



ANNUAL GENERAL MEETING | WEDNESDAY, NOVEMBER 26, 2014

FACTORY
MEDIA CENTRE

2013/2014
YEAR IN REVIEW

Images: From top, left to right: *To Sleep: Perchance to Dream* • *Code, Light, and the Computational Sublime* • *ful*film*ent* • *The Psychedelics of Everyday Life (centre top)* • *Superposition: Light and Sound (centre bottom)* • *The L.E.A.P. Engine* • *Pieced Together* • *Mind The Gap*

CHAIRPERSON'S REPORT

The Factory Media Centre is a non-profit resource centre dedicated to the production and promotion of film, video and other creative art forms of multimedia. It has been my pleasure to serve on the Board of Directors for the past two years as its Chair.

The Factory continually strives to support and develop the multimedia artistic community within Hamilton. Our partnerships with Nathan Fleet and the HAMILTON FILM FESTIVAL, the Music & Film Office and the CREATIVE EXCHANGE, the HAMILTON FRINGE FESTIVAL, the RGDOntario, HAMILTON VIDEO/FILMMAKERS and our own FACTORY TALKS series and FACTORY MEDIA WORKSHOPS, as well as, the monthly James North ART CRAWL gives us access to many community networks. Collectively these networks and programs continue to serve and support media based artists by providing opportunities to learn, create and showcase their talents.

Maintaining community involvement is a daily challenge and would not be possible without the help of a special few. A thank you must go to Laura Walker (Arts Administrator), Wendy Wei

(Book Keeper) and Josefa Radman whose daily contributions keep the Factory operational.

As Board Chair, I would also like to thank our Board members Amy McIntosh, Dima Matar, Brianna Busch, Nairi Apkarian, Craig Watkins, Gerry Milinkovic, Lee Skinner and Steve Hudak. This group of volunteers continue to push the Factory forward through their guidance, creative ideas and tireless involvement.

And finally our community partners, most notably, Ontario Arts Council, Canada Council, The City of Hamilton, Grant Thornton, The View, our graphic designer Chris Peters, BMO Bank and The Printing House. Your continued and generous support helps the Factory facilitate it's objectives.

As the Factory moves forward in the hands of competent and creative individuals I am confident it will continue to grow and maintain it's place within the Hamilton Arts community as a resource, incubator and cheerleader for talented media artists.

Ernest Gibson, Chairperson

MEMBERSHIP REPORT

During the course of the year, membership numbers have maintained a consistent, but have not grown from our 2013 report. Our membership consists mostly of casual participants and small independent filmmakers. We currently have 53 Members registered with us. They consist of: Full – 43; Student – 7; Associate – 1; Organizational – 2.

Improved communications with FMC's web site re-development, newsletters and Social Media Updates has helped keep the Factory Media Centre active in the minds its' membership.

As we move forward as a group we need to remain vigilant with the goals we established in November 2013. They include:

- Frequent networking and learning opportunities including workshops hosted by industry peers, free to members with a small charge to guests.
- Development of a easily accessible data base.
- Marketing (word of mouth, Social Media and advertising) Factory Rentals, Workshops and marquee events like Art Crawl and the Creative Exchange.

In order to maintain and grow, the Membership Committee will continue to work in conjunction with the Arts Administrator and all of the other sub-committees, especially Programming, Workshops, and Communications.

Gerry Milinkovic, Committee Chair

FINANCIAL REPORT

The 2014 Factory Media Centre audited statements presented today are snapshot of the state of our not-for-profit organization for our year ending April 30.

Thanks to our auditors at Grant Thornton with their experienced financial consultants for their expertise and advisement we are pleased to present our Audited Financial Report for 2014.

Over the course of the year we adapted our accounting services to work in line with CADAC recommendations. Our special thanks to our bookkeeper, Wendy Wei, for making this a seamless transition. We have also streamlined our invoicing and have established a rate card of facilities and rental gear.

We are happy to report that we remain on track to maintain our efforts for stability and sustainability.

2014 concludes a three year cycle with all levels of government.

The Factory Media Centre's funding comes from the participation of all three levels of government:

1. Federally we are supported by Canada Council for the Arts through their Media Arts Section production organization core funding that included a healthy Equipment Acquisitions Fund.
2. Provincially we are supported by Ontario Arts Council through their Media Arts Section production centre core funding for operations and programming.
3. Municipally we are funded through the City of Hamilton Community Cultural Partnership Program for both our monthly exhibitions during the James Street North Gallery Crawl and workshops.

Multi-year funding has been very helpful in determining a base level of sustainability and establishing global budgets. Being able to look forward three years helps in setting growth targets as well as meeting the day to day requirements of an Artist-run media centre.

Although funders are aware of our need for a robust level of support, they are also dealing with their own limitations with governments in power and limited budgets to support many cultural groups at the same time. We appreciate their support.

It may look it from the outside, but it is never easy to grow and maintain a grassroots level artist run centre. But the Factory Media Centre has managed to do this for 10 years. 2014 seen us celebrate our 10th year of operations. We continue to offer a diverse level of services to a broad base of artists, learners, and community members while maintaining a facility and related monthly costs.

Many of our services are free of charge for all members of our community and otherwise as accessible as we can manage financially without jeopardizing the overall health of the organization while fulfilling our mandate to pay artist creation, exhibition, and facilitation fees.

Gerry Milinkovic, Treasurer

GRANTS REPORT

Over the last year we have completed our first cycle of multi-year funding through all three levels of government, federally we are supported by Canada Council for the Arts through Media Arts Section production organization core funding Annual Operations – \$25,000 per year that also included a healthy Equipment Acquisitions Fund of \$19,000 in Year 3, provincially we are supported by Ontario Arts Council through Media Arts Section production centre core funding for annual operations and programming – \$15,000 per year, and municipally we are funded through the City of Hamilton Community Cultural Partnership Program for two project grants – \$10,407 per year. Total annual funding of \$50,407 for a total of \$151,212 over three years.

This three year cycle with all levels of government has been very helpful in determining a base level of sustainability and global budgets looking forward three years as well as to inform budget formulation and line allocations over the term. Although funders are aware of our need for a robust level of support, they are also dealing with their own limitations with governments in power and limited budgets to support many cultural groups at the same time.

We have moved into a new application phase for multi-year cycle funding and focusing our efforts to ensure a healthy infrastructure and staff resources with fair compensation. It has not been easy to grow and maintain a robust level of services over a broad base of initiatives that target artists, learners, and community members while maintaining a facility and related monthly costs. Many of our services are free of charge for all members of our community and otherwise as accessible as we can manage financially without jeopardizing the overall health of the organization while fulfilling our mandate to pay artist creation, exhibition, and facilitation fees. This balance is never easy to achieve when working on a grassroots level as an artist run centre. We rely on volunteers as uncompensated portfolio managers and project leads at the same time as we develop programs for funding to support the growth of the independent media arts in the greater Hamilton Region.

We continue to approach and expand our applications to all levels of government for media and integrated arts to include exciting new initiatives conceived by Factory members such as Every Second Counts, curated by Vanessa Crosbie Ramsay, and Factory Made FAIR: Intersections 2015, an intensive artist residency that would connect media, electroacoustic improvisation, dance, and the latest in digital media experimentations in augmented reality.

Applications are in to the Canada Council for the Arts—Initiatives Project Grant, Ontario Arts Council Artists in the Community / Workplace Grant, and Ontario Arts Council Integrated Arts Project Grant.

On a municipal level, due to the work of the City of Hamilton Arts Advisory Commission Arts Funding Task Force over the last full term of council, the City of Hamilton has boldly reviewed, restructured and renewed the Community Partnership Program. The new City Enrichment Fund will result in a broad based and more robust support of the artistic and cultural community of Hamilton. Anticipated increase of funding directly to the arts sector is \$500,000 in Year 1, \$300,000 additionally in Year 2, and another \$200,000 in Year 3 with an annual target of \$1,000,000 going forward. We look forward to additional municipal support, not only on an annual basis, but also in other streams such as festival, project, capital, and other programs as they roll out over time.

At this time, grant revenue is proportionally greater than any other revenue stream for the Factory Media Center however, as we anticipate a renewal of our strategic plan, we look forward to a three year business plan that includes an environmental scan outside of the usual support structures and into private and business sectors.

Josefa Radman

PROGRAMMING REPORT

Supported by all three levels of government, the Canada Council for the Arts, Ontario Arts Council, and the City of Hamilton, the Factory Media Gallery Series stimulated a diverse cluster of audiences on the second Friday of every month during Art Crawl.

Eight, the 8th Annual Members Screening and Holiday Party 2013 was programmed by emerging curator, Nairi Apkarian. The evening drew a fabulous crowd of talented filmmakers and their guests. This year's exciting film entries were a mix of horror, sci-fi, shorts, music videos, experimental, animation, and documentaries! The jury favourites included works by Factory Members: Brian Berneker, Kyle Hytonen, and Lee Skinner.

For January, the FMC partnered with the McMaster University Multimedia Program presenting *Mind the Gap*, a digital residency pilot project featuring New Media and Community Action students from McMaster. Mentored by Tony Vierra and supervised by Dr. David Ogborn, the student artists (Artists: Aly Lamanes, Brigitta Navodarszky, Cameron Taylor, Alex Witherspoon) created an experiential installation where the viewer was bombarded with images that included stereotypical perceptions of each plane, as well as animal, digital or celestial imagery. The event was an inspiring beginning to 2014!

In February, Toronto artist duo Thea Jones & Michael James filled the Factory exhibition space with a three-week long, multi-channel video and audio installation entitled *The Unfortunate Issues of the Patriarch*. It was a compelling show that included video loops featuring stuttering contemplations of space, movement, landscape and permanence through a study of Hamilton's landscape. Also, a dresser full of carrots and T-shirts for the audience to try on and rip off their bodies.

Then along came March Art Crawl and the exhibit *Ful.film.ent* in honour of International Women's Day. Curated by Vanessa Crosbie Ramsay, *Ful.film.ent* featured works by some of Canada's award-winning, independent, female filmmakers, including Alexandra Grimanis, Midi Onodera Rebecca Gruhn, Mary J. Daniel and Pamela Gawn. Selected films focused on women's lives, experiences & issues and celebrating the voices of talented media artists who have forged their own path and found creative fulfilment through filmmaking.

In April, media artist Amy McIntosh exhibited *Pieced Together*. The highlight of this show was a projection mapped quilt featuring a video doc of the artist's Grandmother giving a tour of the quilts in her home, entitled Patterns.

In May this year, it was the Factory Media Centre's 10th Anniversary Celebration! The evening's festivities included an amazing musical performance by Hamilton's own indie band Young Rival, accompanied by Reg Moore (Realtime Activities) with live manipulated video projections. Dima Matar's video installation seen from the outside window was an exquisite compliment to the energy inside and a big draw for passersby.

In June, Steve Hudak curated a collaboration between two artists, Laura De Decker and David McKevy with the show *SuperPosition: Light and Sound*. The show featured *Composition In Red, Green, And Blue*, an eight-minute geometric abstract animation loop sequence based on custom code of three images created by media artist Laura De Decker. David McKevy constructed a modular and portable one-person auditorium of 24 discrete audio channels conveyed by an array of 25 speakers, through which original compositions can be heard.

In July, McMaster University graduates and emerging artists Aaron Hutchinson and Kearon Roy Taylor created *Shared Memory, Paired Action*, a multi-sensory, dynamic environment established to promote engagement among Hamilton's (James North) art galleries and art patrons by 'collapsing' physical and psychological barriers to simultaneous artistic collaboration at diverse locations. Data (button gestures) were collected and transmitted over local and internet networks to support and engage tele-present actors at the Factory Media Centre and the Hamilton Audio Visual Node (HAVN). Monitored in the FMC and HAVN, an algorithmic, audiovisual composition unfolded according to this data 'conversation', creating two unique experiences at each site.

August art crawl featured the ambient exhibition of the talented artist Sean Procyk. In *The psychedelics of everyday life*, Procyk explored the idea that within our daily lives we are immersed by a ubiquitous and pervasive cacophony of sounds – what R. Murray Schafer describes as a "universal concert." The installation articulated this sonic landscape using techniques common to live musical performance.

Supercrawl 2014 was an exciting time for the Factory with the crowd favourite: *The L.E.A.P. Engine*. Artist and programmers Kyle Duffield and Danielle Hopkins' work was an effort to combine interactive installation and game-making to create an expanded arcade environment. The goal of the project was to engage the public by providing the opportunity to enter a fantastical role that can only exist through a physical, live action gaming experience.

PROGRAMMING REPORT *continued*

Just last month, new media artist Steve Hudak exhibited his month long exhibition *Code, Light and the Computational Sublime*. This show represented the artist's exploration in the areas of physical computing and generative art. Counter to many media works, the intent of this show are to be observed over time at a human pace, they require no interest or experience in media to be curious and consider.

And finally, this November the Factory presented the work of Jim Riley in *To Sleep: Perchance To Dream*. Riley's four-channel sculptural video installation and performance piece was an imaginative state where memories, dreams, and sleep are intertwined.

The Factory Talks series, conceived, coordinated and launched by Nathan Fleet in September 2013 has been well received. Nairi Apkarian took over the role of coordinator in September 2014 and has been doing a great job. Supported by the Factory and sponsored by Blue Pick Media, this free-to-members, third-Wednesday-of-each-month series has brought in knowledgeable and interesting industry professionals to speak to our Members and the public. These speakers include entertainment and media lawyer Kathy Geroni (Lewis Birnberg Hanet, LLP), award-winning visual effects producer Bob Munroe, (*Dolphin Tale*, *The Tudors*, *The Borgias*), Carlos Henriques (*The Butcher Shop*) and Christopher Rowles (*Snakehead Games*). Each talk has had great attendance and offered the audience a special opportunity for Q&A in an area of interest.

Amy McIntosh, Committee Chair

Equipment Acquisition Report

Over the past two years, the Equipment Acquisitions team have been working to complete a multi-year Equipment Acquisitions Plan (EAP) based on funding received in 2011-2012. This plan was developed to cater to our membership, by providing them with necessary production equipment, as well as post production software, all available for rental at a reasonable rate.

During the summer of 2014, the new Technical Coordinator spent months doing inventory, attempting to discern whether or not the equipment listed on the FMC Price List accurately reflects the equipment we have available. Based on the inventory results, the EAP has been halted in its third year, in favor of an Equipment Upkeep Plan (EUP).

The EUP exists in 3 phases, the first of which has been completed:

1. Rearranging the equipment in the cage, in a way that makes it easier for the Arts Administrator to find equipment that has been rented, and for exhibiting artists to find material necessary to mount their exhibitions.
2. Purchasing replacement parts for damaged and/or broken, and therefore unrentable, equipment.
3. Redesigning the pelican cases, to ensure all equipment is orderly, and that pelicans containing the same equipment are identical: i.e. Sony VG20 kit 1 will look exactly like Sony VG20 kit 2 (all extra accessories will be made available to rent separately)
4. Reformatting the Price List to make it more accurate.

If the second phase is completed with some money left over, the equipment acquisitions team will make necessary additions to the equipment, based on feedback from active renting members.

Dima Matar, Committee Chair

WORKSHOP & MASTERCLASS REPORT

The Factory Media Centre received a generous grant of \$60,000 from the Ontario Trillium Foundation to run a series of beginner, intermediate and advanced workshops and master classes for two cycles, 2014 – 2015 and 2015 – 2016. We are very pleased to offer these workshops at an incredibly affordable and accessible price, as well as extending the offer of seats to various community groups across the city.

The workshops, “Factory Film Workshops” are presented in 3 parts called Take 1: Beginner, Take 2: Intermediate and Take 3: Advanced. Take 1: Beginners has students creating a short movie from concept to exhibition with their final project to be screened at the Members Screening on Dec 12th. Take 1 introduced the students to screenwriting, pre-production, team building, equipment introduction, auditioning and working with actors, production, editing, sound editing, basic visual FX and exhibition within ten, six-hour classes plus a bonus screening.

These hands-on workshops also gave the students knowledge and weekly use of the Factory Media Centre’s equipment inventory including the iMacs, our Adobe Premier CS5.5 software, DSLR cameras, camcorders, lighting and grip equipment, audio equipment and the facilities space or filming and training.

By the end of Take 1 on, Dec 12th, six media artists will have provided sixty hours of instruction to our six regular and seen occasional students.

In partnership with the 9th Hamilton Film Festival, and running alongside Take 1, the Factory Media Centre ran a four-hour Acting & Auditioning for the Camera that was attended by six participants.

The Master Class series was designed to give you a rare look behind the scenes of an artist and their work. Divided into two disciplines, “Art” and “Tech”, participants gained inspiration and technical know-how from professional artists and technicians. Currently in our 2014 session of master classes, facilitators provided 9 hours to a total of twelve participants. The final class of 2014 will be facilitated by Tim Dashwood as a “Tech” class and will show students how to get a cinematic look using available gear and is sure to bring in a great crowd. Based on feedback, we are pleased to offer these as pay-what-you-can events.

Take 2: Intermediate and the next series of Master Classes are just around the corner in 2015 and we will continue to build upon our successes and make adjustments based on participant, and facilitator, feedback. The Factory Media Centre is very thankful for the Ontario Trillium Foundation’s grant and thrilled to be able to offer these exciting and educational workshops to the community as well as bringing in media professionals to facilitate the classes. See you in 2015!

Nathan Fleet, Workshop Coordinator

FACTORY MEDIA CENTRE

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

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



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