

Inter / Access

Strategic Plan
2017–2020



Cover:

Impedance: Games & Resistance, part of Vector Festival 2014,
featuring *Assent* by Oscar Raby. Photo by Robin Hamill.

InterAccess is a not for profit gallery, educational facility, production studio, and festival dedicated to emerging practices in art and technology.

Our mission is to expand the cultural significance of art and technology by fostering and supporting the full cycle of art and artistic practice through education, production, and exhibition.

Next:

Winner of the 2015 InterAccess Media Arts Prize, Lauren A.M. Scott performs *When I Breathe the Ocean Curls*, 2016. Photo by Yuula Benivolski.



A message to our community, artists, and partners.

With the creation of each new technology, new modes of creativity follow. 2018 will be our 35th year of supporting art and artists working at the leading edge of new ideas and technologies, and our sixth year presenting Vector Festival. On the eve of these milestones we have an opportunity to continue to broaden our mandate – to push forward into emerging disciplines and continue to investigate artwork at the forefront of experimental practice.

Looking forward to 2020, our Strategic Plan reinforces our mission to support the full cycle of art and artistic practice, serving the needs of artists. InterAccess is committed to opening up access to our programs, creating more opportunities for artists to create work and engage in critical discussion; to foster an inclusive and accessible environment, welcoming creative practitioners from under-represented communities; to support and present critical programming that contributes to emerging media theory and practice; and to remain resilient, responsive and committed to continuous evolution.

To all of the artists, creators, creative technologists, tinkerers, thinkers, speakers, observers, and supporters, thank you for being a part of the InterAccess community. We look forward to growing together and to continue to shape the boundaries of experimental artistic practice.



Anthea Foyer
Co-Chair



Michael Awad
Co-Chair



Susan Kordalewski
General Manager

Vision

We envision an environment in which:

- Art that engages technology gains widespread cultural resonance
- Critical discourse dedicated to everyday and emerging technologies is catalyzed by artists, curators, and cultural workers
- The complete life cycle of art and artists is nurtured

Principles

We are guided by the following principles:

- Focused on art and technology
- Forward thinking
- Collaborative and actively welcoming
- Resilient and sustainable
- Equitable, ethical and fair

Laura Millard teaches *Drone Flight Techniques for Artists*, 2016, as part of the exhibition *Once Is Nothing: A Drone Art Exhibition*. Photo by Alexandra Robichaud.

Strategic Goals

Throughout 2016 InterAccess undertook a strategic planning process. The Board of Directors, staff, and members of the community collaborated to identify strategic priorities in our core operational areas, encompassing programming, educational initiatives, and services for artists. This strategic plan will focus all activities and direct decision-making throughout the next four years.



The opening reception of *Infinity of Intimate Space*, curated by the 15th emerging curator through the annual *IA Current* program, Aliya Karmali. Photo by Natalie Logan.





CONTEXT:

Establish IA as a leader in emerging practices and critical discourse

- Develop and present programming focused on new technologies, emerging media, and experimental practice
- Present programming that prioritizes critical dialogue surrounding emerging media
- Support the development, presentation, and circulation of related discourse



FLOW:

Connect people through IA and IA to the world

- Support artists by strengthening pathways from production to exhibition
- Prioritize crosspollination across all activities
- Ensure clear and multiple points of entry into all programs and activities
- Connect artists into local, national and international arts communities

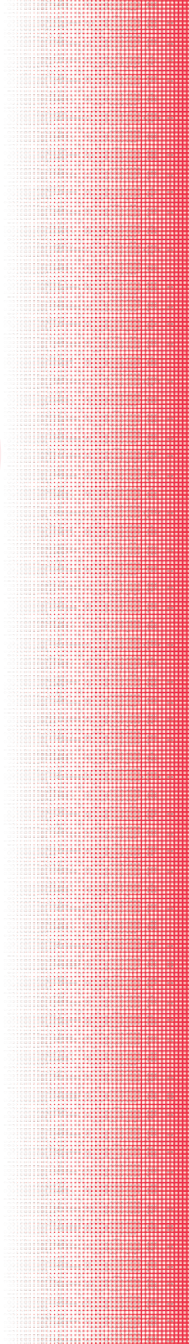
Our weekly Open Studio event, held every Wednesday from 7pm-10pm to provide free access to our facilities.
Photo April 2017 by Yuula Benivoltski.



COMMUNITY:

Support a strong and diverse art and technology community

- Support art and artists through the full life cycle of learning, production and dissemination
- Support peer-to-peer and collaborative relationships between creatives, and between creative communities and other stakeholders
- Expand opportunities for people who do not identify as artists to engage with art and technology
- Create and maintain actively welcoming and supportive programs and activities for practitioners from under-represented communities, including women, visible minorities, LGBTQ2S, and artists facing systematic barriers to access





STABILITY:
Maintain a strong and sustainable organization

- Operate responsively - actively seek out community feedback and adjust activities to respond to community needs
- Focus on achievable and sustainable growth
- Support the growth of Staff, Board, and Volunteers
- Develop meaningful relationships with other arts organizations and related industries

Next:

Installation photo of *The Sky Is Also A Map*, 2016, curated by Marissa Neave. Featuring *Everything in the Thingiverse* by Stephen McLeod (left), and *Pssstthhfff* by Marcia Huyer (right). Photo by Yuula Benivolski.

INFLUENCE: Increase IA's profile.

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- Take a leadership role in developing emerging practices and critical discourse
- Be recognized as a centre of gravity in the field of technological and new media art



Inter / Access

Strategic Planning Team

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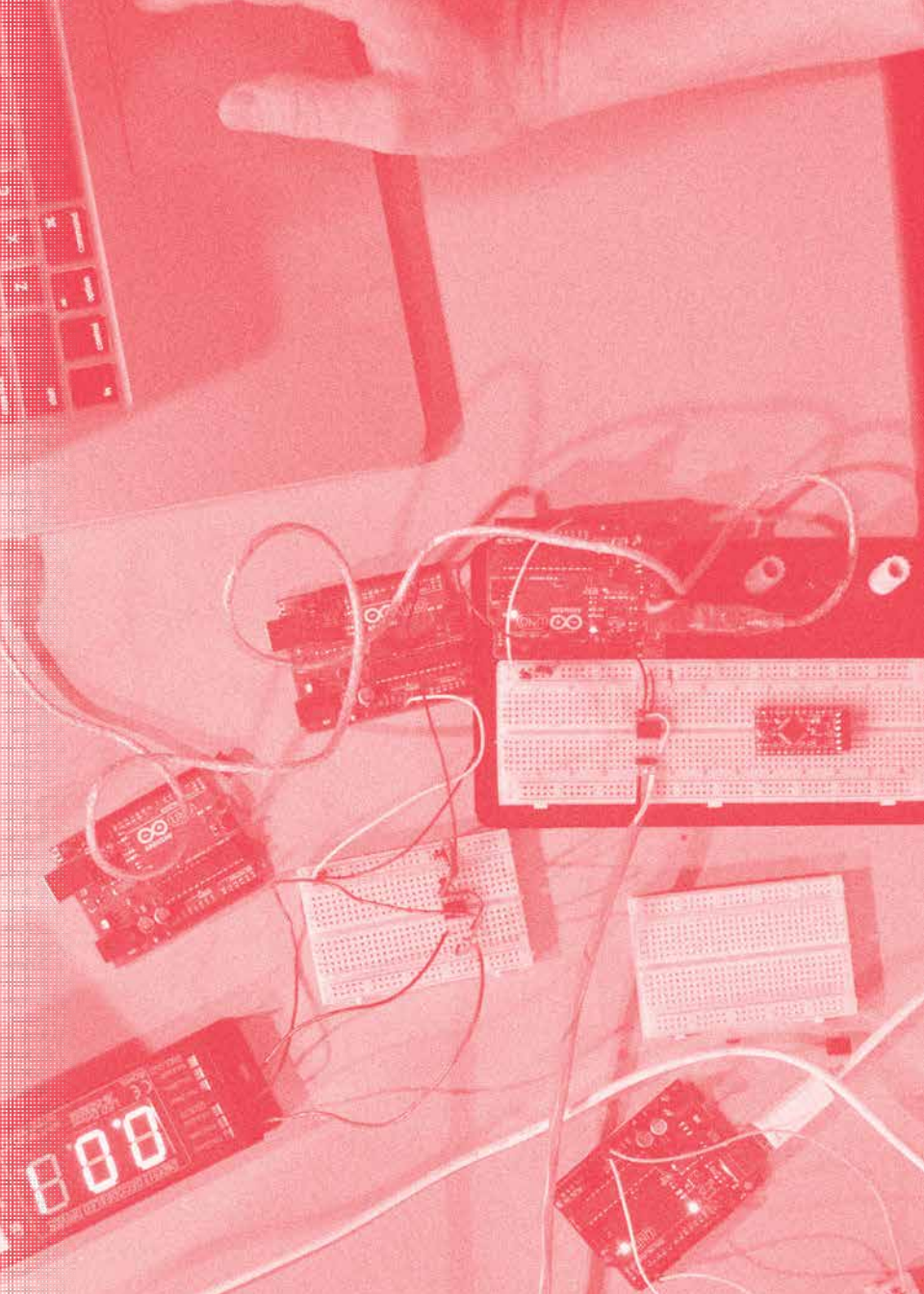
Strategic Plan Facilitators

Changeist:
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Next:

Large-Scale Light Art taught by Nathan Whitford, 2015. Photo by InterAccess.





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