



Exposure Photography Festival

2024 Report to the Community

OVERVIEW

For the 2024 festival, Exposure hosted a variety of exhibitions and a dynamic events program that included gatherings, conversations and professional development opportunities.

Through the Exposure Exhibition Partner program, we expanded the festival across Calgary, Banff, Canmore, Crowsnest Pass, Edmonton, Lethbridge, Peace River and Red Deer Alberta with programming hosted in galleries, museums, libraries and local businesses.

Exposure continues to program and provide opportunities for arts and non-arts engaged audiences, the public, Calgarians, photographers, artists and creatives to engage with the medium of photography and connect with our community.



457,302

visits to Exposure 2024 exhibitions
hosted in galleries, museums, libraries, local businesses, outdoors and online.

Statistics provided by Exposure, Pattison Outdoor Advertising, Contemporary Calgary and other Exhibition Partners. The number presented is the number of festival visits (not individual visitors) and is collection of actual numbers, estimations and previous audience statistics provided by Exhibition Partners or venues.

EXHIBITIONS

48 Exhibitions

273 Exhibiting Artists

22 Exhibition Partners

6 NEW Exhibition Partners



EVENTS

29 Events

3128 Event Attendees

18 Event Partners

8 NEW Event Partners

Pictured: Exposure 2024 Launch Party x Contemporary Calgary Free First Thursday, February 1 (top). Exposure Conversations on the Family Archive, February 3 (bottom).



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©Mitra Samavaki

PORTFOLIO REVIEW

192 review meetings between 24 industry experts and 45 participating photographers/artists.

Participating photographers/artists stated that they received:

- Valuable feedback that advanced their thinking about their practice.
- Great advice about how to gain exposure and opportunities within the arts.
- Guidance on how to present their work for exhibition, publication, portfolio and/or website.

Pictured: Exposure 2024 Portfolio Review, Taylor Institute for Teaching and Learning, February 24 (top). Exposure 2024 Online Portfolio Review, February 10 (bottom)



ONLINE ENGAGEMENT

27,989 **+13%*** Exposure Online Audience during the Festival Period

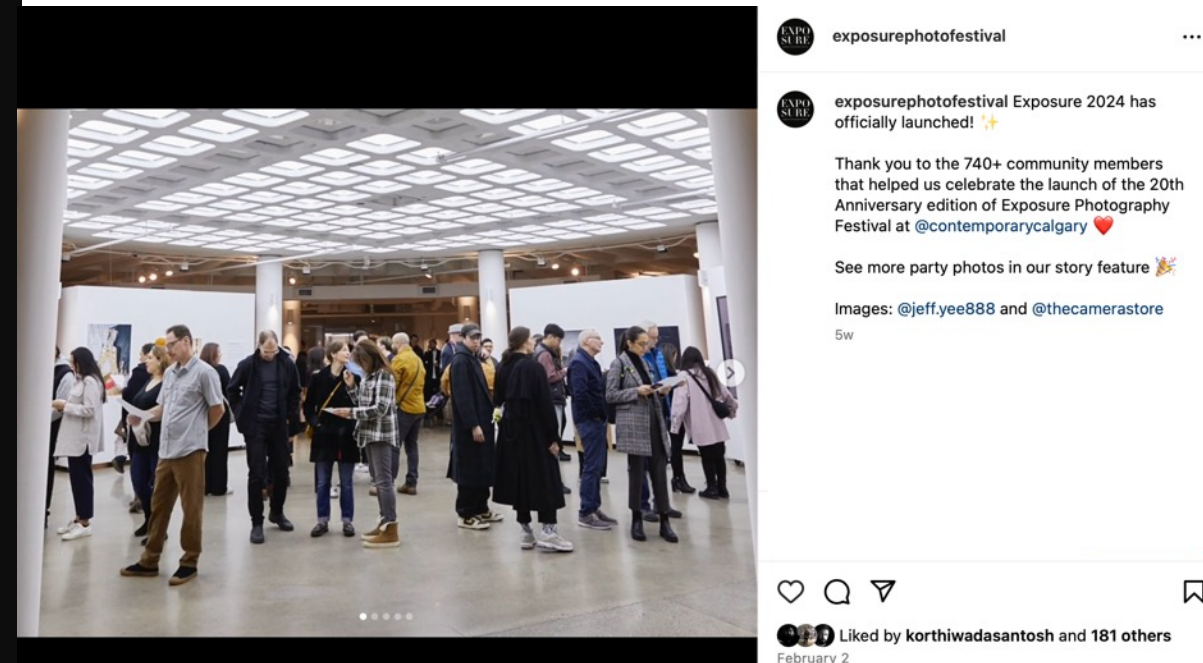
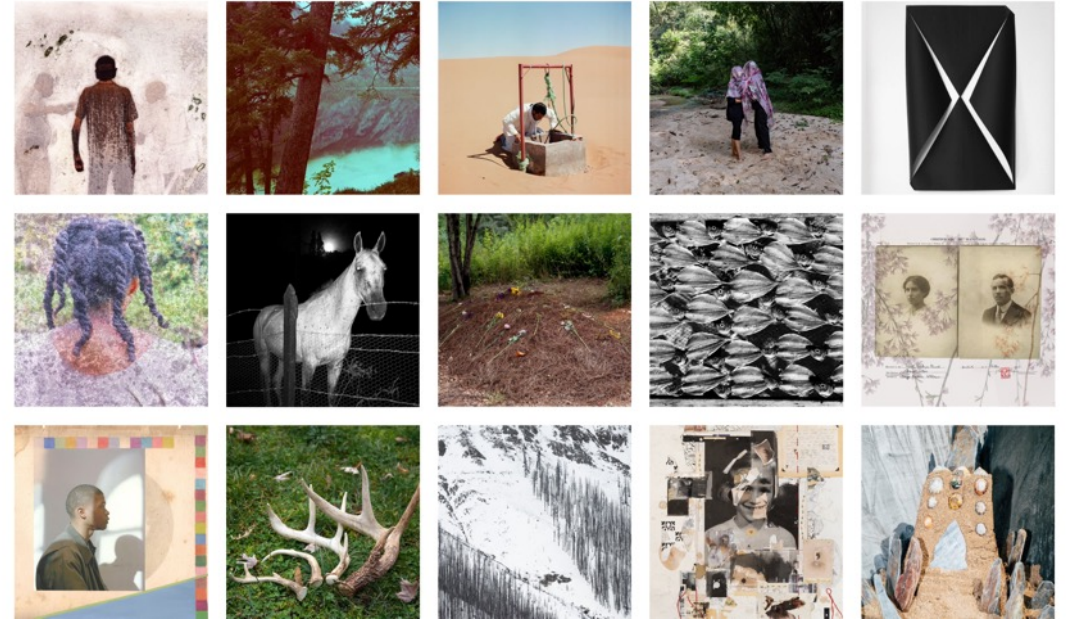
25,269 **+14%*** Exposure Online Engagement during the Festival Period

15,438 **+24%*** Exposure Online Audience Gain during the Festival Period

* Percentages are in reference to the Exposure 2023 total audience numbers.

ONLINE INTERNATIONAL OPEN CALL EXHIBITION

Click on the images below to learn more about each exhibiting artist.



ONLINE REACH

From Japan to Chile, Ghana to New Zealand, Ireland to India, Exposure grew its audience worldwide with members based in **92 different countries** engaging with our website and online exhibitions.

New locations* include Belarus, Cape Verde, Falkland Islands, Ivory Coast, Mozambique, Panama, Slovenia and Yemen

* Compared with Exposure 2023 online reach statistics.



PRESS

30+ local and international online and printed press coverage on Exposure 2024 exhibitions and events.

Pictured: 'IN FOCUS' by Eric Volmers for Calgary Herald



ACCESS

Exposure 2024 events were accessible to a range of creatives at various stages within their practices. Participants in the Exposure 2024 events included **enthusiasts, emerging** and **professional** photographers and artists.

45% of participants in the Exposure 2024 Portfolio Review had never participated in a professional development event or workshop prior to the festival.

Pictured: Portfolio Review, Taylor Institute for Teaching and Learning at University of Calgary, February 25, 2023.



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COMMUNITY CONNECTION

70% of participants feel more connected to Calgary's photography, art and creative communities since participating in or attending an Exposure 2024 event.

50% of participants made new connections with local photographers, artists and/or creatives through participating in or attending an Exposure 2024 event.

Pictured: Exposure 2024 Launch Party x Contemporary Calgary Free First Thursday, February 1 (top). Portfolio Review, Taylor Institute for Teaching and Learning at University of Calgary, February 24. (bottom).



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DIVERSITY & INCUSION

Exposure programming expanded equity, diversity and inclusion.

PARTNERSHIPS

Through new partnerships with Calgary-based Immigrant Council for Arts Innovation and the international Working Class Creatives Database, Exposure provided free submissions to the 2024 Calls for Submissions. A number of these photographers and artists were selected by our jurors to present work in the 2024 exhibitions at Contemporary Calgary and on Pattison Outdoor Advertising's digital billboard in Calgary.

Through these partnerships Exposure were able to support artists from underrepresented communities and our exhibition program presented important perspectives and lived-experiences from artists who continue to face barriers in participating in the arts. The inclusion of these artists enriched our programming, provided relatable content for members of our community and encouraged dialogue surrounding important conversations within society and the arts.

Pictured: Exposure Billboard.



DIVERSITY & INCUSION

EXPOSURE CONVERSATIONS

This new event series explored topics impacting our society and responded to Exposure's curated exhibitions. The informal events included *Conversations with Newcomer Artists*, *Conversations on the Family Archive* and *Conversations on Healing Through the Arts*. Partners: Calgary Arts Development, Contemporary Calgary, Trico Changemakers Studio, Art for Social Change Network, Immigrant Council for Arts Innovation, Elephant Artist Relief Society and CRATE Art Therapy.

EXPOSURE FENCE: PEOPLE & PLACE

Through the work and perspectives of local artists the exhibition provided both celebratory and critical visual insights regarding the complex, intertwined relationships between *People & Place* within these traditional territories. Exposure's free outdoor exhibition activates an accessible public space, enabling new opportunities for increased engagement with photography and visual storytelling.

Pictured: *Conversations with Newcomer Artists* – Santosh Korthiwada (top). *Exposure Fence: People & Place*, Olympic Plaza (bottom)



FESTIVAL LEGACY

Exposure's 23/24 programming has strengthened our community connection, deepening our relations with our partners, photographers, local and international audience members, arts organizations and tourism. The 2024 festival's extensive audience has established our position within the international photography community, highlighting our local photographers and the city of Calgary as a go-to destination to engage with photography. Exposure's growing reputation and artistic vibrancy allows us to build our programming and offer new and increased opportunities for local photographers and Albertans to engage with, participate in and enjoy.

THANK YOU

Thank you to our festival visitors for engaging with this year's programming. Thank you for all your kind comments, enthusiasm and continued support of Exposure Photography Festival.

Thank you to the Exposure exhibiting and presenting artists and photographers for their incredible work and their participation in the festival.

Thank you to our Exhibition Partners for their innovative and enjoyable programming and promotion of photography in the province.

Thank you to our funders and sponsors for their support of the 2024 edition of the Exposure Photography Festival. Without their generosity, we would not be able to deliver our programs and activities to our dedicated community.

FUNDERS



OFFICIAL PRINT PARTNER



OFFICIAL HOTEL PARTNER



EXPOSURE 2024 CURATED EXHIBITIONS, EVENTS, & MAP PARTNERS



EXHIBITION & EVENT PARTNERS

Exhibition & Event Partners: Contemporary Calgary, ABL Imaging Group, Chinook Blast Festival, Tourism Calgary, The Magenta Foundation, Pattison Outdoor Advertising, Immigrant Council for Arts Innovation, Working Class Creatives Database, GRAIN, Shutter Hub, Esker Foundation, Alberta University for the Arts (AUARTS), Big Metal Prints, cSPACE Marda Loop, Dandy Brewing Company, National accessArts Centre, Alberta Society of Artists, Herringer Kiss Gallery, Sparrow Artspace, Christine Klassen Gallery, Framed on Fifth, Studio 112, Visual College of Art and Design (VCAD), TrepanierBaer Gallery, Crowsnest Pass Public Art Gallery, TREX Southwest, Three Sisters Gallery, Whyte Museum of the Canadian Rockies, Willock & Sax Gallery, INFOCUS, Canmore Art Guild, Red Deer Museum + Art Gallery, ART HUB, Trianon Gallery, Trico Changemakers Studio, Art for Social Change Network, Elephant Artist Relief Society, CRATE Art Therapy.

Individual artists who hosted an exhibition: Leigh Reed, Shallon Cunningham, Cary Schatz, Sean P Drysdale, Dipankar Mukherjee, Kristin Duff, Martin Szabo, Colin Way and Elyse Longair.

Portfolio Reviewers: Ashley Slemming, Bryce Myer, Christine Klassen, Erin Sutherland, David Simmonds, Dona Schwartz, George Webber, Jon Lowenstein, Mitch Kern, Mike Drew, Naomi Potter, Sanja Lukac, Todd Korol, Toyin Oladele, Ann M. Jastrab & Muema Lombe, DI Cameron, Crista Dix, Dave Shelley, Janine Windolph, Karen Harvey, MaryAnn Camilleri, Nicola Shipley, Pat Kane and Vincent Cianni.

Exposure 2024 Jurors: Lillian O'Brien Davis and Janine Windolph (Atikamekw/Woodland Cree).