



*The Tile Project, Destination: The World* Installation (Toronto)

## TransCultural Exchange's 2006 Annual Report



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### Executive Summary

TransCultural Exchange strengthened and grew as a non-profit organization. With last year's help of Peter Ames and the Arts and Business Council of Greater Boston, TransCultural Exchange added more members to its Board of Trustees, and formalized and adapted Board of Trustees' guidelines and regulations.

Board members Betsy Carpenter, Bonnie Clark, Richard Lappin, Sophie Parker, Georgine Pennington, Mary Sherman and Joanne Silver met in Boston on February 5<sup>th</sup> and agreed to these new policy measures and to meet every month thereafter (Francine Miller joined the board a few months later).

In addition, the board decided to shift the educational programming of its mission from K-12, university and professional artists' educational programming to primarily professional artists' educational programs. Realizing the global nature of the world today, its cultural diversity and artists' need to understand those realities, the board thus decided that TransCultural Exchange would use its world contacts to hold a Conference on International Opportunities in the Arts in Boston in April of 2007.

The goal of the Conference is to provide America's creative force – artists, teachers, students and others in the arts-related fields – with the means to enter the international art market, gain greater cultural awareness and understanding by working with artists from other cultures, and to transmit this new-found knowledge of what it means to be a global citizen today through their work and, in many cases, teaching.

2006 thus essentially became a planning year for the conference.

At the same time, three new public art works were installed in three locations around the world as part of *The Tile Project, Destination: The World*. Each of these works included the donation of over one hundred tiles, made by over one hundred diverse artists. At each site the local artists turned the tiles into art forms that are sensitive to their cultures' own contexts, representing globalization at its best.

TransCultural Exchange also arranged for the Philippine artist Claro Raminez to attend the opening ceremonies of *Tile Project* in Romania as part of TransCultural Exchange's artist exchange program and the director Mary Sherman helped install the tiles at the Toronto installation. There she also was joined by the director of Vietnam's Blue Space Contemporary Art Center, Mrs. Nga.

In addition with the funding help of the Open Society Network/Soros Foundation and the Boston Schoolyard Initiative, TransCultural Exchange

published a limited edition documentary catalog of *The Tile Project*. Included are postcard reproductions of the artists' tiles with their comments, which can be kept intact or sent across the globe as handsome stationary. In both instances, this portfolio reflects the collective goal of *The Tile Project* artists. These artists, from over forty countries, donated more than 2000 tiles to twenty-two world sites to create twenty-two new site specific permanent art works as symbols of international goodwill, cross cultural respect and global cooperation. Their resulting multicultural structures now dot the world landscape from Berlin to Boston, Manila to Mumbai, Toronto to Taipei and sixteen other sites in between.

Also, during Boston's Open Studios, the organization brought its message home with an exhibition entitled *Shimmer* at TransCultural Exchange's South Boston office throughout the month of November. This juried exhibition displayed works by more than two-dozen artists from countries on several continents. Pieces range from a mirrored landscape by the Latvian photographer Vineta Kaulača, exploring "the relationship between discontinuity and continuity," to a diver submerged in a plastic cup by the German sculptor Sasha Schwartz. Whether created by individuals from Massachusetts or from Australia, the artwork invites viewers to look beyond traditional boundaries — between media, cultures, styles — to discover surprising resonances.

Mary Sherman  
TransCultural Exchange's Director

Betsy Carpenter  
Bonnie Clark  
Richard Lappin  
Francine Miller  
Sophie Parker  
Georgine Pennington  
Mary Sherman  
Joanne Silver  
TransCultural Exchange's Board of Trustees

## FINANCIAL REPORT

2006 was primarily a planning year for the Conference, during which TransCultural Exchange received its first funding for the 2007 Conference from the LEF Foundation in the fall, followed by funds from McDougal Littell, a Division of Houghton Mifflin Company and the Boston Cultural Council as well as in-kind support from Boston College. In addition, TransCultural Exchange received significant in-kind help from the graphic designer Maria Hoffmann and \$5000 from the Open Society Network/Soros Foundation for help with the printing of the *Tile Project* catalog, which also allowed each of the over one hundred artists to receive a complimentary catalog as thanks for their help with the project. A number of other individuals, including Betsy Carpenter, Fred Johnson, Mary Elizabeth van der Cross and Richard Lappin and Julia Rabkin also made significant contributions for which the organization is most thankful.

### TransCultural Exchange Financial Statement 2006

INCOME	ACTUAL	IN-KIND
Volunteer	\$52,200.00	
Individual Contributions	\$12,108.00	\$11,281
Government Funding	\$7,386.00	
Foundation Funding	\$9,000.00	\$1,100
Corporate Funding	\$9,010.00	\$2,200
Fundraising	\$9,158.00	
(Catalog/Sales \$1768.28; Conference Fees \$6,120.74; Competitions \$1268.95)		
Bank Interest	\$24.00	
Carry Over from 2005	\$676.00	
<b>Totals</b>	<b>\$100,321.00</b>	
<b>ADD IN-KIND</b>	<b>\$14,581</b>	
<b>TOTAL INCOME</b>	<b>\$114,143.00</b>	

EXPENSES	
Salaries and Wages (inc. Volunteer)	\$60,783.00
Accounting	\$280.00
Advertising/Publicity (Catalog)	\$334.00
Banking Fees	\$30.00
Catalog Costs	\$9,865.00
Construction Costs	\$1,443.00
Entertainment	\$158.00
Exhibition Costs	\$101.00
Housing Costs (Artist Exchange)	\$3,490.00
Legal	\$125.00
Office Supplies	\$13,135.00
Office Space	\$2,690.00
Parking	\$108.00
Phone	\$710.00

Postage	\$1,012.00
Reception Costs	\$305.00
Shipping	\$3,841.00
Stationary	\$174.00
Storage (Catalogs)	\$300.00
State Sales Tax	\$36.00
Travel	\$6,041.00
Utilities	\$135.00
Web Hosting	\$480.00
<b>TOTAL EXPENSES</b>	<b>\$105,576.00</b>
carry over to 2007	\$8,567.00

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## EXHIBITION ACTIVITIES

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### TILE PROJECT INSTALLATIONS

June 3 TORONTO, CANADA: Wallace Emerson Park

August 5 BACAU, ROMANIA: Art Cafe

August 17 PIETERMARITZBURG, SOUTH AFRICA: Centre for Visual Art at  
University of KwaZulu-Natal

### SHIMMER

At: TransCultural Exchange, 516 East 2<sup>nd</sup> Street, #214, Boston, MA 02127

When: November 4 - 25, 2006, opening November 4, 5:00 - 7:00

Artists: Nolan Bowie, Bivas Chaudhuri, Matthew Cox, Jonathan Field, Dorothea Fleiss, Kathy Goodell, Joanne Handley, Hung I-Ching, Vineta Kaulača, Peter Lindenmuth, Lara Loutrel, Talal Moualla, Susanne Müller-Baji, Urban Ramstedt, Michal Rebibo, Sasha Schwartz, Maggie Stark, Judy Ulman, Mary Elizabeth van der Cross, Bryan Warner, Pan Ping-Yu and invited guests.

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## ARTIST EXCHANGE PROGRAM

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### AND RELATED ACTIVITIES

March - June

Calls are made to artists to select an artist to attend the 6<sup>th</sup> D. Fleiss East West Artists Symposia (which includes a \$500 stipend, full room and board and a culminating exhibition) and to select artists for the upcoming *Shimmer* exhibition goes out.

May 1 -30

TransCultural Exchange director Mary Sherman is in Taiwan as an artist-in-resident at the Taipei Artist Village. While there, she arranges with Tile Project contact artist Pan Ping-Yu the printing and shipping for the Tile Project catalog - an edition of 1000.

June 3 TORONTO, CANADA: Wallace Emerson Park

Installation of *Tile Project*, overseen by Dyan Marie Projects with day-long community events and festivities.

June 6 Slide show and Cocktail Party

July 1 Jury meets for the Shimmer show and for the D. Fleiss East West Artists Symposia competition.

*Shimmer* artists are announced (See below.)

The winner of the D. Fleiss East West Artists Symposia, Thomas Matsuda, is selected.

July 23 – August 15 BACAU, ROMANIA: Art Cafe

Philippine artist Claro Raminez attends Tile Project opening in Romania as part of the Artist Exchange program.

August 5 BACAU, ROMANIA: Art Cafe

Installation in Romania by Romanian contact artist Cris Ciobani.

August 3–13, CAREI, ROMANIA: 6th annual Dorothea Fleiss East West Artists Symposia and Residency

TransCultural Exchange's competition winner Thomas Matsuda attends the D. Fleiss East West Artists Symposia and Residency and exhibits at the Castle of Carei.

August 17 PIETERMARITZBURG, SOUTH AFRICA: Centre for Visual Art at University of KwaZulu–Natal

Installation in South Africa by contact artist Juliet Armstrong.

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## EDUCATIONAL PROGRAMMING

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### CONFERENCE ON INTERNATIONAL OPPORTUNITIES IN THE ARTS Planning Time Line

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April 15, 2006

Conference sites and catering secured.

Program and overall business and social agendas developed.

Keynote speaker and panels identified.

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May 1, 2006

Budget costs confirmed.

Initial letter to prospective key-note speaker sent out.

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June 1, 2006

Call for proposals from university and college art departments designed for both print and TransCultural Exchange's website.

On-line submission for proposals prepared.

Printed pieces determined.

Initial approaches to consulates, embassies for panelists made.

Call for proposals sent out and posted on website.

Letters sent to invited panelists.

Solicit Conference/Hotel reservation software systems price quotes

Solicit Hotel package quotes

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August 15, 2006  
Initial panels confirmed.  
Tentative schedule for talks in place.  
Hire conference/Hotel reservation system software.  
Confirm hotel packages.  
Design posters and marketing materials.  
Funders targeted.

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September 30, 2006  
Spaces for all panels reserved.  
Market program (including scholarships) to target audience:  
Announce conference through the on-line associations, TransCultural Exchange's email list, etc.; postal mailings and posters.

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November 15, 2006  
Call for proposals due, open-call panels chosen.

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## PRESS

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### **The Tile Project, Destination: The World Press**

#### CANADA

*CBC News*, July 1, 2006, Barbara Garvia.

*The Little Paper*, "Dupont/Bloor West Festival," June 2006.

*The Ultimate Guide to Toronto's Culture Scene*, "The Tile Project," June 1, 2006.

The Villager, "Residents can dig this festival," May 26, 2006, Lisa Rainford.

#### TAIWAN

*Radio Taiwan International*, (May 17), "Stage, Screen and Studio," Craig Quintero.

*China Times*, (May 14), "Mary Sherman and The Tile Project," Grace Chen.

### **OTHER PRESS**

*Big Red & Shiny*, "Mary Sherman's TransCultural Exchange," Issue 53, Charles Guiliano.

*Harbin Daily News*, "Seven Countries, Painters and Photographers Show," September 6, 2006, p. 1.

*Harbin Daily*, "Let Harbin go to the World; Let Harbin Understand the World," September 6, 2006, p. 9.

*Life Newspaper*, "Seven Painters Come to Harbin to Show their Work," September 6, 2006, p. 2.

*Modern Evening Times*, "Seven Painters and Photographers Make the Show," September 6, 2006, p. A02.

Arts and the City, *International Opportunities in the Arts*, Winter 2006/2007, by John Crowley.



