AN ART LOVING LIZARD AND A \$10,000 DECISION

Promoting art on campus







PROBLEM:

The Doris McCarthy Gallery has a huge art collection that not many know about







GOAL:

Make students aware of the art collection (+ make this art accessible/interesting to all)





OPPORTUNITIES:

1
A weekly Instagram Series
Featuring art across campus

A reality-TV inspired series of videos



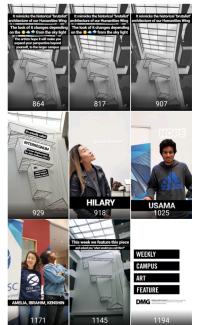


Curatorial Perspectives Episode 1: Curatorial Class Visits Artist Rachel MacFarlane





EXECUTION





















SOME CHALLENGES & SETBACKS









RESULTS (INSTAGRAM SERIES)











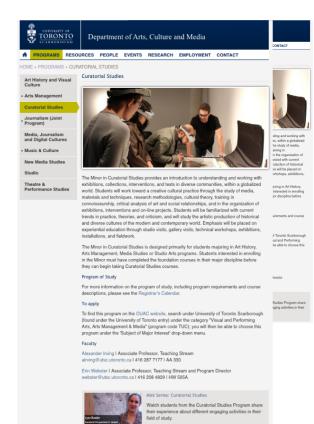








RESULTS (VIDEO SERIES)



Episode 2: Curatorial Perspectives II Artist Visit	• 11/03/17 8:55AM	531	1.5K
Episode 1: Curatorial Class Visits Artist Rachel MacFarlane	• 10/18/17 7:15AM	929	2.1K
Episode 3: Curatorial Perspectives II, Artist Visits	• 11/16/17 8:00AM	369	1.1K
Curatorial Perspectives II: Deliberations	• 12/22/17 7:00AM	292	791
Episode 4: Curatorial Perspectives II	• 11/27/17 11:33AM	270	845
Curatorial Perspectives II: Episode 5	• 12/20/17 11:26AM	183	632





THANK

CONTACT

Sara Weales, Digital Communications Officer sara.weales@utoronto.ca

raquelalexia.russell@utoronto.ca

UNIVERSITY OF
TORONTO

Raquel Russell, News & Media Assistant

