



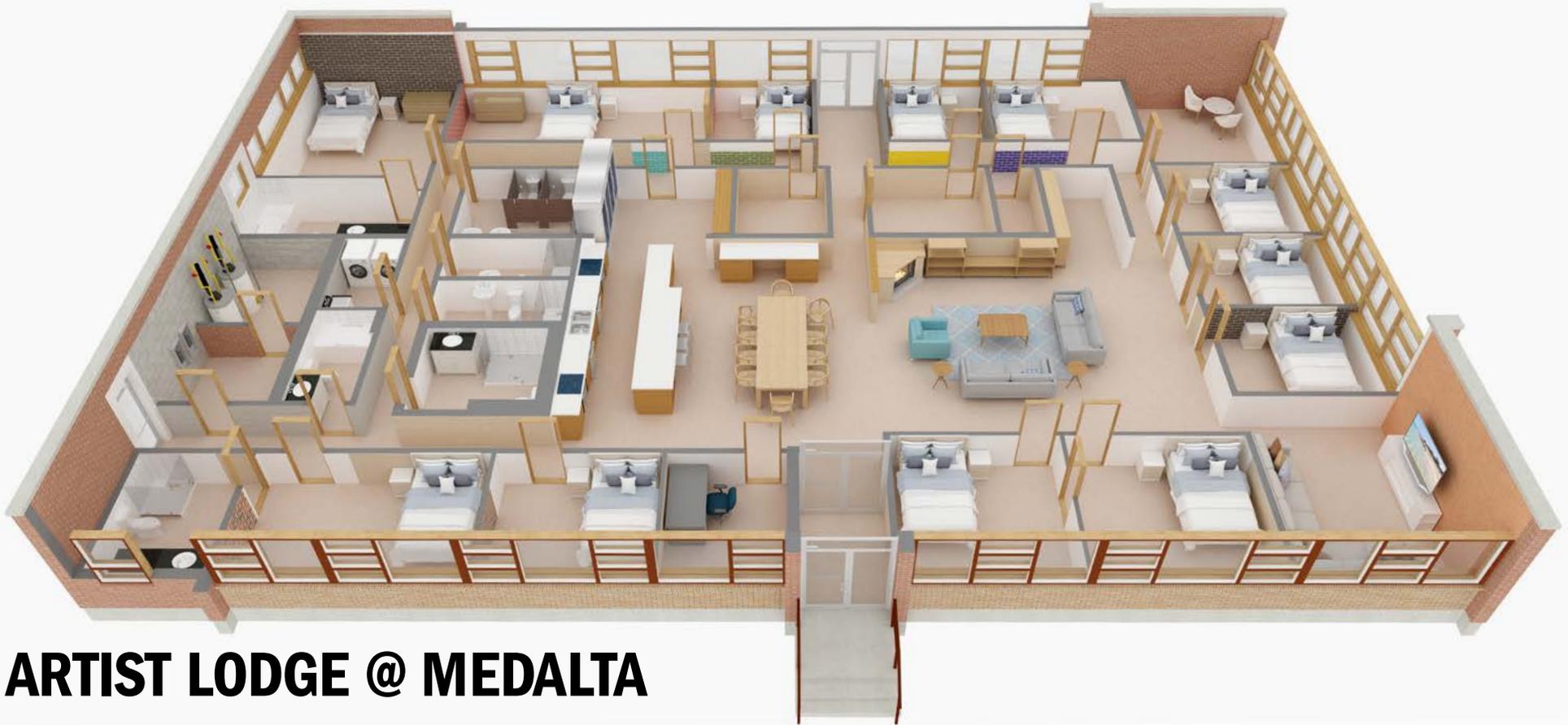
# **MEDALTA**

in the Historic Clay District

**ARTIST LODGE @ MEDALTA**

**Sponsorship Opportunities**

**WE NEED SPONSORS THAT ARE AS PASSIONATE ABOUT OUR ARTISAN COMMUNITY AS WE ARE TO STEP FORWARD AND HELP MAKE OUR ARTIST LODGE VISION A REALITY IN 2018.**



## **ARTIST LODGE @ MEDALTA**

The Medalta International Artists in Residence Program has attracted hundreds of artists to our community since it started in 1999. If heritage is the heart of the Historic Clay District then these creative folks are the blood; the nourishment for all that we do at Medalta.

Our vision is to provide our Artists in Residence with safe and affordable housing on-site to ensure they have

a positive experience at Medalta. We believe the Artist Lodging project can become a vital part of Medalta's effort to offer our extended creative community a chance to create in a heritage context in a way that is meaningful, economic, and accessible. All artists already have studios at the Shaw International Centre for Contemporary Ceramics; the Artist Lodging space would be a 10-minute walk from their space.

This vision is already being transformed into reality. The building that is being renovated is an adaptively reused mid-century modern structure that housed the former offices of IXL. This unique structure is protected as a Provincial Historic Resource and features a variety of masonry materials that were produced on site. The perimeter will feature 13 private bedrooms around a core of communal space for cooking,

eating, and socializing. There are a variety of bathroom options and the entire space is accessible as it was designed to accommodate the diverse range of folks that we attract to Medalta.

**The project has already begun** – now we need your help to ensure it is completed and a viable option for our artists in September 2018.



## THE FACTS

**228** Artists have been a part of the Artists in Residence program since 2009.

Our artists teach over **1,000** students from **5** school districts through our curricular and co-curricular education programs.

Medalta has partnerships with **8** post-secondary institutions. Students from these programs need housing.

Over **100,000** artefacts have been created by artists in this program.

Our Artists in Residence have come from **24** countries.

Artists that spend time at Medalta significantly contribute to our 4 pillars: **Learning, Heritage, Community, and Creativity**





**THIS PROJECT ALLOWS US TO EXTEND THE LEARNING CONTINUUM FOR STUDENTS – THEY WILL BE ABLE TO LIVE ON-SITE AND REDUCE TRAVEL TIME AND EXPENSES.**

## LEARNING

Learning is a lifelong pursuit and this is reflected in our lifelong learning programs. You can take a pottery class, attend a lecture from an international artist, or take an interpretive tour that examines the landscape of the Historic Clay District. The artists in our program are involved with all aspects of the teaching, mentoring, and communicating the importance of material, the integrity of skill, and the connections to be made across learning platforms. This project allows us to extend the learning continuum for students and instructors – since they will be able to live on-site and reduce travel time and expenses.



**THIS STUNNING SITE WAS DONATED TO THE FRIENDS OF MEDALTA IN 2011 BY IXL AS A REMINDER OF THE IMPORTANCE OF OUR INDUSTRIAL HERITAGE.**

## HERITAGE

Heritage is the heartbeat of Medalta. It is what allows Medalta to transition from the industrial economy to the cultural economy. The context of the Lodging is the provincially designated Medicine Hat Brick and Tile Site. This stunning site was donated to the Friends of Medalta in 2011 by IXL to be preserved as a reminder of the importance of our industrial heritage. The Lodging itself will be in a mid-century modern adaptively reused former office building that celebrates the functional and industrial with a nod to the contemporary and future.



**THE ARTIST LODGE CAN BE A HUB FOR CREATIVE CONVERSATIONS, AN INCUBATOR FOR NEW APPROACHES, AND CAN TAKE COLLABORATION TO THE NEXT LEVEL.**

## **CREATIVITY**

Creativity drives innovation at Medalta. Artists from all over the world come to work in our studios, teach workshops, and share their passion. The Shaw International Centre for Contemporary Ceramics is a place where history is shared, celebrated, and transformed into the future as artists engage the full spectrum of techniques to create artifacts that reflect the present. Creativity is a pillar of our organization and needs to be nurtured to keep Medalta on the cutting edge of creativity. The Artist Lodge can be a hub for creative conversations, an incubator for new approaches, and can take collaboration to the next level.



**OFFERING SAFE, AFFORDABLE HOUSING WILL ATTRACT MORE OF THE DIVERSE CREATIVES AND LEARNERS THAT FUEL MUCH OF WHAT HAPPENS AT MEDALTA.**

## **COMMUNITY**

Medalta is a hub of community events and activities for Medicine Hat. Our Artist in Residence program is a hub for the international creative community. The Artist Lodge will allow us to house the diverse creatives and learners that come to Medalta. Offering safe, affordable housing in a stunning heritage context will attract more diverse artists that fuel much of what happens at Medalta. By building a Hub we are making a long-term Investment in an established program that continues to grow.



# MEDALTA IN THE HISTORIC CLAY DISTRICT

The Friends of Medalta Society operate an industrial heritage museum, two National Historic Sites and three Provincial Historic Resources in Medicine Hat, Alberta, Canada. Working from a mixed economy business model, this once static museum has been transformed into a dynamic Third Space that activates community and inspires change. Our museum campus is the result of a dedicated restoration effort over many years and provides a stunning context for our programming.

## **A foundation of all programming at Medalta is the Artist in Residence program.**

- Artists from around the world come to our community in order to conduct engaging research in a proximal learning environment.
- The artists teach in our education program; the program leads in delivering experience based cross curricular and co curricular learning opportunities for regional school districts and adult communities.
- The artists are engaged in our pottery production facility that produces pottery that is sold across Canada using materials that are mined from within 200 km and fired using energy that is pumped from under the facility.
- These artists act as ambassadors for our social enterprise business, Plainsman Clays LTD. that manufactures and distributes clay and clay products throughout Canada and into the US.

With an emphasis on material, The Friends of Medalta Society take lessons from its industrial & entrepreneurial past and aligns them with social, artistic, and educational priorities to create an enriching, relevant and forward-thinking cultural organization that engages a local, regional and international audience.



Current Artists in Residence

# CONTRIBUTE

We have designed a fundraising campaign that can be inclusive to sponsors at all levels. Our desire is to work with each interested contributor, whether they are private or corporate sponsors, to form a partnership that best reflects their goals, passions, and level of influence.

Every sponsor will receive recognition in printed materials, on our website, and through our social media channels. Each sponsor will have the opportunity to be a part of Artist Lodging community events and have the opportunity to be the preferred service provider for our Artist-in-Residence program.

**All sponsors will be recognized in the Lodge on our wall of recognition.**

**If you do not see a package that reflects your goals and passion we are committed to getting creative and working with you so that you are best reflected in this community and become a part of our heritage.**

## **NAMING SPONSOR - \$350,000 - BMO**

- This sponsor is the project enabler

## **INFLUENCING SPONSOR - \$50,000**

- Naming rights to annual student orientation day
- This sponsor ensures the Lodge has a view – windows and doors; inside and out

## **CONTRACTING SPONSOR – \$25,000**

- Naming rights to one of two private spaces in the Lodge
- These sponsors enable us to fund expert contractors and professionals

## **COMMUNITY SPONSOR – \$10,000**

- Naming rights to one of four social spaces in the Lodge (kitchen, living room, dining room, foyer)
- These sponsors enable us to make our spaces home – from furnishing to fixtures

## **ROOM SPONSOR – \$5,000**

- Naming rights to one of twelve artist rooms
- These sponsors ensure each artist has a special place of their own

## **PASSION SPONSOR – \$1,000**

- Inside every cabinet and door hides a surprise – a name and a note from a passion sponsor looking to inspire the next generation of artist
- These sponsors cover our expenses

## **NEIGHBOUR SPONSOR – \$1-\$999**

- Opportunity to be a part of Medicine Hat history
- These sponsors account for every nail and ounce of sweat that goes into the project

# LISTEN TO WHAT THE ARTISTS HAVE TO SAY

Medalta was an exceptional artist residency experience and one I long to return to. The facilities, expertise of the staff and the history of the site made for a rich inspiring adventure. I felt I belonged almost immediately and the friends and contacts I made during my residency will be in my life for a very long time.

**Penelope Stewart**, Artist in Residence 2017

My first ever residency was at Medalta in 2005. As a young artist I was blown away by how informative working in a group setting with diverse artists from all over the world could be. Many of those bonds and relationships have become deep friendships that continue to this day including the relationship with my wife, which back then was in the dating stage. Since then I have been to other residencies but Medalta is the only one where I have repeated the experience for a total of three times!

**Todd Leech**, Artist in Residence 2005, 2008, 2016

Medalta offered me the support and partnership to invite two of my ceramic colleagues down from the Arctic, so that we could learn from each other, build skills and extend community. It's this kind of innovative social-mindedness that makes Medalta stand out as one of the most exceptional and important creative programs in Canada.

**Shary Boyle**, Artist in Residence 2016



Christopher Reid Flock

Medalta is really great for developing work. With an amazing facility and no distractions, an artist can really focus on just making. For me it was a great time to be wholeheartedly involved in my practice. In terms of facilities and staff, Medalta is the best in Canada. The staff is outstanding and super supportive. In terms of education, the historical collection and factory are wonderful, from seeing the process to the finished pieces. I have had the good fortune to attend many different residencies both in Canada and internationally, and working at Medalta is one of my all time top residencies.

**Brendan Tang**, Artist in Residence 2010/2011

Attending a residency at Medalta had such a deep impact on my studio practice that I'm still inspired by my time there over eight years later. Working primarily in a home studio, I crave the community, support and creative challenges that residencies provide. While the in studio time during a residency is the most valuable, it's also the events on the periphery that can turn colleagues into lifelong friendships. Having a facility that also includes a communal living space for the artists encourages more in-depth conversations, community involvement, partnerships and creative collaborations. It helps us as artists to also share in the education of being and succeeding as a practicing artist and all that the job requires outside of the studio.

**Carole Epp**, Artist in Residence 2010

# TO DATE THIS PROJECT IS 68% FUNDED AND RENOVATION IS 50% COMPLETE.

**Our timeline for completion is May 31, 2018.**

We look forward to welcoming artists to stay in this facility for the 2018/2019 program year.

Our Executive Director, Aaron Nelson, is leading this project and working with each contributor individually to tailor a program and level of sponsorship that best reflects their passion and commitment to the Artist Lodge.

Cover photo by Sheen-ism

To become a partner contact us:



**MEDALTA**  
in the Historic Clay District

Friends of Medalta Society  
713 Medalta Ave  
Medicine Hat, AB  
T1A 3K9

phone: 403.529.1070  
aaron@medalta.org

The Friends of Medalta Society  
is a Registered Charity  
#12058-1467-RR001

For more information about Medalta visit us online:  
[www.medalta.org](http://www.medalta.org)

