



Andreas Angelidakis, *DEMOS - A Reconstruction*, 2018. Photo by Tom Arban Photography Inc.

Museum
Of
**Contemporary
Art**

Toronto Canada

Annual Report 2018

A Message from Julia Ouellette, Board Chair

For three years, the team at MOCA Toronto has worked toward one major milestone: the relaunch of a new, expanded museum in the Tower Automotive Building, a heritage site on Sterling Road. In late September of 2018, we proudly celebrated that momentous event together with our partners, donors, and community.

With the doors now open, we have the opportunity to shift the conversation from construction to artists, exhibitions, and making MOCA Toronto an international cultural destination. Cultural destinations aren't built overnight but there is great momentum around MOCA in our community and across the city and we have confidence that this landmark building and museum will lead to growth and opportunity in the coming years and decades.

We have been so encouraged by the response from the public thus far. In a few short months after opening our doors, over 30,000 visitors have demonstrated their support for MOCA, from the sold-out opening weekend to the impressive number of members who joined.

Huge thanks are owed to all of our supporters, donors, and staff, as well as to the board members, whose extraordinary commitment ensured governance models and procedures were put in place for the successful functioning of the new MOCA Toronto.



Julia Ouellette



Chantal Akerman. *In The Mirror*, 2007.
Photo by Tom Arban Photography Inc.

“Through listening and continuously evolving, we hope MOCA will become a part of people’s everyday lives...”



We are tremendously excited to embark on our first year of joint leadership. In this fine heritage building, we have the foundation to create a world-class contemporary art destination; one that connects the city and the region to exciting new art from home and abroad, but also serves as a hub of activity designed to strengthen Toronto’s artistic community and bolster a growing neighbourhood in the city’s west end.

As incoming Directors, we owe great thanks to the dedicated team of board, staff, volunteers, and partners who worked behind the scenes for years to bring the new vision for MOCA to life. Since the grand opening, it’s been even more fulfilling to share this incredible space and build on the exciting possibilities this team helped create.

We opened the museum with the group exhibition *BELIEVE*. Sixteen artists, local and international, helped set the stage and express how MOCA intends to respond to this invigorating and hyperdiverse city. We had already helped support the production of new works by nine artists, as well as organized many diverse talks, workshops and performances. We plan to initiate a multitude of opportunities for further dialogue — delving into the playful, sharing in participatory moments — and together with you all, consider the impact art and culture can have in society.

We have already seen how our projects can be enriched through dynamic collaborations both local and global, with our onsite partners Akin, Art Metropole, Ontario Science Centre, Toronto Biennial of Art, and Forno Cultura. These partners offer the potential for cross-pollination among skill sets and disciplines.

We want to continue to be outward-facing by inviting new relationships to develop. By focusing on how the museum can be useful to its community and continuously evolving, we hope MOCA will become a part of people’s everyday lives—a tangible and inspiring space that goes beyond the traditional definition of a museum.

Change is a moniker we’ll move forward with, as we set strategies and outline goals to allow MOCA to open and collaborative and engage more broadly with cultural partners across the city.

A change in leadership certainly sets a new path to the future, but it is equally important to remember the road recently travelled. Through this report, we reflect backward, proudly celebrating our accomplishments of the past year. It’s a delight to share our successes with you who support our vision and help create an engaging experience for visitors of all ages.

Rachel Hilton
Managing Director

November Paynter
Artistic Director

Art for Our Sake

MOCA is motivated by our belief that museums can be culturally and socially useful. We promote exceptional artistic thinking and provide a community space for discourse and creativity.

Working across all contemporary art forms, we empower the local Toronto art scene, while contributing to the international. MOCA is an accessible, welcoming hub rooted and engaged in a culturally rich neighbourhood; it is here, through art, that you can feel the specialness of this invigorating and hyperdiverse city.

The Year in Review



Newly reopened on September 22, 2018, the museum welcomed 30,000 visitors from far and wide through the doors of our new home in the Tower Automotive Building.

2018 Inaugural Programs

DEMOS – A Reconstruction **Andreas Angelidakis**

An installation of 74 foam modules that visitors of all ages can move and rearrange.

BELIEVE

Sixteen artists provide perspectives on how we believe and perceive through a variety of media, materials, and disciplines.

Art in Use

An on-going program that explores how art and museums can be useful in today's communities. New commissions and public events ask: can art motivate social, political, and cultural change? What meaningful role does art play in our lives? How can we use it as a tool?

Laws of Motion in a Cartoon Landscape **Andy Holden**

An animated version of the artist guides us through the laws of physics in cartoons, a work that appeals to children and adults alike.

kiya iitako (be you) **Joi T. Arcand**

Two Nēhiyawēwin (Plains Cree) phrases written in syllabics set atop imagery of a prairie sky and a photo of the artist as a child.

2018 by the Numbers

MOCA was operational as of September 22, 2018

Grand Opening Weekend

11,000

Visitors

All Visitors

30,000+

Visitors



Leading Culture Destination Award Winner

New Culture Destination-North America 2018

blogTO CONDÉ NAST

Recognized by BlogTO as one of one of the best contemporary art galleries in Toronto and by Condé Nast Traveler as one of the seven biggest museum opened in the fall of 2018

13
Events

1814
New Members

80
Volunteers

766
hours

Hosted as part of our venue rentals program: HBC's The Room and Partners In Art as well as several private events

Welcomed our onsite collaborators and partners Art Metropole, Akin, the Ontario Science Centre, Forno Cultura, and The Toronto Biennial of Art

2018 Financial Summary

MOCA was operational as of September 22, 2018

2018 Revenue

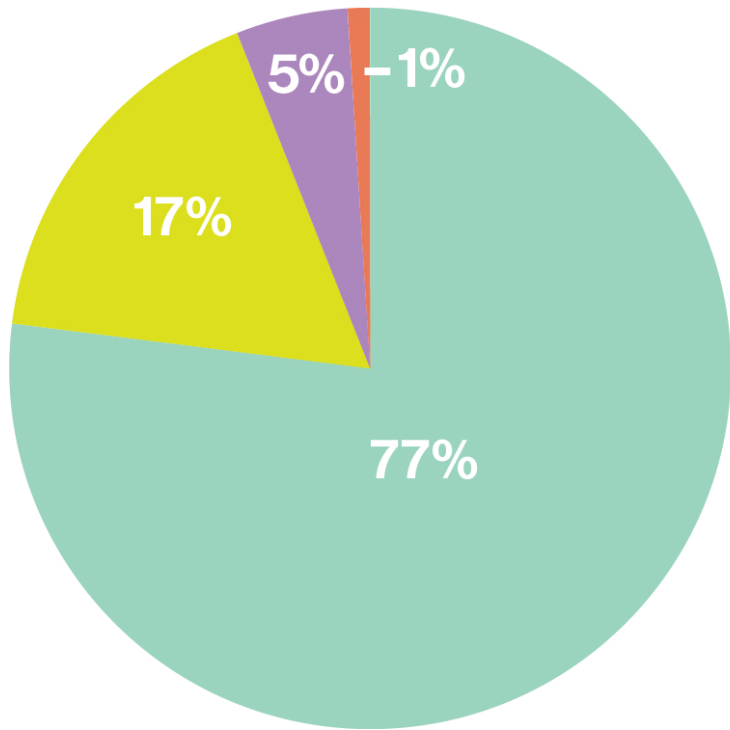
Private Sector Support	\$2,536,775
Government	567,146
Earned revenues	\$152,396
Interest & other income	\$33,574
Total Revenue	\$3,289,891

2018 Expenses

Salaries & Benefits	\$2,103,907
Administration	\$678,328
Facility & Operations	\$347,073
Curatorial & Programmes	\$421,248
Amortization Expense	\$154,194
Total Expenses	\$3,704,750

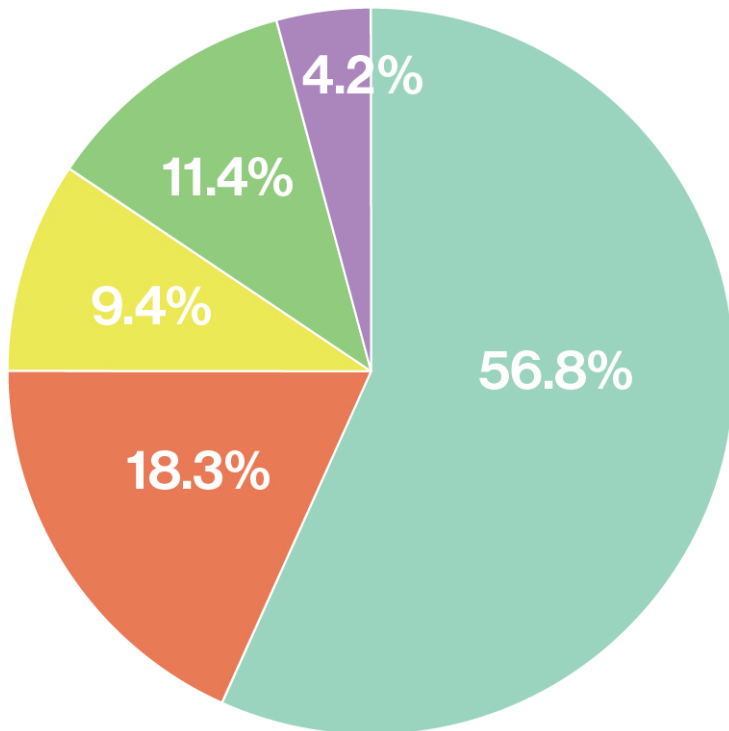
This is a summary of the management report of general operations for the Museum of Contemporary Art Toronto Canada in 2018. Audited Statements were prepared by KPMG and are available upon request.

2018 Financials at-a-Glance



2018 Revenue

- Private Sector Support
- Government
- Earned Revenues
- Interest & Other Income



2018 Expenses

- Salaries & Benefits
- Administration
- Facility & Operations
- Curatorial & Programmes
- Amortization Expense

Donors



Your support has been transformational in helping us open the museum and reach our goals. Your contribution is critical to sustaining the museum's operations, programs, and exhibitions.

Tomorrow of Contemporary Art Campaign

\$3,000,000 +

The Price Family

\$1,000,000 +

BMO Financial Group

Castlepoint Greybrook Sterling Inc.

The Jack Weinbaum Family Foundation

Lindy Green Family Charitable Foundation

Julia and Gilles Ouellette

\$500,000 +

Alfredo and Moira Romano

Anonymous

The Karen Green Charitable Trust

\$250,000 +

Salah Bachir and Jacob Yerex

TD Bank Group

Tomorrow of Contemporary Art Campaign - Continued

\$100,000 +

Anonymous (2)
Barry and Susanne Cooper
Bill and Robin Downe
Courtesy of the Arts Workers Retirement Society
The Elizabeth and Tony Comper Foundation
Poile Family Foundation
PwC Canada
Susie and Vahan Kololian
Tiana Koffler Boyman and Marc Boyman
Torys LLP
The Tripp/Smith Family Foundation

\$50,000 +

Cheryl Atkinson and Donald Schmitt
Don and Marjorie Lenz
Eb and Jane Zeidler
Geraldine Thornton and Stephen Moore
- in memory of Hugh R. Thornton
Hal Jackman Foundation
The Kaszas Family
The McLean Foundation
Volkswagen

\$25,000 +

Anonymous
Bev Morlock
Brad Keast and Kim Le
Emily Schmidt and Greg Burns
Erica Segal
Fela Grunwald
In honour of Fela Grunwald
Heather D. Ross
Hesty Leibtag and Terry Verk
Jay Smith and Laura Rapp
Neill Calvin and Ash Butti in memory of Jean Calvin
Rahna Moreau
The Schulich Foundation
Steven M. Wilson and Michael Simmonds
Toronto Friends of the Visual Arts

MOCA Toronto is grateful to the following individuals and members for their meaningful annual contributions in support of our vision

Individuals \$2,500-\$10,000

Bettina Goesele and Philippe Cazabon
Christina Zeidler
Helen and Ian Giffen
Linda Young
Scott Family Fund at Toronto Foundation

Immerse Members \$550-\$2,500

Alice Adelkind
Amrita Gurney
Andrea Carson Barker
Ann Salmonds
Anne and Harry Malcolmson

Annie Grenon
Barry Joslin
Bianca Roth and Jae Truesdell
Brooke Hunter and Andrew Spence
Carol Gray
Dale Lawr
David and Yvonne Fleck
David Cameron
Debbie Dimoff and Ron Leal
Don and Marjorie Lenz
Doris & Ed Daughney
Eb and Jane Zeidler
Eileen Farrow
Elisa Nuyten and David Dime
Elske and Jim Kofman

Emily Schmidt and Greg Burns
Erica Pecoskie
Erica Segal
Fela Grunwald
Fern Daiter
Gave Lindo
Gayle and Andy Duncanson
Geraldine Thornton and Stephen Moore
Goulding and Elizabeth Lambert
Grace Vidal-Ribas
Heather Ross
Heidi Reitmaier and Rob Stone
Helen and Ian Giffen
Hue Foo
Ira Gluskin and Maxine Granovsky Gluskin
Jamie Angell
Jennifer Davidson
Jessica Bradley
Joanne and David Thring
Joanne Tod
Joanne Wildgoose
Jonathan E. Hines Jr.
Jonathan Rosenthal and Tracy Martin
Julia and Gilles Ouellette
Karen Green and George Fischer
Karen Rice
Kathleen and Paul Beeston
Kathryn Christine Minard
Lara Sanders
Larry and Susan Dime
Leslie Najgebauer and Chris Evans
Linda Young and Franco Greco
Lindy Green and Sam Chaiton
Louise MacCallum and Michael Barnstijn
Malcolm and Robin Anthony
Marcee Ruby
Marta Braun
Emmanuel A. Hergott
Michael and Norah Jancik
Michael Mendis
Mike Williams
Nancy McCain and Bill Morneau
Neill Kalvin and Ash Butti
Nora Pope
Olga Korper
Peter Goring and Suzann Greenway
Phillip Scarfo

Popsy and Bob Johnstone
Rachel Hilton
Renee Beneteau
Richard Robertson
Robert Reid
Rundi and Jamie Phelan
Sally Hannon & Howard Barton
Samir Murji
Sara J Angel
Sarah Dinnick
Sarah Scott and David Powell
Sean Kay
Shayan Somani
Simmie Antflick
Simon Clements
Staunton Bowen
Steven M. Wilson and Michael Simmonds
Stuart Payne
Sue and Bill Kidd
Susannah Rosenstock
Terry Burgoyne
Westhaver Boutique Residences
Yanick Gagnon

Engage Members \$300- \$549

Anjli Patel
Ann L Pikar
Anouchka Louisa Freybe
Clay Rochemont
Dave Forestell
Esme Cragg
Janice and Jim Colbert
Jeffrey Sondic and Ivan Thomas - Sondic
Jody Shulgan
Katherine Balpataky
Margaret Graham
Mark Ng
Mary Catherine Catherine Mills
Morgan Peat
Olivia Cinqmars-Viau and Matti
Aleksander
Scott Mullin
Stephanie Dacosta
Stephen Lebed
Terry Nicholson and Elena Bird
Yana Gagne

About MOCA

Board of Directors

Board of Directors correct as of 2018

Officers

Julia Ouellette, Chair
Helen Giffen, Vice Chair
Steven M. Wilson, Treasurer

Staff

Heidi Reitmaier, Secretary (2018)
Rachel Hilton, Secretary (as of 2019)

Staff

Current as of 2019

Leadership

Rachel Hilton, Managing Director
November Paynter, Artistic Director
(as of January 2019)

Administration

Rui Mateus Amaral, Adjunct Curator
Alexandra Brickman, Learning Coordinator
Allie Caldwell, Director Operations and Community Engagement
Eunice Choi, Graphic Designer
Georgia Cowan, Community and Facilities Manager
Rosalind Franklin, Senior Director of Development
Katie Heindl, Events and Partnerships Manager
Mark Hirowatari, Interim CFO
Uros Jelic, Head Technician
Masaki Kondo, Office Co-ordinator
Fiona Kovacaj, Development Assistant
Danielle Lim, Marketing Manager
David Liss, Adjunct Curator
Sabrina Maltese, Curator, Public Programs and Learning
Max Thomson, Development Research Associate
Natasha Minaeva, Finance Operations Officer
Marc Mayer, Strategic Advisor
Lucy Westell, Development Associate
Avia Wiseman, Production and Programming Assistant

Directors

Olivia Cinqmars
Jennifer Davidson
Debbie Dimoff
Randy Gladman
Helen Giffen
Fela Grunwald
Neill Calvin
Brad Keast
Aaron Leibtag
Gave Lindo
Samir Murji
Julia Ouellette
Nada Ristich
Heather Ross
Joanne Tod
Carol Weinbaum
Steven M. Wilson

Visitor Experience Leads

Jordaan Mason
Harshita Singh
Chantal Tam

Visitor Experience Guides

Sami Alwani
Maria Cavalcanti
Jacqueline Hampshire
Masaki Kondo
Vanessa Lameche
Amanda McKoy
Freddie Rivas
Kesang Nanglu
Nikole Turrer
Averill Smith



Volunteers

MOCA volunteers contribute their time, skills, and labour as well as their dedication and passion. We thank each and every volunteer for their contribution to our first successful launch year. Their hard work and effort is greatly appreciated by the staff, Board and every visitor at the Museum.

Ali Anisah
 Gayane Aprtyan
 Jéssica Araujo
 Zoe Barclay-Wright
 Vanessa Barnier
 Irwin Barrer
 Sydney Bateman
 Lauren Burkhardt
 Stephen Carriere
 Elaine Chai
 Tim Clair
 Sebastian Cornejo
 Martha Davis
 Nicholas Dehler
 Jennifer DiMaria
 Diana DiNatale
 Nadia Dubyk
 Meighan Duffin
 Billie Gene Dufresne
 Angela Ferguson
 Peter Giglio
 Jamie Glasspool
 Natalia Goldchteine
 Gerardo Gutierrez
 Wasela Hiyate
 Lisa Huang
 Oghenero Ibi
 Sandra Iskander
 Esther Jiron
 Anne-Sophie Josse
 Emma Joy
 Brenda Kandiyoti
 Paula Kaston

Sepideh Khalili
 Ana Khundadze
 Gowan Kim
 Ayyman Kurji
 Eleanor Laffling
 Ava Lapena
 Magdalen Lau
 Jennifer Leonard
 Denise Levinter
 Dale Lew
 Louie Paolo Leynes
 Megan Lynch
 Terri MacDonnell
 Kelly Manikoth
 Elina Mansurova
 Nancy Marini
 Martire, Michael
 Victoria McCaldon
 Muskoka Dittmar McCallum
 Si Tou Mio Ou
 Ronita Mohan
 Salome Mukbaniani
 Jaime Muszynski
 Ethel Nanes
 Paul Nesbitt
 Hana Nikcevic
 Samantha Nichols
 Demetra Nikolakakis
 Isis-Maya Nissman
 Vanna Nguyen
 Jack Pocaluyko
 Samantha Purvis-Johnston
 Teresa Reeves

Rebekah Reuben
 Raymundo Reyes
 Alejandro Rizzo Nervo
 Cristina Rodriguez
 Catherine Rowlands
 Kristine Sansano
 Jean-Francois Sauger
 Freya Selander
 Dana Snow
 Maggie So
 Aitak Sorahitalab
 Teghan Stadnyk
 Patrick Staheli
 Lisa Stanley
 Harper Stewart
 Nicole Stoddart
 Cathy Tang
 Andrea Tavchar
 Gwyneth Thompson
 Ann Tiniacoudis
 Shaangavi Umasaran
 Kale Vandenbroek
 Santiago Vanegas
 Naushin Vasta
 Alex Velderman
 Connor Walik
 Brittany Wilson-Lall
 Olivia Zaporzan
 Christina Zhou

Museum Of Contemporary Art

Toronto Canada



Charitable Registration
No. 87891 4118 RR0001
158 Sterling Rd. Toronto
moca.ca

MOCA Floor 2, *BELIEVE*, 2018. Photo by Ben Rahn.