



# TORONTO BIENNIAL OF ART



## WOMEN LEADING

SUPPORTING WOMEN AND NON-BINARY  
ARTISTS TO TAKE THE LEAD



2023



# WHAT WILL IT TAKE TO CLOSE THE GENDER GAP IN THE ARTS?

**Women and non-binary artists continue to be drastically underrepresented in the Canadian and global arts landscape.**

- Women make up only **5% of artists in the auction market**
- Of over 3,000 surveyed galleries, **10% represent not a single woman artist** and half represent 25% or fewer women
- Only **24%** of the over 27,000 artists shown in art fairs in 2018 were women.
- Just **11% of acquisitions** and **14.9% of exhibitions** at 31 major US museums from 2008-2020 were women
- In Canada, women visual artists **earn on average just 65%** of the annual income of their male peers

**Racialized, low-income and 2SLGBTQ+ women and non-binary artists face even greater challenges in establishing themselves in the arts.**

- Black women artists represent just **0.1% of auction sales**
- Work by Black American women comprises just **0.5% of acquisitions** at the leading 31 US art museums
- Of the top 20 female artists sold at auction, 17 are white



**TBA was founded by a group of women and mothers who believe that art should not only be central to our communities, but reflect their diversity.**

From its outset, TBA has committed to showcasing artists that have for too long been marginalized and underrepresented. Of the 75+ artists showcased in TBA exhibitions to date, **50% identify as women or non-binary and 75% identify as Indigenous, Black or People of Colour.** TBA believes firmly in the need for equitable representation of artists in contemporary art and is committed to creating opportunities for marginalized artists to thrive and reach new audiences.

**Women and non-binary artists from diverse backgrounds need our support to create work that speaks to the moment, challenges us, fosters dialogue and helps us to imagine a more equitable future.**



**Women Leading brings together advocates for gender equity in the arts to create new, innovative contemporary artworks, public programming and learning experiences led by women and non-binary artists.**

The passionate champions of Women Leading will enable TBA to provide \$150,000 in direct support to women and non-binary artists to create and showcase the work they dream of making. Some of the incredible female-identifying artists that Women Leading have supported to date include,

**Judy Chicago**, often called the ‘Godmother’ of Feminist Art.. The artist drew over 22,000 people to Toronto’s waterfront to experience a newly commissioned Smoke Sculpture™ entitled ***A Tribute to Toronto***. Working on water for the first time, Chicago and collaborators released a series of pigmented smokes from a massive barge structure that mixed with the wind and the light to create a myriad of colour effects (pictured above).



**Camille Turner** combined Afrofuturism and historical research to create **Nave**, an immersive multimedia installation that explores the entanglement of colonial Canada in the transatlantic trade of enslaved Africans (pictured above). Turner was awarded TBA's 2022 Artist Prize.

**Nadia Belerique** produced **HOLDINGS** for the 2022 Biennial, incorporating industrially produced, milky-white plastic barrels made to economically send cargo across seas. Each barrel became a frame or vessel for compositions of liquids, photographs, and object assemblages outfitted with lens-like stained-glass coverings (pictured below).



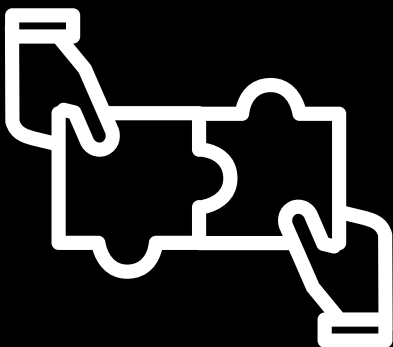
# TAKE THE LEAD

**Help us create a gender equitable contemporary arts sector.**

Women Leading is a community of contemporary art supporters that believe passionately in advancing gender equity in the arts. By joining this community, members contribute directly to supporting projects by women and non-binary artists. Members also gain access to exclusive, year-round programming featuring TBA artists, curators and partners.

Women Leading is a collective philanthropic initiative that enables our community to work together to make change. **Together, we aim to raise \$150,000 to support the work of women and non-binary artists over the next two years.** Priority will be placed on supporting the work of artists facing multiple barriers including those identifying as Black, Indigenous, People of Colour and 2SLGBTQ+.

**Participation in Women Leading involves a minimum philanthropic commitment starting at \$5,000 over two years.**



## GIVING LEVELS:

**Contributor - \$5,000**

**Advocate - \$10,000**

**Contemporary - \$25,000**

**Your philanthropic support will directly support women and non-binary artists to create new, innovative work and reach broader audiences.**

## COLLECTIVE IMPACT:

- Provide direct project funding and curatorial support for women and/or non-binary artists in the 2024 Biennial
- Creation and exhibition of newly commissioned artworks or programs from groundbreaking women and non-binary artists in the 2024 Biennial
- Conduct international marketing and promotion to spotlight the artwork and artist in the lead up to and throughout the Biennial
- Provide free access for 300,000+ visitors over 10 weeks to highly relevant and engaging artworks and public programming that centres the diverse perspectives of women and non-binary artists

## MEMBER BENEFITS:

Access to a series of exclusive, year-round programs featuring TBA artists, curators and partners focused on women and non-binary artists
Personal complimentary copy of TBA's 2024 publication
Charitable tax receipt for the full amount of donation
Recognition of Women Leading support in all materials related to the commissioned projects, including on-site signage, website and publications
Recognition of Women Leading at select public events and exhibition openings, including Director and/or Curator Speeches
Tickets to TBA's 2024 Opening Celebration
First Access to Artist Limited Editions commissioned exclusively for the Biennial
Employee engagement opportunities such as Storytelling tours, artist talks and more for corporate partners
Complimentary copy of TBA's 2024 publication signed by curators

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Advocate - \$10,000

Contemporary - \$25,000

**We want to learn more about your own interest in making the contemporary art sector more equitable. Contact us today to discuss how we can achieve these goals together!**

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