



**2025 INTERNATIONAL
CONFERENCE
ON OPPORTUNITIES
IN THE ARTS:
AVENUES FOR
DARING**

**March 7 -9. 2025
The Foundry, Cambridge, MA**

WELCOME!

Once again, TransCultural Exchange invites artists and those who support their work to come together from down the block, across the nation and around the globe for a weekend of sharing, networking and learning from one other.

Join us in Cambridge, the home of Harvard, MIT and some of the largest innovators in art, technology and the life sciences. In their midst is our host, Cambridge's creativity hub, The Foundry. From March 7-9, 2025, the Foundry is giving over its space to TransCultural Exchange's acclaimed International Conference on Opportunities in the Arts.

We look forward to welcoming you to this momentous global celebration where we will explore Avenues for Daring, Places of Caring, and Resources for Sharing through workshops, networking events, panels, round table discussions, and PechaKucha pitches, among countless opportunities for expanding the weekend's friendships and connections for years to come.

TransCultural Exchange is a 501(c)(3) nonprofit organization, best known for its International Conferences on Opportunities in the Arts. They are the world's only large-scale, international platform, specifically designed for artists to meet with curators, critics and representatives of programs that support their works.

The cost of bringing artists together with their international peers and key figures in the field, however, is enormous. It is only through the generosity of many people that they are possible. In order to help us carry out our mission, we offer many levels of support, contributing to our Conference Scholarship fund for young artists or sponsoring a speaker's attendance at the Conference, a TransCultural Exchange workshop or a Conference reception as well as sponsoring any of our numerous global art activities. Additionally, we offer advertising on our artist resource web pages.

We are happy to work with you to create a sponsorship package tailored to the particular needs and interests of your organization. For more information, contact Mary Sherman at +1.617.670.0307 or by email at [msherman\(at\)transculturalexchange.org](mailto:msherman(at)transculturalexchange.org). Thank you.

Mary Sherman

Executive Director, TransCultural Exchange

Yemi Alalade, Gordon L. Amgott, Thaddeus Beal,
Eric Gunther, Mags Harries, Masha Keryan,
Jeff Plunkett, Rhonda Smith Catheline van den Branden,
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“

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

– **General Koichiro Matsuura**
UNESCO's former Director

WHAT WE DO

Inclusivity. 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 largescale global art projects, cultural exchanges and educational programming — most notably, our International Conferences on Opportunities in the Arts.

How do we do what we do?

We invite the world to join us. For example, 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 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 arts' gentle strength 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.

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.

INTERESTED IN JOINING OUR EFFORTS?

EMAIL: INFO@TRANSCULTURALEXCHANGE.ORG



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 our 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.

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

– Jean-Baptiste Joly
Founder, Stuttgart’s Akademie Schloss Solitude

The photos that make up the composite photo above are taken from TransCultural Exchange’s global project, ‘Here, There and Everywhere: Anticipating the Art of the Future.’ From upper left to lower right are the ‘Jones and Roa Expedition,’ Darron Jones (USA) and Ryan Roa (USA/Scotland); ‘The Grafting Parlor,’ Lucy Hg (USA), Kelly Jaclynn Andres (Canada), Annti Tenetz (Finland), Saoirse Higgins (Northern Ireland) and Nait Bar-Shai (USA/Israel); ‘CROSSROADS: Nomadic Knowledge & Art Strategies,’ a collaboration between Germany’s Kunstverein slap (social land art project) and Kyrgyzstan’s Bishkek Art Center, organized by curators Eugenia Gortchakova and Shaarbek Amankule; ‘A Prayer for Sakartvelo,’ Roger Colombik (USA) and Sergiu Lupse (Romania); ‘one/another,’ Deborah Wing-Sprout (USA) and Ling Wen Tsai (Taiwan); ‘Aged in China,’ Mary Hamil working with Chinese communities in Beijing and New York (Photo Credit: Seth Bernstein, Eidetic Productions); ‘Mind Bridge,’ Mary Robinson (Columbia/USA) and Ha Ran Kim (South Korea); ‘Plague – Present, Past and Future,’ produced by J&W management consulting, Patricia Jacomella (Switzerland), Maria Walther (Switzerland), Al Fadhil (Iraq), Alessandro Vicario (Italy) and Stefano Donati, Luisa Figini, Andrea Gabutti, Alex Leuzinger, Antonio and Lüönd, MFT, Gianluca Monnier, Pascal Murer and Andrée Tavares (Switzerland); ‘addingPOSITIVITY,’ Ann McDonald (USA) and Sarrena Sernsukskul (Thailand); ‘We are all Related,’ Ruby Barnes and (USA) Roland Idaczky (New Zealand); ‘mother/memory,’ Ilgim Veryeri-Alaca (Turkey), Ann Coddington Rast (USA) and Tanja Softic (USA/Bosnia and Herzegovina); ‘Project Software,’ Noell EL Farol (Philippines), Ali Mahmeed (Bahrian); Ravinder Bhardwaj (India); Seido Toshiyuki (Japan) and Sang Heong Lee (South Korea), photo credit: Mervy C. Pueblo-Farol.

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.

Images in rows three and four on the next page are taken from previous Conferences, TransCultural Exchange's participation in the 2008 London Biennale and TransCultural Exchange's global art project, The Tile Project, Destination: The World.

JOIN THE EXCITEMENT

PAST CONFERENCE PRESENTERS:

(NEXT PAGE, TOP LEFT IMAGES 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;

Co-Founder of The Senegal-America Project Massamba Diop;

International Curator, Professor and Editor Ute Meta Bauer;

Director of TIFA Working Studios (Pune, India) Trishla Talera;

Board of Directors' Member of Arquetopia Foundation (Puebla and Oaxaca, Mexico) Raymundo

Fraga;

and former Curator for Art in Embassies at U.S. Department of State Sarah Tanguy.

MORE INFORMATION: INFO@TRANSCULTURALEXCHANGE.ORG

“Working tirelessly in preserving and promoting the Arts to foster greater understanding.”

– The Commonwealth of Massachusetts' House of Representatives Certificate of Recognition



SPONSORS



TransCultural Exchange extends its heartfelt thanks to the Foundry for donating its entire space for the convening of TransCultural Exchange's 2025 International Conference on Opportunities in the Arts: Avenues for Daring

Our sponsors' support enables TransCultural to carry out its important mission to foster a greater understanding of world cultures, through large-scale global art projects, international exchange and educational programming, such as our International Conference on Opportunities in the Arts, Avenues for Daring.

ACADEMIC SPONSORSHIPS

Our sponsors' support enables TransCultural to carry out its important mission to foster a greater understanding of world cultures, through large-scale global art projects, international exchange and educational programming, such as our International Conference on Opportunities in the Arts, Avenues for Daring.

Diamond – \$10,000 (3 available)

- Sponsorship of the Opening Keynote Speaker, Opening Reception or Gala Dinner
- Speaking/Presentation opportunity at the sponsored event
- 1 Shout-out on TCE TV, broadcast on Boston Neighborhood Network Media
- 2 boosted features on TransCultural Exchange's Facebook and Instagram accounts
- Prominent continuous logo and link website placement
- Full-page ad in the Conference brochure
- Optional Tours of your campus included in the Conference schedule
- 3 Conference Moderators, including a free Conference and gala dinner pass for each
- Free Conference passes for 5 alumni
- Free Conference passes for all faculty
- Free Conference passes for all students

Platinum – \$7,500 (2 available)

- Sponsorship of the Closing Keynote or Closing Reception
- Speaking/Presentation opportunity at the sponsored event
- Prominent continuous logo and link website placement
- 2 features on TransCultural Exchange's Facebook and Instagram accounts
- Full-page ad in the Conference brochure
- Optional Tours of your campus included in the Conference schedule
- 1 Conference Moderator, including a free Conference and gala dinner pass for each
- Free Conference passes for 2 alumni
- Free Conference and gala dinner tickets for 2 faculty
- Free Conference passes for all students

Gold – \$5,000 (6 available)

- Sponsorship of a morning or afternoon refreshment break
- Signage recognition of the sponsorship at the refreshment break
- 1 feature on TransCultural Exchange's Facebook and Instagram accounts
- Half-page print ad in the Conference brochure
- 1 Conference Moderator, including a free Conference and gala dinner pass¹
- 5 Free Conference passes for alumni
- Free Conference passes for all students or 10 free faculty passes

Silver – \$2,500

- Sponsorship of a speaker or panel
- Sponsorship recognition during speaker introductions
- Sponsorship Visibility, including onsite, online link and 1/2-page ad in the Conference brochure
- 5 Conference passes

All above sponsorship levels include:

- Logo with link on Conference website
- Recognition in all pre- & post-Conference Marketing
- Acknowledgment in TransCultural Exchange's Executive Director's Convocation speech
- Opportunity to have materials in the Conference Exhibitors' Hall
- Inclusion of promotional items in Conference tote bags (450+ registrants)

Except where noted: Free passes do not include a ticket to the Gala Dinner or the portfolio reviews.

CORPORATE SPONSORSHIPS

Supporting TransCultural Exchange's International Conference on Opportunities in the Arts: Avenues for Daring conveys a commitment to the arts, international exchange and dialog. Please help us to ensure that such important forums continue. In return, we are happy to offer the following benefits as well as to work with you to tailor a sponsorship package to fit your budget

Diamond – \$10,000 (3 available)

- Sponsorship of the Opening Keynote Speaker, Opening Reception or Gala Dinner
- Speaking/Presentation opportunity at the sponsored event
- Conference brochure and website recognition of the sponsorship
- 1 Shout-out on TCE TV, broadcast on Boston Neighborhood Network Media
- 2 boosted features on TransCultural Exchange's Facebook and Instagram accounts
- Full-page print ad in the Conference brochure
- 5 Conference passes
- 5 Tickets to the Gala Dinner

Platinum – \$7,500 (2 available)

- Sponsorship of the Closing Keynote or Closing Reception
- Speaking/Presentation opportunity at the sponsored event
- Conference brochure and website recognition of the sponsorship
- 2 features on TransCultural Exchange's Facebook and Instagram accounts
- Full-page print ad in the Conference brochure
- 4 Conference passes
- 2 Tickets to the Gala Dinner

Gold – \$5,000 (6 available)

- Sponsorship of a morning or afternoon refreshment break
- Signage recognition of the sponsorship at the refreshment break
- Conference brochure and website recognition of the sponsorship
- 1 feature on TransCultural Exchange's Facebook and Instagram accounts
- Half-page print ad in the Conference brochure
- 3 Conference passes
- 1 Ticket to the Gala Dinner

Silver – \$2,500

- Sponsorship of a speaker or panel
- 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 above sponsorship levels include:

- Distribution of promotional materials in attendee bags
- Logo with link on Conference website
- Recognition in all pre- & post- Conference marketing
- Recognition at all social events
- Inclusion in all social media marketing campaigns

For more information, please email or call +1.617.670.0307.

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