



Exposure Photography Festival

2021 Report to the Community

878,355

visits to Exposure 2021 exhibitions
hosted online, outdoors, in galleries and local businesses

Statistics provided by Exposure, The City of Calgary, Chinook Blast Festival, The Magenta Foundation, Pattison Outdoors, Hundred Heroines, Southern Alberta Art Gallery, Esker Foundation, Arts Commons, Seities, cSPACE, Alberta Society of Artists, Sideshow Gallery, TREX, Framed on Fifth, Masters Gallery, The Collectors' Gallery, My Viewfinder Podcast, Stride Gallery and individual artists Peter Coombes, Letizia Lopreiato, Scott Campbell & Christine Hoepfner, Angela Boehm & J. Ashley Nixon and Julya Hajnoczky.

ADAPTATION

Adapting Exposure's program has been applauded by audiences loyal and new, local and international.

"Great to see how the festival adapted due to the current pandemic and managed to organize online (and public) exhibitions instead of cancelling"

Continuing to program and provide opportunities for our audiences, the public, Calgarians, photographers and creatives during the pandemic is key to our organization's resiliency and vibrancy.



EXHIBITIONS

42 Exhibitions

165 Exhibiting Artists

97 Alberta Based Exhibiting Artists

33 Exhibition Partners

20 NEW Exhibition Partners



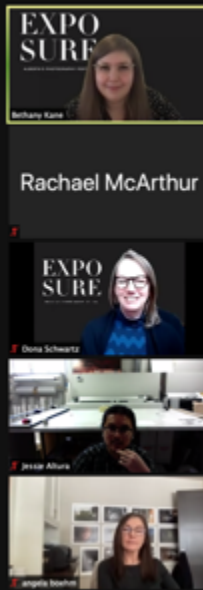
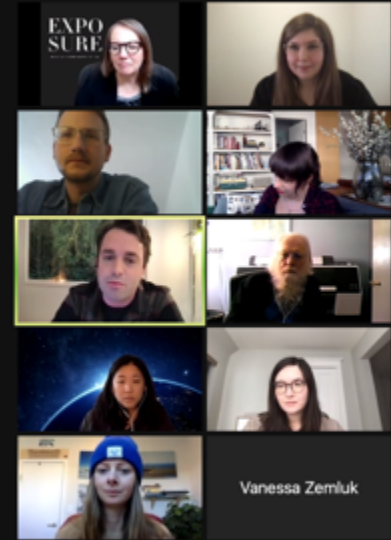
EVENTS

41 Events

4,649 Event Attendees

25 Event Partners

17 NEW Event Partners



PORTFOLIO REVIEW

210 review meetings between 21 photography experts and 44 participating photographers

100% of photographers received valuable feedback or advice during the event:
"I consider it one of the most important learning experiences I have had"

"The portfolio reviewing panel from Exposure covered an incredible range of skillsets, some of which are normally very hard to access."



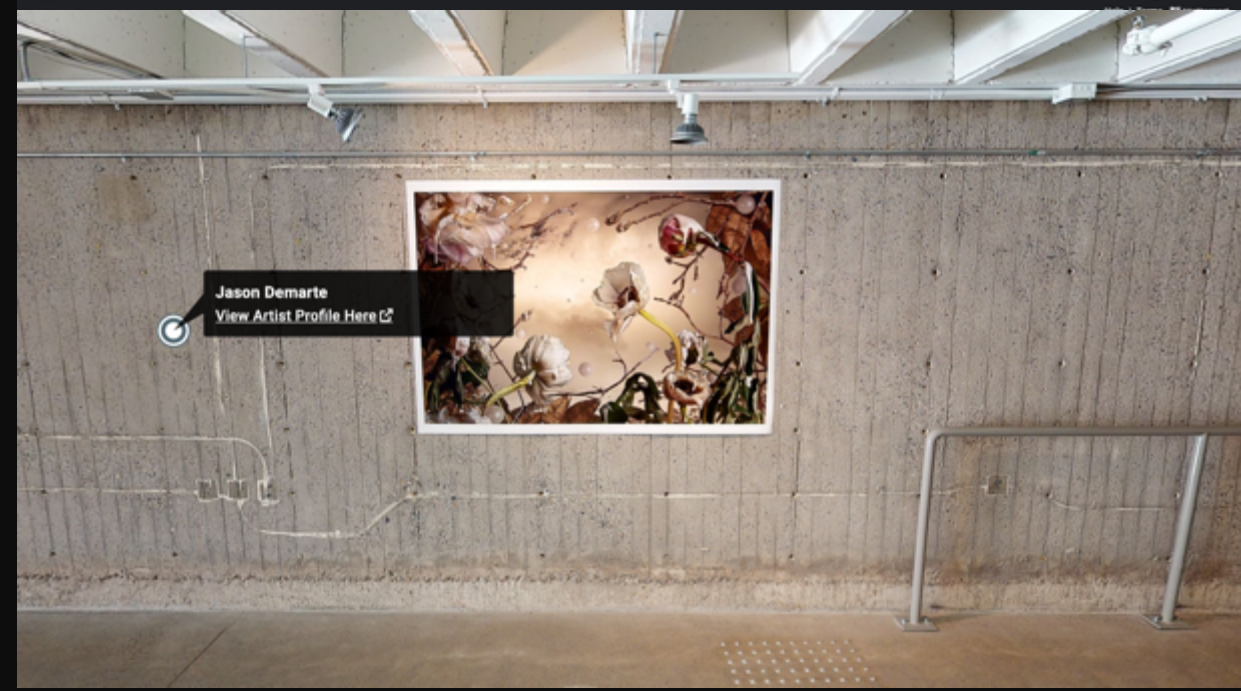
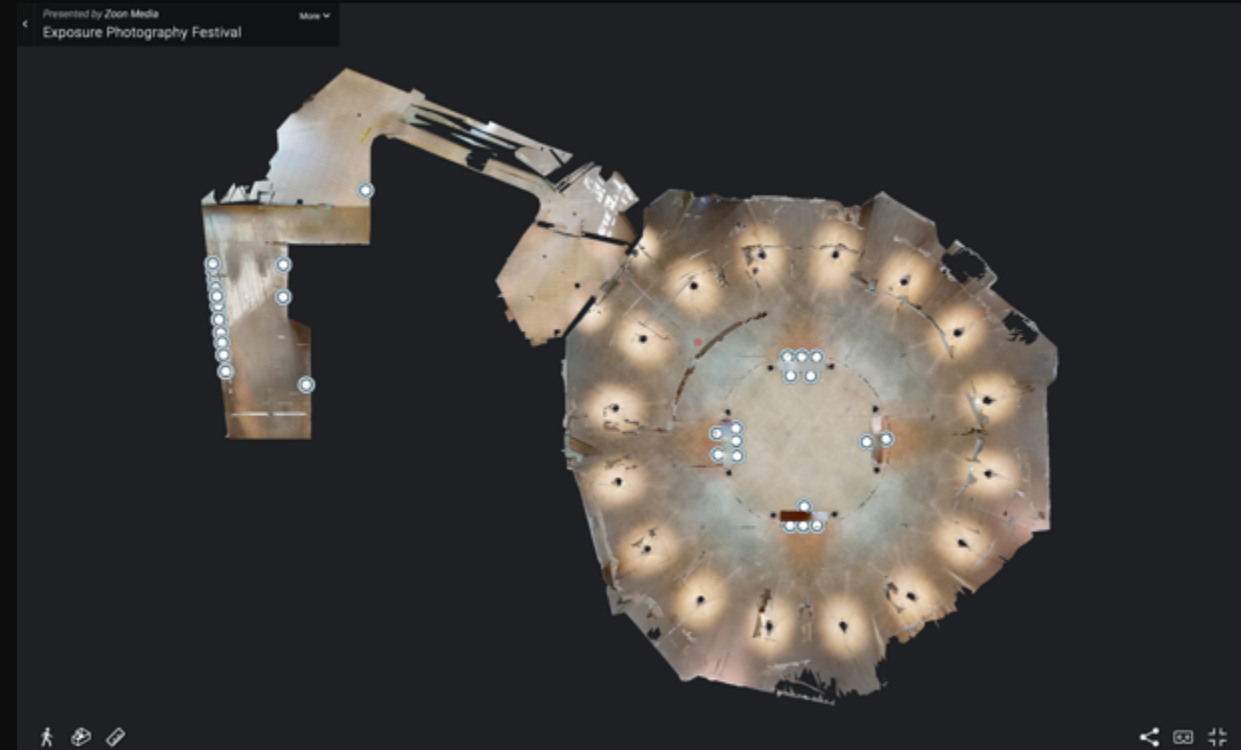
ONLINE ENGAGEMENT

19,186 Exposure Online Audience during the Festival Period.

+21.5% in comparison to Exposure 2020.

17,736 Exposure Online Engagement during the Festival Period.

+30.5% in comparison to Exposure 2020.



ONLINE REACH

From New Zealand to Mexico, South Korea to Zimbabwe, Uruguay to Hungary, Exposure grew its audience worldwide with members based in **86 different countries** engaging with our online exhibitions and events.



PRESS

40+ local and international press coverage on Exposure 2021 exhibitions and events.

Right— *The British Journal of Photography* is one of the most influential photography journals in the world so providing this international publicity for Calgary photographers is critical to the growth of their practice and invaluable to the city's arts sector, photo community and tourism.



FESTIVALS — 1 MONTH AGO

Calgary's Exposure Photography Festival celebrates emerging Canadian talent in its 17th edition

by DANIEL MILROY-MAHER



ACCESS

38% of Exposure 2021 festival visitors described their limited engagement with the arts.

15% of festival visitors had never attended an arts exhibition or event prior to Exposure 2021.

23% of festival visitors stated they do not engage in the arts regularly.

Additionally, 33% of participants in the Exposure 2021 Portfolio Review had not had their work reviewed before.



DIVERSITY

Exposure 2021's programming expanded equity, diversity and inclusion.

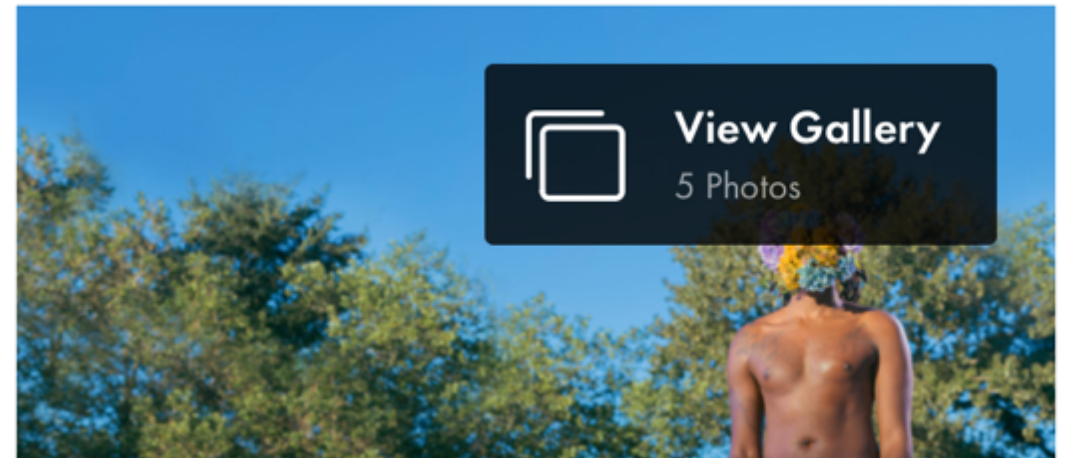
Some of these events were *Jeff Thomas: What Is Aboriginal Experience* hosted by the University of Calgary Department of Art, *Twinkle Banerjee Artist Talk* hosted by Stride Gallery and Immigrant Council for Arts and *Instagram Live in conversation with Kriss Munsya* hosted by Exposure.

Right – British Journal of Photography article on Kriss Munsya, Exposure 2021 *International Open Call* exhibiting artist.



Kriss Munsya reclaims memories of childhood trauma and racism

by MARIGOLD WARNER



OPPORTUNITY

84.5% of photographers feel that there is a lack of professional development opportunities for photographers based in Calgary, Alberta and Western Canada.

“Exposure has been incredibly supportive of my practice over the past year. I'm grateful for the doors opened by the festival.”

Right – Mecoh Bain with her work presented in *Exposure Billboard*.



FESTIVAL LEGACY

Exposure's 20/21 programming has strengthened our community connection, deepening our relations with our partners, photographers, local and international audience members, arts organizations and tourism. The 2021 festival's extensive audience and expanded press interest has established our position within the international photography community, highlighting our local photographers and the city of Calgary as a go-to destination for Canadian 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 everyone who visited or attended an Exposure 2021 exhibition or event.

Thank you to our exhibiting and presenting artists and photographers.

Thank you to our exhibition partners for their innovative and enjoyable programming during a challenging time.

Thanks to our funders and sponsors for their support of the 2021 edition of the Exposure Photography Festival.

Without your generosity, we would not be able to deliver our programs and activities to our dedicated community.

EXPOSURE EXHIBITION PARTNERS



SUPPORT BY FINANCIAL DONATION



MEDIA SPONSOR



FUNDERS



OFFICIAL HOTEL PARTNER



OFFICIAL PRINT PARTNER



EVENT PARTNERS



EXHIBITING ARTISTS & PHOTOGRAPHERS

Joeun Bae, Jason DeMarte, Sean Du, Antonio Faccilongo, Eric Fong, Rachael McArthur, Ella Morton, Kriss Munsya, Rachel Nixon, Michelle Piergoelam, Leah Schretenthaler, Mirja Maria Thiel, Clare Thomas, Sandra Chen Weinstein, Ingrid Weyland, Jessie Altura, Mecoh Bain, Jade Bartlett, Angela Boehm, Sam Doty, Michelle Gilbert, Ron Hallam, Visti KJar, Barb Kreutter, Liam Mackenzie, Jason Nessler, Emma Palm, Louie Villanueva, Joel Matthew Warkentin, Colleen Rauscher, Amanda Annand, Amber Bracken, Callan Field, Kathryn Mussallem, Nathan Jones, Ryan Koopmans, Tracey Tomtene, Andrew Feiler, Collette Fournier, Margeaux Walter, Brooke Hummer, Inyang Essien, Citlali Fabian, Kevin Horan, David Klammer, Claudio Dell'Osa, Rory Doyle, Shaista Chishti, Karen Navarro, Kennedi Carter, Richard Frishman, joSon, Napat Wesshasartar, Scott Brennan, Luca Rotondo, Nneka Ezemezue, Emmanuel Rosario, Julia Fullerton-Batten, Brian Hodges, Sharon Beals, Sasan Moayyedi, Barbara Ciurej, Lindsay Lochman, Dhanraj Emanuel, Lauren Welles, Kazuaki Koseki, Jacob Moscovitch, Rulx Thork, Peikwen Cheng, Jason Florio, Steven Benson, JP Terlizzi, Helen Jones-Florio, Sarah Hoskins, Steve Winter, Lori Eanes, Renata Bolivar, Robyn Twomey, Melissa Ianniello, Monica L. Williams, Levin Ilo, Lily Pavle, Haley crow, Camryn Carnell, Janira Moncayo, Portia Scabar, Laura Olive, Peter Coombes, Shirley Baker, Letizia Lopreiato, Angeline Simon, Scott Campbell, Christine Hoepfner, Imogene Broberg-Hull, Julya Hajnoczky, Robert Boschman, Braedyn Brosda, Edna Cabalo, Heather Fryer, Daniel Gadowski, Jamal Ghouzlan, Aidan Guerra, Bohdan Hrynyshyn, Tyler Jordan, Gerhard Kaiser, Katherine Kerr, Brenda Lakeman, Ken Lorenz, Drew May, Nahanni McKay, Clayton Reitzel, Brian Searwar, Paul Seaton, Behzad Soltani, Kevin Tuong, Colin Vince, Kristy Wolfe, Rob Pohl, George Pimentel, J. Ashley Nixon, Nicole Wolf, Gavin John, Rocio Graham, Alexis Marie Chute, Arturo Piazola, Brent R Laycock RCA ASA, Cary Schatz, Cole Atkinson, David Youn, Emma Mullen, Erik Cheung, George Webber, Gerry Dotto, Han Sungpil, Dr. Jean-René Leblanc, Kenneth Fung, Suzan Berwald, Twinkle Banerjee, Jack Blair, Leigh Reed, Nahanni Mckay, Liam Kavanagh-Bradette, Chris Curreri, Richard Collens, T.M. Glass, Bernard Spaini, Francis A. Willey, Brenda Kelly, Jo-Anne Oucharek, Bryon Harmon, Tom Willock, George Webber, Edward Burtynsky, Colin Smith and more!

EXHIBITION & EVENT PARTNERS

Exhibition Partners: Contemporary Calgary, ABL Imaging, Photoville, Chinook Blast Festival, Calgary Tourism, The City of Calgary, The Magenta Foundation, Pattison Outdoors, Hundred Heroines, Museum of Youth Culture, Southern Alberta Art Gallery, Esker Foundation, AUARTS, Arts Commons, Seities, cSPACE, Alberta Society of Artists, Sideshow Gallery, Whyte Museum of the Canadian Rockies, INFOCUS, Christine Klassen Gallery, TREX, Framed on Fifth, Masters Gallery, The Collectors' Gallery and individual artists Peter Coombes, Letizia Lopreiato, Scott Campbell & Christine Hoepfner, Angela Boehm & J. Ashley Nixon, Leigh Reed, Bernard Spaini, Brenda Kelly and Jo-Anne Oucharek.

Event Partners: My Viewfinder Podcast, Whyte Museum of the Canadian Rockies, Seities, Alberta Society of Artists, Photoville, INFOCUS, University of Calgary, Museum of Youth Culture, Sideshow Gallery, Southern Alberta Art Gallery, GRAIN, Stride Gallery, Immigrant Council for Arts Innovation, Immigrant Arts Festival, Multistory, Blast! Photography Festival, Hundred Heroines, The Camera Store, Christine Klassen Gallery, The Magenta Foundation, Esker Foundation and individual artists Rocio Graham, Julya Hajnoczky, Brenda Kelly, Scott Campbell & Christine Hoepfner and Letizia Lopreiato.

JURORS & PORTFOLIO REVIEWERS

Thank you to Ryan Doherty, Chief Curator of Contemporary Calgary and Juror of the Exposure 2021 *Emerging Photographers Showcase* and MaryAnn Camilleri, Director of The Magenta Foundation and Juror of the Exposure 2021 *International Open Call* exhibition.

Thank you to Exposure 2021 Portfolio Reviewers - Ashley Slemming, Camilla Brown, Dave Shelley, Emma Chetcuti, Hana Kaluznick, Karen Harvey, MaryAnn Camilleri, Nicola Shipley, Tracy Marshall, Yves Trepanier, Yan Wang Preston, Adam Whitford, Deborah Robinson, Dona Schwartz, George Webber, Mitch Kern, Naomi Potter, Ryan Doherty, Sanja Lukac, Sarah Burtscher and Tiffany Jones.