



# TRANSCULTURAL EXCHANGE



**"TransCultural Exchange has pioneered the new  
21st century model. "**

- Laurie Brown, TransCultural Exchange Conference Attendee

## Mission Statement

INCLUSION. DIVERSITY.

These are more than just words to us. They are who we are: TransCultural Exchange. For more than thirty-years, our mission has been to foster a greater understanding of world cultures through large-scale global art projects, cultural exchanges and educational programming.

Above Left: Networking at TransCultural Exchange's **2011 International Conference on Opportunities in the Arts.**

Right: Closing reception of the **2013 International Conference on Opportunities in the Arts.**

**"A wonderful opportunity to discover another side of the U.S. reality, involved in culture and education – friendly, peaceful, open to otherness and generous."**

-Founder, Stuttgart's  
Akademie Schloss Solitude  
Jean-Baptiste Joly

**TRANS**  
CULTURAL  
EXCHANGE

## Who We Are

UNLIKE NO OTHER

TransCultural Exchange is a 501(c)(3) nonprofit organization, which like many nonprofits, operates with limited means. Any other comparison, however, stops there. In many ways, TransCultural Exchange is unique. It consists of a small, highly-flexible, artist-run team with an unbeatable resource: a vast, loyal, decades-old, local, national and international network, working in more than 70 countries, eager to help TransCultural Exchange carry out its mission at home and abroad.

Above Left: Panel Discussion at TransCultural Exchange's **2007 International Conference on Opportunities in the Arts.** Center: Opening of TransCultural Exchange's **Satellite Exhibition for the London Biennale.** Right: Portfolio reviews at the **2009 International Conference on Opportunities in the Arts.**



**TransCultural Exchange links "together artists all over the world in a spirit of international harmony and exchange."**

– UNESCO's former Director-General Koichiro Matsuura

## What We Do

### EXPANDING HORIZONS

Since our grassroots inception in 1989, TransCultural Exchange has worked directly with hundreds of artists, arts organizations, foundations, galleries, museums, and cultural centers in 70+ countries to produce over 350 art projects. A full list is available at <https://transculturalexchange.org/activities/laser/>.

TransCultural Exchange also produces the world's only International Conference on Opportunities in the Arts. In addition to serving artists, our projects and Conferences facilitate new partnerships and exchanges between arts and cultural organizations and educational institutions, leading to increased visibility, cultural understanding and economic activity.

Above: Composite image of some of the artists' projects for TransCultural Exchange's project **Here, There and Everywhere**. Left: Student participant in the educational component of TransCultural Exchange's **The Tile Project, Destination: The World**.



**"The world suddenly becomes small and you can see that there are still people who care."**

- TransCultural Exchange artist participant Neta Dor Lemelshtrich



## Why We Do What We do

### CONNECTING THE WORLD THORUGH ART

For centuries, the art world has promoted an exclusionary and monolithic view of the arts. As the National Museum of Women in the Arts notes, "a data analysis of 18 major U.S. art museums found their collections are 87% Male and 85% White." TransCultural Exchange was formed to offer a more inclusive alternative. Our goal – to promote a greater understanding and representation of all artists' works – is not only more in step with the times, but also more conducive to the advancement of humanity.

Success – personal, financial and community-wide – is not solely dependent on making good work. Good work needs to be brought to the attention of others, often for its own community to recognize its worth. This is what we do. We provide a platform for local artists, educational institutions, and arts and cultural organizations to stand alongside their national and international peers. The results? Local artists' careers take off. Institutions find programming partners. New revenue streams arise. And the public is exposed to innovative works.

Above: Boston Mayor Menino at the ribbon cutting for Boston's installation of TransCultural Exchange's **The Tile Project, Destination: The World**.



## What We Offer: Global Contacts

CONNECTING THE WORLD THORUGH ART

### HELLO WORLD, TRANSCULTURAL EXCHANGE IN ACTION

When COVID-19 hit, TransCultural Exchange reacted. Reaching out to its global network, internationally renowned artists joined hundreds of local artists and cultural organizations in over 70 countries (shown above) to create **Hello World**, a virtual travelogue around the globe through the medium of art. With their help, Hello World

- Gave artists and cultural organizations visibility during this shuttered period
- Kept cultural exchange alive during the ensuing travel restrictions

- Created an act of global solidarity in the face of the pandemic
- Brought the public the solace of art and the ability to interact with diverse peoples to stem rising nationalism, discrimination and other extremist tendencies that often occur when people feel scared, stressed and alone.

<https://transculturalexchange.org/activities/hw/overview.htm>

# TRANSCULTURAL EXCHANGE



" . . . that so many artists are capable of uniting to develop this project and place it at everyone's reach, encourages our hope for peace, enforces our aspiration for progress for all the people and helps us have confidence in humanity."

-Mayor of Chinchon, Spain

## How We Do What We do

### WE INVITE THE WORLD

For over thirty years, TransCultural Exchange has been working and collaborating with local, national and international artists, arts and cultural organizations, and educational institutions to produce our work. At TransCultural Exchange, there is a place for everyone. What unites these different artists and organizations that work with us is a desire to connect the world through the power of art.

Above Left: One of the many cross-country collaborations for TransCultural Exchange's project **Here, There and Everywhere**. Right: Audience participation in TransCultural Exchange's 2012 **The Coaster Project, Destination: The World**.



NOVEMBER 4-6, 2022

# CREATE THE FUTURE

TRANSCULTURAL EXCHANGE'S 2022 INTERNATIONAL  
CONFERENCE ON OPPORTUNITIES IN THE ARTS

**"Working tirelessly in preserving and promoting the Arts to foster greater understanding."**  
-The Commonwealth of Massachusetts' House of Representatives Certificate of Recognition



## Acclaim

TransCultural Exchange's nearly three-decades of service has earned the organization considerable acclaim, support and awards from institutions, such as the Northeast Chapter of the International Art Critics Association (AICA); United Nations Educational, Scientific and Cultural Organization (UNESCO); the National Endowment for the Arts (NEA); Massachusetts Cultural Council; Asian Cultural Council; Elizabeth Firestone Graham Foundation; Boston Foundation; DutchCulture; Québec City Business Destination; The LEF Foundation; swissnex Boston; the Goethe Institut; Open Society Institute and Soros Foundation Network; the Netherland-American Foundation and numerous consulates, among many others.

Above Left: Image from TransCultural Exchange's **The Tile Project's** Romanian installation. Center: Gallery/Opening Reception, the **2013 International Conference on Opportunities in the Arts**. Right: TransCultural Exchange's **2008 London Biennale** Participation.

**Two Time Award Winner**

**"It was a really amazing conference. . . getting all these people from all over the world together. Very IMPRESSIVE!"**  
– Evelyn Muursepp, MoKS Residency Program, Estonia

## International Conferences on Opportunities in the Arts

### OUR WORK MULTIPLIED

Nearly all professions have conferences to meet and share best practices. But, until 2007, artists did not. TransCultural Exchange stepped in to fill that void. In doing so, we found that these Conferences also support the truism of the ancient proverb: "Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime."

Today, as a result of our Conferences, hundreds of artists have created their own global projects, educational institutions have set up collaborations, cultural programs and artist-residencies have found new artists for their programs, and the public has been exposed to the world's rich variety of cultural expressions.

Left: 2011 Conference Registration. Right: Michael Dukakis' 2016 opening Conference welcome.



TransCultural Exchange's 2022 International Conference  
on Opportunities in the Arts:

# Create the Future

November 4–6, 2022



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## What Our Attendees Say



"The [Conference] format was extremely friendly and accessible, with great international participants. I met artists, curators and educators from all over the world. I was rewarded with an invitation by Gozo Contemporary in Malta." – Naveen Nour

"I am so very grateful for this memorable and nurturing experience. It nourished me as an artist, and as a human. TransCultural Exchange was the incubator for this, and I thank you!" – Coral Woodbury

"At the Boston conference, I learned of an artist residency opportunity in Egypt. It was spectacular. In Alexandria, I met artists from around the globe who were attending an international workshop. A Web designer from Nigeria and I now e-mail regularly, sharing images of our work." – Susan Paszkiewicz-Toler



"I was invited to be part of the Residency project at the University KwaZulu-Natal in Pietermaritzburg, South Africa. This was for me an extraordinary experience. . . it was filled with that most special of all elements; the time and space dedicated to making one's work." – Elizabeth Geissler

"It was a fully interactive conference structure that provided a limitless number of opportunities for artists to meet and exchange ideas with residency directors, museum curators, and other artists and arts professionals. As a result, I was invited to participate in two international residencies [in Greece and France] and three exhibitions." – Heather Layton



"There are no words to describe how extraordinary these experiences [at the residencies I was invited to from the Conference] have been. . . The exchange of ideas, visual language, and interpersonal connection makes the world a smaller and more inviting place." – Joyce Conlon



"Imagine a three day rush when you try to follow the maximum number of events you can grab - knowing that you will then have to synthesize them for, say, months ahead. A well-organized, sequence of panels, discussions and presentations of everything that rounds around that one obsessive theme: Art. . . I can only say that it works: I'm writing this note from South Korea, from the International Residency Program at the Haslla Art World Museum, an 'international opportunity in the arts' come true, thanks to TransCultural Exchange's Conference." – Rudi Punzo

## Why Support Our Conference

TransCultural Exchange's Director  
Mary Sherman

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Lisa Hoffman, Executive Director, Alliance of Artists Communities  
Jean-Baptiste Joly, Founder, Akademie Schloss Solitude, Germany  
Catherine Lee, Director, Taipei Artist Village, Taiwan  
Bojana Pansevska, Senior Advisor, TransArtists, The Netherlands  
Caitlin Strokosch, CEO, National Performing Network/Visual Artists Network  
Cécile Vulliemin, ECAL, the University of Art and Design Lausanne, Switzerland  
Tiffany York, Contemporary Program Manager, Isabella Stewart Gardner Museum

TransCultural Exchange is bringing over 150 high-level artists, curators, artist-in-residency directors and international arts representatives from around the world to Boston to meet with hundreds of artists, united by their belief in the power of art. This represents **a high-visibility opportunity to demonstrate to our local communities and the world that we welcome others, value diversity and are desirous of creating a more inclusive and equitable world for all.**

**Sponsorship enables TransCultural Exchange to increase opportunities for artists of under-represented communities to become artists of international stature.**

**Sponsorship ensures that speakers from those regions of the world often under-represented at such important events can participate in them.**

Boston is well-known as the "Athens of the modern world." Expanding our Conference speaker representation to new communities will reinforce this asset. It will showcase to the world that Boston is welcoming, open and receptive to all peoples.



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## Sponsorship Levels

ACADEMIC SPONSOR  
COLLEGES OF THE FENWAY  
\$50,000 **SOLD OUT**

- Co-branding on all print and virtual advertising
- Speaking Opportunity at the opening and/or gala dinner
- Sponsorship Visibility, including onsite, online link and full-page ad in the Conference brochure
- Optional Tours of the campus included in the Conference schedule
- 4 Conference Moderators including a free Conference and gala dinner pass for each
- 3 Conference Speakers' Private Lectures at your institution
- Free Conference passes for 5 alumni
- Free Conference passes for all faculty
- Free Conference passes for all students

DIAMOND  
\$10,000 (3 available)

- Sponsorship of the Gala Venue, Gala Dinner or Keynote Speaker
- Speaking/Presentation Opportunity at the sponsored event
- Conference brochure and website recognition of the sponsorship
- Full-page print ad in the Conference brochure
- 5 Conference passes
- 5 Tickets to the Gala Dinner

In addition, all sponsorship levels include

- Logo with link featured on Conference website.
- Logo featured on our Sponsor Loop during the Conference.
- Logo affiliation on our 6 pre-Conference, 1,500+ subscriber newsletters.
- Mention on our social media postings pre, during and post Conference.
- Logo affiliation on our two direct mail campaigns to 2,000 loyal members of our network.
- Logo affiliation on all our Conference marketing, including an article in Art & Education with a subscriber base of 80,000.

## Sponsorship Levels

PLATINUM  
\$7,500 (1 available)

- Sponsorship of the Closing Reception
- Speaking/Presentation opportunity at the sponsored event
- Conference brochure and website recognition of the sponsorship
- Full-page print ad in the Conference brochure
- 4 Conference passes
- 2 Tickets to the Gala Dinner

GOLD  
\$5,000 (6 available)

- Sponsorship of Panel of Your Choosing
- Signage recognition of the sponsorship at the refreshment break
- Conference brochure and website recognition of the sponsorship
- Half-page print ad in the Conference brochure
- 3 Conference passes
- 1 Ticket to the Gala Dinner

SILVER  
\$2,500

- Sponsorship of a Speaker of Your Choosing
- Sponsorship recognition during speaker introductions
- Conference brochure and website recognition of the sponsorship
- Quarter page print ad in the Conference brochure
- 2 Conference passes

BRONZE  
\$2,000

- Sponsorship of a Student or Artist Scholarship
- Conference brochure and website recognition of the sponsorship
- Quarter page print ad in the Conference brochure
- 2 Conference passes

All sponsorship levels on this page include the same additional visibility as listed under our Diamond Sponsorship level.



**"What a grand event."**  
- Linda Norden, former Contemporary Art Curator, the Harvard University Art Museums



**Join the Excitement**

PAST CONFERENCE PRESENTERS

Above, from left to right: multi-media artist Laurie Anderson; former Democratic Nominee for President of the United States and Distinguished Professor of Political Science at Northeastern University Michael Dukakis; President and Director of the Sharjah Art Foundation Sheikha Hoor Al Qasimi; Executive Director of the Alliance of Artists Communities Lisa Hoffman; Founder of the London Biennale, the late David Medalla; Director of the Taipei Artist Village Catherine Lee; Co-Founder of The Senegal-America Project Massamba Diop; Director of TIFA Working Studios (Pune, India) Trishla Talera; Board of Directors' Member of Arquetopia Foundation (Puebla and Oaxaca, Mexico) Raymundo Fraga; curator for Art in Embassies at U.S. Department of State Sarah Tanguy and (opposite left) Dancer Yi Huang, among hundreds others.

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