



**TAP** CENTRE FOR  
CREATIVITY

THEATRE  
ART GALLERY  
PERFORMANCE  
RESIDENT ARTISTS  
EDUCATION



CASE FOR SUPPORT

# A COMMUNITY WITHOUT CREATIVITY

**Imagine a London with no creativity.**

**No experimental poetry.**

**No bold paintings.**

**No shocking performances.**

**No groundbreaking artistic expression.**



TAP is at the **centre of creativity** in London where we support theatre, visual, and performance artists as they explore their craft. We welcome artists and patrons, and under our roof they work together and transform communities through creativity.

Emerging artists thrive when artistic freedom is guaranteed and financial failure is not a concern. TAP provides studio, gallery and theatre space where artists can affordably work, learn, exhibit or perform, and receive feedback critical to launching and developing their passions.

We empower London's community members to participate and engage in the artistic programs that fill our space. Through educational classes and presentations, TAP fuels imagination, enabling community members to not only appreciate art, but also create it.

As a leading arts space in London, TAP must raise \$250,000 from the community annually. We invite you to join our donor circle and help ensure TAP grows as a hub of creative minds where anyone can come and explore. The investment you make in our artists and spaces today will lead to a thriving community tomorrow.



# **VISION //**

TAP Centre for Creativity is committed to building a community around emerging artists, where presentation and education in diverse art forms sparks artistic, social, and economic change.

# **MISSION //**

To transform our community by providing a central hub for emerging artists in multiple disciplines, where quality facilities and innovative programs nourish passions, mentor creators, and overcome barriers to creativity.

# **VALUES //**

As we create, we embrace: Collaboration, Community, Innovation, Sustainability, and Learning.

## **ANNUAL IMPACT BY THE NUMBERS**

The activity that animates our space is driven by hard-working local emerging and established artists. In a year, we see the impact:

**27,072 visitors**

**968 artists supported to create  
and present work**

**1511 volunteer hours**

**24 exhibitions**

**29 theatre and performance acts**

**34 events**

**30 arts education programs**

**10 resident artists and a theatre company**

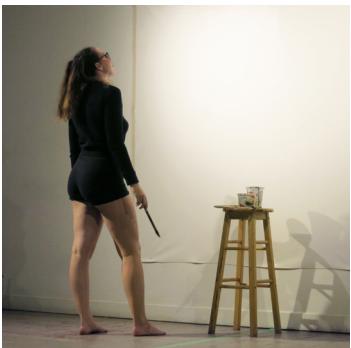
## **COMMUNITY PATRONS AND PARTNERS**

TAP has hosted a variety of arts and culture groups, providing a central space for presentation and public engagement. In our spaces, audiences have been able to experience programming presented by:

- TD Sunfest
- London Fringe Festival
- Pride London Festival
- Western University
- Fanshawe College
- Print London
- London Arts Council
- LOMAA: London Ontario Media Arts Association

# THE CREATORS

The creative spaces at TAP welcome emerging artists and established, mentoring artists in various disciplines. Through residencies and collaborative opportunities, these artists form a passionate community where they can learn from one another and build lifelong connections. Over the years we have supported:



Craig Guthrie - Painter, Resident Artist,  
2013 - 2014 and 2016 - Present

Angie Quick - Painter & Poet, Resident Artist,  
2009 - 2010 and 2015 - Present

Justin Quesnelle - Co-Artistic Director of  
Passionfool, Resident Theatre Co.  
2007 - Present



Eva Blahut - Co-Artistic Director of  
Passionfool, Resident Theatre Co.  
2007 - Present

Joanna Skiba - Mixed Media Artist, Emerging  
Artists Studio Program, 2017 - 2018

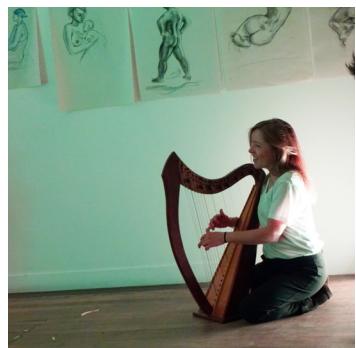
Anne Hamilton - Mixed Media Artist, Emerging  
Artists Studio Program, 2018 - Present



Rob Nelson - Photographer, Resident Artist  
2005 - Present

Holly Pichette - Mixed Media Artist, Emerging  
Artists Studio Program, 2017 - 2018

Lori Jensen-Brazier - Printmaker, Emerging  
Artists Studio Program, 2016 - 2017



Jessica O'Neil - Singer-Songwriter, LDN  
Convergence, 2018

Tyler Graham - Playwright & Actor, LDN  
Convergence, 2018

Karyl Reuben - Printmaker and Painter,  
Resident Artist, 2014 - 2015

# I wanted to take a risk. So I went to TAP.

## Adam Giroux //

When I was a student at St. Thomas Aquinas Secondary School, we always had our year-end art shows at TAP, so it has been a part of my artistic life for a long time. So, when I first decided to start focusing on my art and prioritizing it in my life, TAP was the place where I wanted to try to take a risk and show my work. After a successful first show, I met Sandra and two of the resident artists, Angie Quick and Rob Nelson. Their passion toward their work and the enthusiasm for the space was magnetic, and all it took was a quick tour of the spaces to convince me I had to be there. It was time for me to dedicate myself to creating the work I wanted to create, and TAP was the perfect platform for that focus.

What stood out to me at TAP was the community of resident artists who were all passionate about their work, and it was a true pleasure to be a part of it. Some of the best moments I had at TAP were the resident artist shows, where we were able to put everyone's work on display and see the progressions of work from year to year. It was inspiring to watch everyone evolve with their work and to be introduced to so many new ideas and people.

My studio residency at TAP allowed me expand my vision for the work I was creating. It allowed me to increase the scale of the work, both physically and conceptually. It gave me a place for visitors to come and see my work and how I approach it,

which helped me build connections with galleries, collectors, and fellow artists. The freedom to spend my days and nights there allowed me to dedicate the time I needed without disturbing anyone around me. Being in the core of downtown London let me experience the city and open up my window to absorb the energy from the bustle of the people on the streets below.

**My experience at TAP was exactly what I was looking for.**

Adam Giroux  
Resident Artist,  
2015 – 2017



Adam is an emerging self-taught artist whose work explores the boundaries of identity and the obsession with self-improvement. After presenting his first solo show *Callow* at TAP in 2015, Adam was a resident artist for two years. During and following his residency, Adam gained representation by the Gallery House in Toronto, and has exhibited in galleries in London, Toronto, and Montreal. Adam creates haunting oil portraits of cryptic characters to elaborate on the themes of restraint and growth.

# FUNDRAISING PRIORITIES

In order for TAP to keep London's centre of creativity thriving, we must raise approximately \$250,000 each year. By helping us raise this amount, you have an impact on London's creative community in three core areas:

## Artist Support



### Emerging Artists Studio Program

We have all heard of the stereotypical "starving artist." Launching an artistic career can truly be an uphill battle. To support artists in London who contribute artistically to our community at personal financial risk, the Emerging Artists Studio Program enables visual artists to launch their career without having to worry about the funds required to begin. Artists are provided with 24/7 access to their own private studio for twelve months, mentorship and peer support, a materials budget, and a culminating solo exhibition. This opportunity is open to recent graduates from a visual arts program in London or artists based in London who graduated from another Canadian institution within the past two years..

**Cost to deliver the program: \$24,500 for 3 artists annually**

"The residency was a remarkable experience for me. Never in my life have I had the time, space or resources to do what I was able to do at TAP" - Lori Jensen-Brazier, Emerging Artists Studio Program

### Emerging Theatre Residency

Emerging theatre artists face a grueling audition process and many closed doors, making it difficult to gain professional experience and create the work they want to create. The Emerging Theatre Residency is currently in development and follows a self-producing framework: recent theatre graduates will collaborate to develop, workshop, and present original work within 12 months. Through mentorship, access to rehearsal space, a production budget, and educational opportunities, residents will gain hands-on experience to enhance their craft in playwriting, acting, directing, and dramaturgy. They will also develop fundamental knowledge in set and sound design, lighting, and logistics to prepare them as theatre entrepreneurs and support their artistic endeavors.

**Cost to deliver the program: \$19,500 for 5 artists annually**

# Community Engagement



## Engaging Projects and Presentations

We develop initiatives for and by emerging and established artists, supporting the presentation of new works in various art forms while encouraging community participation. Our annual Ting Comic & Graphic Arts Festival, which features work by artists from Southwestern Ontario, and our newest LAB203 initiative where artists can present collaborative and experimental installations, are just two examples.

**Cost to deliver: \$76,000 annually**



## Programs, Workshops and Professional Development Series

TAP delivers over 30 educational programs each year to support the development of artists in all stages of their careers. These programs provide an opportunity for instructors to share resources, for students to learn new skills, and for the public to tap into and enjoy. Our free Unscripted Speaker Series provides an inclusive opportunity for students, artists, and patrons to connect with talent across the country in an open forum. TAP is also home to weekly drop-in life drawing sessions, giving artists of all skill levels a chance to hone and develop their figure drawing abilities. These learning opportunities are core to TAP's mission in supporting emerging talent and increasing community engagement.

**Cost to deliver: \$68,500 annually**

# Creative Spaces



Having inviting spaces to learn and experiment in is crucial for our artistic community. With theatre, gallery, and studio space all under one roof, TAP strives to ensure that our space is flexible, accessible, and safe for artists and patrons. The diversity of our spaces is vital to many of the programs we offer. Refurbishment, improvements, and maintenance of our heritage building is essential so we can continue to provide a flexible space that supports artistic development.

**Cost to deliver: \$61,500 annually**

"One thing so great about TAP is it's an incubator for experimental work, which is not something a lot of communities have access to. TAP is that space for a lot of artists here in the city." - Justin Quesnelle, Passionfool Theatre's Co-Artistic Director

# GIVING CIRCLE

## The Artist's Circle in Support of TAP Centre for Creativity

You can ensure emerging artists thrive in our city by becoming a member of our Artist's Circle. We invite you to join other committed donors who share your love of the arts and enjoy invitations to private receptions, access to dress rehearsals, resident artists visits, and more. Your financial commitment, engagement, and valuable advice as a member is graciously felt by the artists who fill our space and city with new creations.

## Artist's Circle Membership Benefits

Donors giving annual amounts of \$35 or more are automatically included in the Artist's Circle. Since revenue from space rentals only account for 35% of operating costs, TAP relies on Artist's Circle members to support emerging artists in multiple disciplines while engaging with the community in our heritage space.

## Members of the Artist's Circle are recognized in the following ways:

- Voting privileges as a member at our Annual General Meeting
- A copy of our Annual Report
- The sincere gratitude of emerging artists along with a charitable tax receipt in the maximum allowable amount per Canada Revenue Agency guidelines
- Recognition as a member of our Artist's Circle in our Annual Report and other donor listing locations (i.e., website)
- Invitations to exclusive Artist's Circle events
- Discounts on TAP art classes, workshops, and Passionfool productions
- Subscription to our convenient e-newsletters for upcoming performances, events, and initiatives each month



"TAP is important for cultural economic tourism as a destination, and integral for emerging artists for its open, supportive environment. TAP is a fulcrum for the future of a vibrant downtown and a reason for young talent to stay in the city."

- Robin Honey



In addition to the benefits you receive as a member of the Artist's Circle, TAP offers benefits for each enhanced donation level:

### **Creative Member - \$35+**

A Creative Member receives all of the core Artist's Circle benefits.



### **Creative Backer - \$250+**

Early access to TAP's annual holiday exhibition

### **Creative Supporter - \$500+**

Two complimentary tickets to an Arts on TAP workshop



### **Creative Champion - \$1,000+**

Invitation to an intimate tour of TAP's resident artist studios

### **Creative Advocate - \$2,500+**

One-time complimentary use of the 3rd floor workshop studio for a team meeting, photoshoot, or other creative endeavor (with advance notice and subject to availability)



### **Creative Partner - \$5,000+**

Two complimentary tickets to a Passionfool Theatre production plus post-show appetizers at one of our Restaurant Partners

### **Creative Leader - \$10,000+**

One private lesson (for two) with a TAP artist

### **Creative Genius - \$25,000+**

An annual invitation to have lunch or dinner (for two) with a resident artist and our Executive Director

# TAP INTO CREATIVITY

TAP is at the centre of creativity in London.

We support emerging theatre, visual, and performance artists while encouraging the public to be transformed as individuals and as a community through art.

Your support makes this possible, and we invite you to join us at the centre of creativity.

To learn more about joining the Artist's Circle,  
please contact Sandra at  
**sandra@tapcreativity.org** or call **519-642-2767**.

[www.tapcreativity.org](http://www.tapcreativity.org)

Charitable Registration Number: 871113353RR0001





**TAP is key  
to London's  
identity.**

**We are such  
a cultural city  
and yet  
we often  
work away  
in our silos,**

**TAP breaks  
that down  
and invites  
everyone in.**

**There is always  
something new  
to experience.**

**Rob Nelson //**  
**Resident Artist**

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