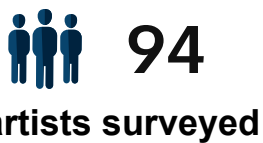




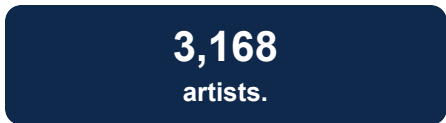
## The Research Project

To understand the outcomes and impacts on artists whose work was purchased by the Art Bank, Goss Gilroy Inc. surveyed **94 artists**, and held focus groups and interviews with **22 artists**, Art Bank clients and partners.

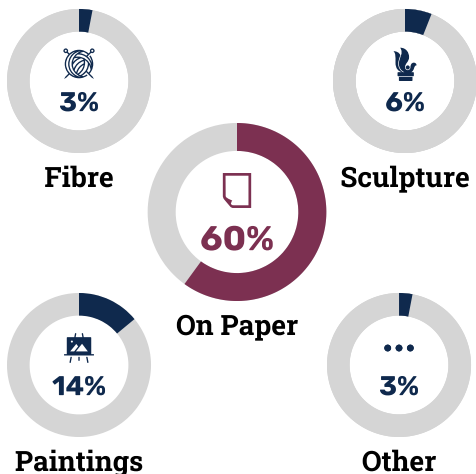


## Program Outcomes

As of 2021, the Art Bank collection included:

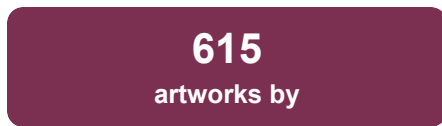
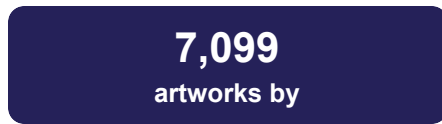


The most common art forms are:



## Reach

From 2011 to 2020:



*"In order for [a] work to continue to be active, it has to be in the world and shown, seen by audiences... That kind of one-to-one interaction with an artwork... it's a huge opportunity for visibility for an artist... It also puts that artist and their work in front of... multiple audiences, arts and cultural workers, and then it builds from there."*  
- Art Bank Partner

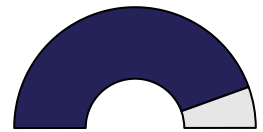


**75%** were able to engage with a broader audience or community.

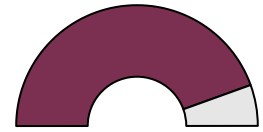
## Impacts



**89%** improved their visibility or profile



**88%** impacted their career



**72%** provided access to other opportunities

## Community Impacts

The Art Bank contributes to public engagement in the arts by facilitating access to a diverse collection. This is perceived to contribute to positive attitudes about the arts sector and to increase recognition and visibility of the arts both in Canada and internationally.

*"[Showing] critically engaged, interesting, and in many ways also cutting-edge contemporary Canadian artwork... in a thoughtful way, is so vital to ensuring that Canada is able to communicate the kinds of interesting cultural work that happens here and putting the country as a whole forward as a place that values art and culture, and that kind of critical engagement."*  
- Art Bank Partner

