts Hamilton, Artword Artbar, Art Gallery of Hamilton, b Contemporary, City of Hamilton Economic Development — Creative Industries, Hamilton Artists Inc., Hamilton Jewellers, Jamesville Ceramics and Paints, Mixed Media, Mulberry Street Cafe, Pearl Company, Skydragon Community Co-op, Sonic Unyon, Supercrawl, View Magazine – Dynasty Communications, Workers Arts & Heritage Centre and the Downtown Hamilton BIA -- came together to re-create / re-claim a sense of this community as it may have been, create a sense of this community as it is, and reflect on the value of this community as we move into the future.

Audiences followed the SOS Map on iPhones, cellphones and Blackberrys to find Squatters assembling Shantytown, a roaming Squatter Minstrel crooning his way down the street and discovered multiple presentation nodes of new experimental films, documentary profile videos, and audioscape implants. [www.soulofthestreet.ca](http://www.soulofthestreet.ca)

**Media Arts Bootcamp – 2010-2011**

Wow! Thirty six workshops beginning in October 2010 to July 2011, and post-production still in the hopper. The Bootcampers have been busy soaking up sprockets of wisdom from over twenty facilitators. Each an established Artist in his/her own specialization, facilitators ensured that workshops varied greatly and played an integral part in the development of a truly independent film / video maker. A number of members and non-members jumped on board to sample one or more speciality workshops, and Bootcampers outdid themselves by entering and winning festivals during their training term. With the new gear in house, only the future knows the leaps and bounds that our emerging media makers will take.

**Breaking Barriers: Building Bridges**

The OAC Arts Investment Fund supports a new initiative to reach out to youth groups in the region and begin the conversation about how we, as a facility, can grow our youth to embrace time-based media in all its forms. This is a long term project that promises investment in the future of the organization and Hamilton-based emerging media artists.



Josefa Radman



## EQUIPMENT ACQUISITIONS

The past year has been a rebuilding year for The Factory. As part of our multi-year funding, we received an Equipment Acquisitions budget to upgrade our office, production and post-production equipment, and exhibition space.

Plans for upgrading of office equipment and exhibition space are progressing and these purchases and improvements will be complete early in the new year. We have also been working with local equipment specialists to identify new production and post-production gear to better serve our diverse communities.

We have just purchased four new iMac workstations and are in the process of buying four Final Cut Pro X software packages and the Full Adobe Creative Suite 5.5 which includes Premiere. These post production workstations will be used in post production workshops and available to Members on an hourly rental basis. We are currently evaluating the best possible options for the purchase of four full-HD camera kits and improved post-audio capabilities. These decisions should be finalized before the end of December.

The Factory's Equipment Acquisitions Plan offers our members enhanced facilities, relevant programming and educational tools, and increased creative support. In addition, to purchasing new equipment we are also working with local vendors to provide access to enhanced professional equipment at an exclusive discount rate for our members. We are creating an environment where you can launch, produce and finalize your next project.

## MEMBERSHIP

### Membership Report

As of November 29, 2011:

40 Full Members  
2 Associate Members  
1 Organizational Member  
187 Past Members

Last year, in November 2010 we had:

45 Full Members  
13 Associate Members  
1 Organizational Member  
137 Past Members

Our Membership Goals are the same as reported to you last year:

- Increase at 10% per year for the next 5 years – That's about 4 to 6 net new members per year. We did not achieve this membership increase this year but, with a stronger board and new staff, we are confident that we can in 2012.
- Increase our ACTIVE membership both in terms of the programs and activities they participate in and, in terms of the # of volunteer hours they give to the Factory.

One of our biggest problems is having the 'person power' to stay on top of the membership to ensure that renewals occur. This is why we switched to a calendar year membership so that the administration is easier and members will know when their renewals are due. With the multi-year funding and new staff, we hope to develop a much better system for growing our membership and staying in touch with existing and potential members.

## LOOKING AHEAD – NEW INITIATIVES

We've been busy developing new opportunities to educate, inspire and promote local media artists – to engage and involve our Members - and to create new benefits of Factory Membership.

### Radiant Dissonance 3

On November 1, the Factory submitted a grant application to the Canada Council seeking to fund Radiant Dissonance 3, a virtual sound art project and series of workshops. This ten part series of 30 minute radio programmes featuring 10 audio artists from across Canada will be posted on Rabble.ca, made available to radio stations across Canada and the subject of a national CBC broadcast.

Curator Victoria Fenner, a Hamilton-based sound artist and documentarian, will lead five accomplished artists in the production of five episodes and the remaining five works will be selected from submissions by emerging artists. As the workshops will be conducted in Hamilton, local sound artists who experience this mentorship may be among those selected to participate in this unique project with national exposure and international reach.

### Community Collaboration Project

February 1, 2012 is the application deadline for a Community Collaboration grant. In early January, we'll be inviting Members to join us in a brainstorming session on ideas for an arts project that is very specific to life in Hamilton, as told by Hamiltonians. Watch your email for the date and time. We hope to see you there!

### Factory Film Workshops

Thanks to feedback from workshop participants, facilitators and interested parties, our long-running Media Arts Bootcamp has been revamped and renamed: Factory Film Workshops. Beginning in January 2012, we'll offer hands-on production workshops that will take students from Concept to Completion of a film project in just four weekends:

1. Script – creation of a shooting script
2. Camera / Audio / Light s – four new camera packages now being purchased
3. Production – two days of shooting, exteriors and interiors
4. Post Production – 4 iMac workstations; Final Cut Pro X and Premiere

Three series will be offered – Level I, Level II, Level III – to provide graduated learning and mastery of filmmaking skills. Classes are limited to a maximum of 8 people. Students can take one, two or all series. They can enter the program at their level of ability. All series will be repeated regularly so if you miss a workshop, you'll be able to catch it again soon.

Workshop fees for each month-long series: Members: \$325 + HST. Non-members: \$360 + HST. Members-Only Bonus: Complete all four workshops in a series and get a \$300 in free equipment rentals!

The schedule of 2012 Factory Film Workshops will be available in December. We'll be putting out a call for facilitators soon so if you're interested in teaching, let us know!

## Media Arts Workshops

Specialized workshops - Screenwriting, Casting, Distribution, Special Effects, Film Scoring, etc. will be offered separate from the Factory Film Workshops. We'll also offer unique insights and techniques from experimental filmmakers as well as instruction on how to make artistic use of obsolete – yet still interesting - technology such as Super 8 cameras.

We'll start scheduling the Media Arts Workshops in January. If there's a topic you'd be interested in seeing added to our schedule, please let us know! If you'd like to facilitate a workshop of your own design, we'd be happy to discuss this with you.

## Production Partnerships

We've made it a point to get out of the office more often, to explore opportunities to create relationships with other arts organizations and creative enterprises who can offer new benefits to our Members.

### Equipment Rentals

One of the most exciting relationships is with Picture Perfect Package, a successful Hamilton-based company that rents lighting and grip equipment to large production companies and broadcasters in Canada and the US. They've offered to provide Factory Members a discount of 55% - yes, fifty-five percent! – on the rental rate for virtually every item in their inventory which can be seen on their website: [www.pixrperfect.com](http://www.pixrperfect.com)

Why so generous? They're Hamiltonians who want to help grow the production community in their home town – and we're very grateful for their support. In addition to access to their expertise and equipment, this partnership allows the Factory to devote more of its equipment acquisitions budget to more and better cameras and post production technology for hands-on training and hourly rentals.

We'll have the details of this relationship worked out by the beginning of the new year so keep your new 2012 Membership Card handy – you'll be needing it!

### Facility Rentals

Since the move, we haven't been renting our facility to Members for a number of reasons – primarily due to security concerns. However, we are considering what kinds of activities would be suitable to the space; that would not negatively impact

We have been referring Members to Gallery 205, a handsome and well equipped studio at 205 Cannon Street (at Cathcart) that has the space and green screen capabilities that we no longer have. They also have exciting plans for the very near future that include the creation of a downtown production studio in the rear of their building – a huge space with ceilings more than two storeys high. As they near completion of this project, we'll discuss special rentals rates for Factory members.

In the meantime, feel free to drop by Gallery 205 during one of their open networking events that are listed on their website at [www.cannon205.com](http://www.cannon205.com). Introduce yourself to Alex Zafer and tell him the Factory sent you!

### Networking and Production Tools

indieOPTION is a hub designed by and for emerging and independent filmmakers and artisans and allows filmmakers to connect, collaborate and create. It was developed by Board Trustee, Linda Mitton, an IT specialist and emerging filmmaker who couldn't find online networking opportunities and production resources that addressed her needs. So she built indieOPTION to serve filmmaking communities everywhere.

We're certain that Factory members share Linda's enthusiasm and indieOPTION's intentions:

- Our desire is to have a location where we can come together and create fabulous movies together.
- Our goal is to build a robust community of individuals to support those endeavours both in front of and behind the camera.
- Our need is to improve our skills through experience so we ultimately get noticed!

Log on at [www.indieOption.com](http://www.indieOption.com), sign up, promote your talents, and share your dreams. Membership is FREE!

### **Corporate Sponsorship**

The Factory has applied to artsVest, a matching incentive program that aims to help develop new, mutually beneficial partnerships between businesses and cultural organizations, which will in turn benefit Ontario communities.

By mid-December, we expect to be approved and a maximum grant specified. From then until May 1, 2012, for every dollar we raise in corporate sponsorships, artsVest will give us another dollar. For in-kind sponsorships of goods or services, artsVest will provide 50% of the value in cash.

We'll be asking businesses to sponsor a series of workshops aimed at teaching local not-for-profit organizations to create professional-looking videos in order to promote their cause, document their events, and tell their stories – on DVD or on their websites.

### **Fundraising**

We've been tossing around ideas for a Spring fundraiser – something splashy and fun, preferably with a theme that people will be look forward to attending every year. If you have some ideas, please share them with us before January 15, 2012.