



The Sheila Hugh Mackay Foundation (SHMF) is pleased to award the Association of Artist Run Centres of the Atlantic (AARCA) with a Signature Grant towards the presentation of *Flotilla/Flottille*, a bilingual contemporary arts event that will take place in Charlottetown, P.E.I September 17-24, 2017. SHMF is proud to partner with AARCA to provide many New Brunswick artists with the opportunity to participate in this unique networking and educational exchange.

Hosted by AARCA, *Flotilla/Flottille* will celebrate and showcase the artist-run network across Canada. This gathering marks the first time that this biennial event will be presented in Atlantic Canada. Organizers estimate that *Flotilla/Flottille* will have a reach of 3000 people, with a targeted delegation of 350 cultural industry professionals from across Canada and the world. *Flotilla/Flottille* will enable artists, curators, gallerists, industry leaders, and cultural sector workers to participate in dynamic professional development sessions and strategic planning sessions focused on developing the contemporary arts industry of Atlantic Canada. The general public is invited to attend a variety of artist talks, workshops, public art installations, and pop-up galleries alongside other innovative and unexpected programming.

AARCA's President Katie Belcher is working alongside Artistic Director Michael McCormack and Project Manager Becka Viau to develop an event that will appeal to both the artistic community as well as the general public. "This participatory event will include publicly accessible artistic projects, opportunities for critical discussions, and a generative social space" explains Belcher. "Delegates will be actively considering how artist initiated work can support the development of the cultural sector in Atlantic Canada. Throughout Charlottetown during *Flotilla*, event goers will experience dynamic contemporary art by artists from across Canada."

According to The Sheila Hugh Mackay Foundation's Executive Director Kathryn McCarroll, *Flotilla/Flottille* will provide numerous opportunities for New Brunswick's artist community and it aligns with the Foundation's mission "as an advocate for the promotion and advancement of excellence in the visual arts. The Board of Directors, in response to the articulated needs of the arts community in New Brunswick, is happy to provide support for this innovative opportunity for creative exchange."

Fifty-five subsidized registrations are available for New Brunswick artists wishing to attend. They are available on a first come, first served basis and can be accessed through the registration portal at [www.flotillaatlantic.com](http://www.flotillaatlantic.com).



The Sheila Hugh Mackay Foundation



# The Sheila Hugh Mackay Foundation Selects AARCA as a Signature Grant Recipient