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Kate V Robertson, This Mess is Kept Afloat opening. Photograph by Erika Stevenson.
This has been a hugely successful year for DCA in the run up to what looks likely to be one of Dundee’s most exciting periods yet. Never has there been a better time to make the case for culture and the impact of creativity on people, on cities, on countries. We know, because we see every day, that art enriches lives – from the smallest of interactions to life-changing experiences. And we’re hugely honoured to be able to make that happen here at DCA.

We were delighted that DCA Cinema numbers hit a record high this year, with our best performance since we opened in 1999. Our films, which are all programmed in-house and presented by a trained team of projectionists, truly capture the breadth of cinema. From Oscar winners and blockbusters to carefully curated international seasons, family workshops to partnership projects with local organisations, support for Scottish talent to our ever-popular screenings of art and performances from around the world, there really is something for everyone. We were also delighted to see our gallery visitor numbers soar in 2017–18, an increase of 25% on average attendance over the previous four years, demonstrable proof that people love to be excited, intrigued and surprised by contemporary art and the rich Scottish, national and international programme we present.

Partnerships and collaborations make all of our work possible. This is never more apparent than in our Print Studio and we were pleased to embark on our first fully funded artist-led PhD this year, researching the exciting creative possibilities of new and traditional print technologies meeting. Our Learning team’s work went from strength to strength, with incredible projects that demonstrate real impact across the city and the country, with a huge range of partners and audiences, including schools, universities, community groups, charities and healthcare organisations.

Dundee is a changing city, with new developments and buildings appearing every month and ambitious designs for the future. We are not only proud of the vital role that DCA has played in this culture-led regeneration over the last 19 years, we are also proud to still be delivering on our early promise every day, looking forward to the future. What better way to mark the approach to our 20th birthday?

Beth Bate, Director
Exhibitions

“Transformational projects took place in DCA’s gallery spaces across 2017/18, and once again a new programme of exhibitions brought fascinating artists and ideas to Dundee for the very first time.

We welcomed 36,484 visitors to the galleries over the past year, a 25% increase on previous years’ averages, which happily reflects the increasing popularity of and appetite for high quality contemporary art exhibitions in Dundee. DCA has played an integral role in the development of these audiences over the past 18 years, and we continue to strive to welcome, challenge and inspire anyone who steps over the threshold of our beautiful spaces.

For the summer season of 2017, we broke down all temporary walls and stripped back every blind and curtain to bathe the spaces in natural light for renowned British painter Clare Woods’ first solo exhibition in Scotland. *Victim of Geography* was an exhibition of 11 raw and powerful new works developed specifically for DCA. These vast, oil-painted aluminium sheets filled both of our galleries, connecting a body of research developed in Dundee relating to the city’s history of polar exploration to Woods’ wider exploration of highly-charged images circulating in the world around us.

During the Autumn season, Canadian artist Kelly Richardson transformed our galleries into dark, immersive spaces filled with hyper-real digital landscapes and intergalactic dystopias. This project marked Richardson’s first major exhibition in Scotland. Weaving together myth and metaphor with scientific research and new digital technologies, *The Weather Makers* presented three large-scale video installations alongside a new print series, with a key installation shown in partnership with NEoN Digital Arts Festival. The exhibition asked viewers to consider what the future might look like if we continue on our current trajectory of planetary pillaging and consumption, and why we have allowed ourselves to arrive at such a moment of global environmental crisis. This project was also programmed as part of our annual Discovery Film Festival, developing and engaging younger audiences in relation to different kinds of film and moving image practice at DCA.

“Victim of Geography” was an exhibition of 11 raw and powerful new works developed specifically for DCA. These vast, oil-painted aluminium sheets filled both of our galleries, connecting a body of research developed in Dundee relating to the city’s history of polar exploration to Woods’ wider exploration of highly-charged images circulating in the world around us.

“DCA always has a good feel about it, the exhibitions are always good and interesting. Thanks again for another fantastic exhibition.”

#helloDCA card

“Much needed day off. Trip to Dundee. LOVED this exhibition by Kelly Richardson. Beautiful film pieces of futuristic dystopian worlds. Gorgeous!”

Twitter feedback

“It’s the best thing I’ve seen ever... ever! I love it I’m going to come back and bring everyone...”

#helloDCA card in response to Shonky
Top: Kelly Richardson, The Weather Makers opening.
Photographs by Erika Stevenson.
Launching in December and taking us into the New Year were two major new sculptural commissions for our galleries by artists Andrew Lacon and Kate V Robertson. At the heart of both these solo exhibitions lay investigations into specific materials, looking at the structural qualities of certain substances and considering how they are used as tools and vessels for complex cultural, social and political agendas.

Lacon’s exhibition, *Fragments*, took the form of one single object: a terrazzo marble floor for viewers to walk across. The artwork’s design referenced a wide range of influential touchstones, from pre-Hispanic Aztec facades in Mexico, to ubiquitous crazy paving closer to home in the UK. *Fragments* was created entirely by the artist’s own hand in Dundee in advance of the exhibition. It proudly bore the marks of hundreds of hours of artistic labour, eschewing the industrial processes and outsourced fabrication methods one might assume would come into play when creating an object of this scale.

Robertson’s show, *This Mess is Kept Afloat*, drew attention not only to the walls but to the floor, ceiling and windows of our most expansive gallery space. Exploring the sculptural and sensory possibilities contained within her carefully chosen materials, the artist invited visitors not only to look but to touch, feel, smell and even contribute to the destruction of sculptures made from concrete, rubber, metal, polystyrene, resin, paper and eggshells.

Both Lacon and Robertson extended hugely generous invitations to audiences at DCA across the winter season. In different ways they each encouraged us to re-think how we engage with artworks in galleries by creating conceptually intricate and sensually rich environments to step into and move around freely.

Finally, Spring really sprung into the building this year with the wild and beautiful group show *Shonky: The Aesthetics of Awkwardness*, guest-curated by artist John Walter. This ambitious project, developed as part of Hayward Touring’s ‘Curatorial Open’ programme in partnership with the MAC in Belfast and the Bury Art Museum & Sculpture Centre, gleefully flew in the face of the slick production values we so often associate with contemporary art. It brought together 14 artists from across the globe to explore ‘the aesthetics of awkwardness’ and challenged viewers in a playful way to perhaps think differently about gender, sexuality, fragility, beauty and humour.

Developing guest-curated projects such as this at DCA offers up exciting opportunities for us to bring fresh and dynamic curatorial voices into the building at different stages of our exhibitions programme – they will continue to appear as exciting collaborations in our future plans for contemporary art in Dundee.
DCA Cinema continued to grow in 2017–18, with our best year since the venue opened in 1999: we showed over over 400 titles in over 3,127 screenings to 96,174 audience members. We showed the very best in new cinematic releases and a unique programme of alternative and world cinema, all selected and programmed by the DCA team.

2017–18 brought some major films to DCA and our top 20 titles included a strong showing by UK-made films, including Dunkirk; The Death of Stalin; Darkest Hour; Victoria and Abdul and Murder on the Orient Express. Oscar-winning films such as The Shape of Water, Three Billboards Outside Ebbing, Missouri; Phantom Thread and Lady Bird were also amongst our most popular films of the year alongside blockbusters including Denis Villeneuve’s Blade Runner 2049 and Edgar Wright’s Baby Driver. We welcomed audiences of all ages for our family friendly films such as Paddington 2, Beauty and the Beast and The Greatest Showman.

We presented a wide range of special film seasons and festivals, all increasing the vibrancy and dynamism of our cinema programme. These included Dundee’s only dedicated horror film festival Dundead, Discovery Film Festival, the Italian and French Film Festivals, the Japan Foundation Tour and Luminate: Scotland’s Creative Ageing Festival, which was programmed once again by DCA’s Head of Cinema.

Partnership working continues to be a key element of our repertory programming and resulted in several special seasons: Crossings, stories which explored migration from both global and local perspectives, came to us from the ICA in London; and Fokus, co-organised by the Goethe-Institut and Filmhouse in Edinburgh, brought new and classic German cinema to our screens. We collaborated on several projects with the University of Dundee including an event which examined Gulliver’s Travels’ impact on SFX in cinema as part of the Being Human Festival. Partnership working with Take One Action, Scottish Queer International Film Festival, Fashion Revolution and Luminate are ongoing highlights of our cinema programme.

“Very nice place! I am always happy here. Nice music, nice atmosphere and nice cinema with French movies…”

#helloDCA card

“I have enjoyed having my mind stimulated and my point of view questioned.”

Audience feedback
An evening with Buster Keaton and Neil Brand. Photograph by Erika Stevenson.
Cinema

“Best cinema in Dundee bar none!!! Great Movie.”
#helloDCA card

“Wonderful cinema experience in a lovely, comfortable theatre! Well done!”
#helloDCA card

Screenings of arts and performance continued to be popular, with audiences enjoying a range of content including National Theatre Live, Live from the Met, Bolshoi Ballet, ENO, Glyndebourne, An Evening with John Le Carré, Dave Gilmour, Nick Cave as well as Exhibition on Screen events. A host of special guests visited DCA for talks and screenings. We were delighted to welcome film curator Sunniva O’Flynn from Irish Film Archive in Dublin to present a collection of films from the archive accompanied by four musicians for a unique Scottish-Irish cine concert; artist Luke Fowler presented his new work Electro-Pythagorus on 35mm; Canadian filmmaker André Desrochers explored the connections between Dundee, Québec and our own city with Tales of the Dundee Wetlands; and researcher Shona Mains introduced our audience to Angry Inuk, the first film made by a Native-Canadian female director which screened as part of Dundee Women’s Festival.

Scottish Encounters, our exciting showcase of new work from up-and-coming Scottish screen talent, gives Dundonians the opportunity to interact with filmmakers in post-screening Q&A sessions. Our programme included three very different titles that each played to enthusiastic audiences: London Calling, which explored allegations of BBC bias during the 2014 Scottish Independence Referendum with director Alan Knight, an encounter between a vegan and a hunter in The End of The Game with director David Graham Scott and the vibrant coming of age story Moon Dogs with producer Kathy Speirs.

Celebrating cinema’s rich heritage is an important part of our programme and was showcased through many special events throughout the year. We welcomed musician Stephen Horne and Laraine Porter from De Montfort University, Leicester for a rare screening of silent film The Informer; and composer Neil Brand celebrated the genius that is Buster Keaton with a presentation about the comic genius’s life followed by a screening of Steamboat Bill, Jr. We had focused seasons on the Western genre and explored European political thrillers from the 1970s with States of Danger and Deceit, curated by HOME in Manchester. We were delighted to present the first UK retrospective of one of the most original auteurs of Indian cinema, Ritwik Ghatak, in collaboration with the National Film Archive of India and the Ritwik Ghatak Memorial Trust, offering a season of six rarely-seen films curated by Dr Sanghita Sen from the University of St Andrews.

Alongside the extensive work we do with young people and schools through Discovery Film Festival, we are also committed to enhancing access to cinema for all kinds of audiences. With the invaluable advice of local advocacy group ASAD, we launched autism-friendly ‘relaxed’ screenings this year. These performances are offered with lower sound, increased lighting, and materials for quiet activities in the foyer if the screening experience is too intense. We have increased our subtitled screenings for the deaf and hearing impaired over the past year and refreshed our training on the use of headsets for audio-descriptive screenings. DCA is also committed to keeping our cinema ticket prices low to ensure that our programme remains accessible to the widest possible audience.
Print Studio

“DCA Print Studio is a hub for creative and artistic activity, right at the heart of our building. In our open-access workshop, artists at all stages of their careers and of all abilities can create new work using both traditional and new technologies. Through courses, expert teaching, drop in days, residencies, collaborations, research and our hugely successful series of print editions, the Print Studio is at the forefront of Scottish and international creative practice and development.

Research was a particularly dominant theme for 2017–18, with two PhD Doctoral researchers working in the studio. Doctoral Artist in Residence Jacqueline Butler, supported by the Scottish Graduate School of Arts and Humanities (SGSAH), completed several projects. Her experimental 3D prints were made at the production studio at Duncan of Jordanstone College of Art and Design using resin-sintering processes, from 3D scans made in DCA Print Studio, of collections of found objects. In September DCA Print Studio was offered 3-year funding by SGSAH for a new full-time Creative Industries PhD student. Working with Edinburgh College of Art, with Ruth Pelzer-Montada, Andrew Sneddon and Torsten Lauschmann as supervisors alongside DCA’s Head of Print Studio, artist Rachel Adams has been appointed as our researcher, exploring new technologies in print. DCA also hosted the SGSAH Hub Launch in October, with John Kampfner from the Creative Industries Federation and a presentation of 16 new Creative Industries PhD Research projects funded by SGSAH.

We continue to invest in equipment and new technologies to help further our research programme and to support the work of Print Studio users, with new additions this year including The Makerbot Replicator + 3D Print, a larger, faster and more advanced printer than our current model; and the Tobii PCEye which enables artists with severe physical disabilities to draw with their eyes.”

“I felt so happy – maybe doctors should prescribe a course of screen printing now & again.”
Andy Warhol course participant

“Great Course! Good fun and very interesting. Whilst at first thought it may look daunting. It really isn’t after its been explained by the fantastic staff!”
Introduction to laser cutting participant

“The Print Studio at DCA is the necessary resource for printmakers – the essential open-door.”
Barbara Morton, Print Studio registered user
Nearly 730 people took part in Print Studio courses as part of our Get Creative programme, an increase of 10% on last year, with course popularity on a steady upward trajectory. The wide range of courses we offer include work with both traditional and new technologies, including Japanese calligraphy, 3D printing, laser cutting, screen printing and paper making, suitable for artists at all stages of their practice. With over 2,000 sessions by registered members, DCA Print Studio remains a vibrant and vital hub for creativity and production.

Partnerships and collaborations continue to be a key part of the Print Studio’s practice. We embarked upon a new project with Ohio Arts and Cleveland Print Room, with the selection of a Scottish artist to visit the USA on this funded Artist in Residency opportunity, and with DCA to host an American artist in return. Jonny Lyons was selected by DCA to spend time in Cleveland, resulting in a new body of work and an exhibition at the Print Room. We hosted Anna Tararova, who created new prints and gave an artist talk.

The 2017 Dundee Design Festival featured the major project Print City by the Print Festival Scotland team, led by Scott Hudson and Paul Harrison. An immense installation of corrugated card, screen-printed with images designed by school and community groups from workshops at DCA, filled the large exhibition space at West Ward Works.

In 2017, we were pleased to once again work with Dundee Print Collective, who promote print-making as a collaborative medium of expression and dialogue. DPC launched a new project for Centrespace at DCA in December, with over 60 artists taking part, many of them new to the Print Studio. DPC also attended a major Zine event in Barcelona, in partnership with Riso Soup.

We also took part in Creative Dundee and DCA’s ‘Behind the Scenes Dundee’ tours, introducing the Print Studio to new audiences; a summer school from the University of St Andrews, Doors Open Day and welcomed our very own DCA staff for a series of informal learning days.

“Lovely introduction to the art form, its principles, practice and cultural identity.”
Introduction to Japanese Calligraphy participant

“Wonderful course – informative, fun and well worth the time and money. A brilliant introduction to the dark room.”
Black and White Photography participant
Top: Off-site community workshop.
Bottom: Workshop with Amina Muslim Women’s Resource Centre.
Learning

"We’re regulars at the activity room, my kids love it. There aren’t enough spaces like this in Scotland let alone Dundee!"
#helloDCA card

"All staff have been raving about the day. It was a refreshing change to get out of our school bubble and both sessions were hugely informative and inspirational. Can we come back next year?"
Teacher, Blairgowrie High School

"This project has brought passion out of each participant which has helped us to support our aim to see our members thrive.”
Hearing Voices Network Dundee

DCA Learning team works with colleagues and external partners to design and deliver a wide range of learning experiences for all. The ethos behind all of our activity is ‘SEE, THINK, MAKE, DO’; connecting new and existing audiences with contemporary art practice, a wide range of ‘making’ skills and the pleasure and creative challenges that these activities bring.

Throughout 2017–18 DCA Learning Programme delivered:

- A total of 8,300 people engaged in creative activity both at DCA and offsite
- 84 workshop sessions for children, families and young people
- 88 tours, workshops and talks at the request of schools, community groups and Further/Higher education courses
- 3 tailored study days for art & design pupils in Dundee
- 10 of our unique Craft Sunday sessions; 8 Career Long Professional Learning sessions for teachers
- 2 drop-in printing skills days at Dundee Design Festival
- 28 print and animation days with the ST/ART project
- 8 tours and workshop sessions for adults
- 300+ days of DIY art-making in our drop-in Activity Room

ST/ART

This is our longstanding partnership project with Tayside Healthcare Trust. Forty-eight participating adults with long-term health conditions worked with DCA’s Print Studio and Learning teams and freelance artists, filmmakers and volunteers to celebrate equality of opportunity and creative engagement. Artworks were presented in three displays and a wonderful film screening event which gave the opportunity for friends, relatives and NHS Tayside representatives to hear more about the project and its impact. The project has been shown to lift mood, raise self-esteem and link participants to the ongoing opportunities and programmes at DCA.

BFI Film Academy

A UK-wide scheme for young people aged 16–19, in which DCA is one of four delivery venues in Scotland. We delivered our fifth Discovery Film School Dundee course via our programme of skills development and talks led by film industry specialists and DCA staff over an 8 month-long programme, with NCFE Preparing to Work in the Film Industry qualification run alongside. Two complete short films were made from script to screen with a gala screening event as part of DCA Cinema programme in December. Seven participants gained the NCFE with the majority reporting increased confidence and skills as a result of taking part. This marks five years of delivering BFI Film Academy, during which we have engaged 58 young people, with whom we continue to maintain contact and offer support.

Offsite community engagement and activity

DCA Learning team piloted engaging with community groups in the Maryfield and Coldside area of Dundee in a variety of ways from taking out workshops to Picnic in the Park, to being ‘in residence’ over a week at Haven Centre. We worked with Stobsfest, Boomerang, DIWC, The MAXwell Centre, Coldside Fun Day, and Celebration in the Park, delivered 20 off-site sessions and engaged 569 individuals in activity. Feedback has been overwhelmingly positive and we are maintaining these links and working on recommendations for 2018/19.
Involving audiences with exhibitions
To support audience engagement with each exhibition we present our free activities for everyone to enjoy. Audiences have:

- loved participating in all the DIY art making activities in our Activity Room themed to each exhibition
- enjoyed our Art Cart drop in sessions which help families to get over the threshold into the gallery
- joined in our Family Art Labs for hands-on making
- Attended five Senior Citizen Kane Club gallery tours & workshops throughout the year

New additions to the gallery events programme this year included:

- Walk Talk Cast: a day-long workshop led by artist Andrew Lacon, where attendees spent a day talking and making with the exhibiting artist
- Talk Track Talk: a joint event with Fruitmarket Gallery in the form of a day of talks, discussions and travel to both venues for MARK WALLINGER MARK
- local story-teller Sylvia Troon entrancing family groups with spellbinding tales and puppetry in the gallery
- uplifting Tai Chi sessions with Taoist Tai Chi Society group taking place in the gallery

Public courses and workshops
This year, our Young Photo Club for 12 – 16 year-olds has grown from strength to strength with 15 young people coming regularly to develop skills across the year, supported by Dundee Photographic Society.

DCA’s unique Craft Sunday programme had a fantastic year, with all courses bar one fully booked. The ten maker-led workshops featured significant practitioners: Chloe Patience; Le Petit Moose; Object Company; Who Art Thou, Tori Gray and East End Press. Our annual Christmas Crafternoon, delivered by Learning team members, was held twice thanks to demand and attracted 60 attendees. The postcode reach for the programme is significant with local, regional and national attendance.

Working with Schools and Teachers
Across the year we worked with Dundee teacher networks to present pupil study days in the cinema and in the galleries. We continue to deliver CLPL courses for teaching staff.

Our staff-led Art & Design Study Days for all Dundee Higher and Advanced Higher pupils were planned together with High School staff. These brought pupils together as a Dundee cohort and focused on analysis, talking and writing about artworks ‘at first hand’ working in the cinema, the gallery and with the public art outside DCA. 163 pupils participated across the three days, our highest number of participants to date.

Animating Science
Animating Science combines understanding of filmmaking with understanding of life science concepts for CfE outcomes at Level 2.

This STEAM (Science Technology Engineering Art Maths) project with two Angus schools involved 60 pupils in P6/7 and their teachers, and is a pilot project in partnership with the University of Dundee School of Life Sciences. It was evaluated by teachers and pupils and will be presented at Scottish Learning Festival 2018. The partnership was a factor in the School of Life Sciences achieving a Gold Watermark award for public engagement.
Discovery Film Festival 2017. Photographs by Erika Stevenson.
The 14th edition of the festival took place between 21st October and 5th November 2017, offering the best in new world cinema for young audiences and their families. A truly international line-up included one UK and three Scottish premières, with 12 features and 21 shorts representing Belgium, Denmark, France, Germany, Israel, Japan, New Zealand, Russia, Spain, Sweden, Switzerland, The Netherlands, the UK and the US.

Highlight films included the inspirational tale of wartime survival *Le voyage de Fanny (Fanny’s Journey)*, a preview screening of the highly anticipated Japanese anime *Lu Over The Wall* and *Room 213*, a spooky tale of things that go bump in the night, based on a popular Danish novel, aimed at young teens and presented in conjunction with Dundead.

During the festival we had 46 different screenings for schools, and 5,109 pupils attended from 53 separate schools across Dundee, Angus, Fife and Perth & Kinross. At weekends we offered 16 public screenings to a total audience of 683 people. The Discovery-inspired exhibition in the Galleries featuring the work of Kelly Richardson attracted 9,778 visitors, while some 1,100 people took part in one of 28 different Discovery On Tour events that played in 10 partner venues across Scotland.

### Festival highlights

- The Opening Gala of the festival saw the building filled with furry, masked monsters all enjoying a magnificent film-themed cake after a screening of the fun Israeli family feature *Abulele*
- In response to teacher demand, the Discovery Media Studies Study Day once again offered local media students the opportunity to hear about film classification issues direct from BBFC staff, and voice their own decisions following a special screening of German language coming of age film *Tschick (Goodbye Berlin)*
- The Discovery Young Ambassadors, all aged between 15 and 19, remain a key part of the festival, assisting with programming choices, marketing and event management during the festival itself. Their involvement with DCA from February through to November each year offers a unique insight into the world of film and the film industry, particularly distribution and exhibition, and has in several cases help shaped future career and study choices
- 1,700 people attended a screening of either Shorts for Wee Ones (for ages 3+) or Shorts for Middle Ones (for ages 8+), proving that once again (very) good things do come in small packages
Discovery Film Festival 2017, photograph by Erika Stevenson.
Discovery Film Festival

Students’ feedback:
“Fascinating”...“emotional”...“tense”...“well produced”...“it helped develop my understanding of how Jewish children lived during the war and my understanding of France’s role in the war.”

Le voyage de Fanny

“That was great. I loved the bit when the pig stole all of the money”... “I can’t even pick a favourite part because the whole film was amazing”... “this day is the best day ever” (“this was when they realised they were getting on a bus smiley face”)

Revolting Rhymes

“I think that’s the best film I’ve ever seen!”

Abulele

Discovery Film Festival continues to promote the delights of a well-chosen compendium of short films. In addition to the ongoing success of the Wee and Middle collections, 2017 also featured the very first Shorts for Tinies, where the under 5s and their attendants enjoyed a selection of short films and film-related interactive events in the cinema auditorium. The year also saw the second outing of the Shorts for Language Practice programme, where school children in Years P2 and P3 were given the opportunity to watch short films as a basis for listening and speaking activities in the French language. Working in close partnership with the 1+2 PanTayside team, this event was enjoyed by over 250 children from Dundee, Angus and Perth & Kinross.

> “Great opportunity to have more exposure to French with my class” (teacher participant, 2017)

> “The films were appropriate, engaging and fun; the teaching activities were a good mix of film learning, language learning, and wider subject learning” (Creative Scotland review)

> “I used the resource pack which was great, games etc were easy to play and sound files were helpful” (teacher participant, 2017)

> “the cinema-as-classroom experiment comes into its own and by and large, it worked – not just for the children but also for their teachers who seemed equally refreshed by their new teaching surroundings” (Creative Scotland peer review)

Year round activity

We saw 792 attendances at 24 screenings as part of Discovery Family Film Club, offering everything from family favourites such as Peppa Pig and The Goonies to foreign language family films such as Zipi y Zape y el cult de la canica and Ivan Tsarevitch et la princesse changeante, plus contemporary releases including Coco and Spider-Man: Homecoming as well as archive classics such as Snow White and the Seven Dwarfs and King Kong.

4,522 more people were entertained during the school holidays with films including Paddington 2, The Lego Ninjago Movie, Captain Underpants and Beauty and the Beast.

Over the course of the year 15 schools brought a total of 589 students to DCA for screenings of films in line with their studies. These included Churchill, Darkest Hour, Detroit, Loving Vincent and Journey’s End. In addition, The Gruffalo and The Gruffalo’s Wean were presented as part of a Scots language event, and Mr Spielberg offered a number of classes a broad range of educational content with both The Post and Ready Player One.
John Walter signing his edition, co-created with Benedict Drew, in DCA Print Studio.
**Editions and Publications**

“Working with the amazing team in the DCA print studio was an eye opening experience. I am extremely grateful for the support and opportunity to work with them.”

Andrew Lacon

“Working in the DCA print studio was a total pleasure, an amazing environment with the staff to support all the ideas one wants to execute but has no idea how to.”

Clare Woods

DCA’s Editions programme enables us to work with artists to develop and extend their practice through working with Print Studio staff to create new, limited edition prints. Sales of these prints help fund our work, disseminate our programme to wider audiences and offer the opportunity to collect work by contemporary artists.

This year new editions by Clare Woods, Navid Nuur, Malcy Duff, Andrew Lacon, and a collaboration between Benedict Drew and John Walter have been launched, with work by Kate V Robertson in production. Many of the artists we have previously collaborated with continue to gain international recognition. This year Rosalind Nashashibi can be added to the list of Turner Prize nominee who have created editions with us.

Our editions have continued to sell both nationally and internationally and this year have been sold to collections in countries including the US, Australia, Germany, Austria and Holland. Our online shop continues to be a highly effective tool for these international sales, as well as our partnerships with organisations such as ArtSpace, ArtLead and Own Art.

For the second year DCA Editions and Publications were presented at a pop-up event for Dundee Design Festival in West Ward Works. This year we showed a selection of editions around the festival theme of the ‘factory floor’ as well as launching our new editions Monoprints and DIY/FBI by Mark Wallinger alongside a book signing event with the artist for the MARK WALLINGER MARK publication.

DCA participated for the first time in London Art Fair as part of its 30th anniversary programme with a stand in the curated Art Projects section of the fair. Our new edition on clay by Navid Nuur was launched as part of this programme and was featured in the Sunday Times during the launch of the fair.

DCA’s stand was highlighted in curator led tours of the fair as well as Own Art collectors’ group visits. DCA Head of Print Studio Annis Fitzhugh was part of the curated public talks programme in a panel discussion on artistic collaboration with art agency Plinth and artist Richard Wilson titled ‘What Does it Mean to Collaborate?’ New DCA publications, featuring newly-commissioned writing by Anouchka Grose, RW Paterson, Darren Jones and Kit Hammond, were launched for exhibiting artists Clare Woods, Kate V Robertson and Andrew Lacon.
DCA Shop

DCA Shop supports DCA’s work, from visual art to cinema and print, by offering a design-focused selection of products and artwork, often with direct links to DCA’s extensive arts programme.

We bring together work by talented independents alongside contemporary homeware and design brands, and sell a wide range of books and magazines on art and design, plus stationery and gifts for children. Limited edition artworks, created by local and international users of DCA Print Studio, are also showcased and sold within the Shop, alongside works from our extensive Editions and Publications programme.

We were delighted to launch a range of DCA branded products in 2017, in partnership with Scottish design studio Fun Makes Good, taking inspiration from the colours and architectural features of the iconic DCA building.

Crafted

December 2017 saw the return of CRAFTED, our annual Craft Market which provides a professional selling and networking opportunity to talented independent designers and makers from across Scotland. In total, DCA hosted 34 unique exhibitors, working in diverse mediums from woodworking and printmaking to textile design and jewellery, carefully selected from an open call process that was incredibly competitive. We were delighted to host a number of emerging local designers and makers, including final year students from both Duncan of Jordanstone College of Art and Design at the University of Dundee and Abertay University. Combined with this, discounts on craft produced by our talented array of local suppliers were offered in DCA Shop itself. Over 1400 visitors attended CRAFTED in 2017, making it our most successful Craft Market to date.

Pop-up and Exhibition events

DCA Shop was again on hand to provide a successful pop-up shop during events at West Ward Works during Dundee Design Festival, offering a curated range of products and DCA Editions reflecting the festival’s ‘Factory Floor’ theme. We have continued to have a presence during Exhibition openings at DCA, presenting a selection of products designed to complement the exhibitions programme, alongside the launch of DCA publications.

Online Shop

As consumers increasingly adapt their buying habits due to the continuing rise in online retail, DCA Shop is committed to developing our offer to appeal to as many customers as possible in this diverse new shopping environment. We have grown and developed DCA’s online shop operations throughout 2017–18, introducing new products and providing access to our extensive archive of DCA publications to visitors from across the globe. In total, we have seen visitor numbers of over 17,000 to our online store, and strong month-to-month growth in sales.
Audiences are at the heart of all DCA’s work and our communications and audience development plans help us deliver our vision: to enrich people’s lives through art, culture and creativity.

The Visitor Services team moved to join the Communications team in 2017–18, providing opportunities for closer working between the two teams, and improved customer communication overall.

We completed a programme of gallery audience research this year. The results provided some interesting points of similarity and difference from the building-wide research conducted in 2016. As with the overall pattern of attendance at DCA, many of our gallery audiences are repeat visitors, with 69% of survey respondents having attended in the past year. 56% of attenders were from Dundee, with a further 17% from Perth, Fife and Angus. 13% were visiting from Edinburgh and Glasgow, and 8% of those surveyed were visiting internationally.

The most common reasons for visiting the galleries were to spend time with friends and family, to be intellectually stimulated, and to feel inspired. 90% of visitors said they enjoyed the exhibition they had seen, while 72% felt they had learned something new. 95% of visitors rated their whole experience as good or very good.

Digital marketing continues to be a key area of focus for the Communications team, with growth across all channels this year. We saw an 11% increase in website traffic, with 510,987 sessions. Facebook continued to be our largest source of social referrals (71%), and therefore the focus of our paid digital advertising. Our Facebook activity resulted in an increase in organic reach of 14%, with a 17% increase in page likes. We continued to live stream our exhibition openings on Facebook Live when possible, with strong viewing numbers. Instagram continued to grow as an influential channel for us: we grew a new @dca.shop feed to over 1,000 followers and continued to post frequently on our @dcadundee feed. We expanded our use of Instagram stories, with a weekly ‘New in DCA Cinema’ post gaining strong engagement, and regular stories about our other programme areas.
Audiences & communications

Audiences are at the heart of all DCA’s work

We promoted our new online shop through email and social media. Free shipping promotions for Black Friday and Christmas were particularly successful.

Thanks to funding from Film Hub Scotland, we trialled a new digital marketing project aimed at encouraging audiences who live within walking distance of DCA but don’t currently attend to visit the Cinema.

We introduced online donations for the first time, with the option to give to DCA when buying tickets, or through a dedicated donations page, which has already given strong results.

We worked on more effective email marketing throughout the year, introducing split testing for most of our emails, and reducing larger contact lists to ensure that messages are only sent to those who are likely to be interested in hearing from us. Results were excellent, with an average open rate of 41% for film-specific emails – nearly double the national average.

Press highlights for this year included Scottish and UK national reviews for our exhibitions by Clare Woods, Kelly Richardson and Kate V Robertson and our group exhibition *Shonky: The Aesthetics of Awkwardness*. Art press coverage increased this year, with coverage in *Art Monthly* (Kate V Robertson & Andrew Lacon) and *Art Review* (*Shonky: The Aesthetics of Awkwardness*). We also welcomed broadcast coverage on STV News and BBC Radio Scotland.

Our cinema programme continued to be widely covered, with highlights including a front page story in The Courier for our Dundeal Halloween screenings and stories in the National and the Scottish Daily Mail for Discovery Film Festival.
DCA supporters

DCA would like to thank all of our funders, partners and supporters for helping us with such a successful 2017–18.

Dundee City Council
Creative Scotland

Alliance Trust
British Film Institute
BFI Film Academy Network
Creative Dundee
Creative Industries Federation
Duncan of Jordanstone College of Art and Design, University of Dundee
Europa Cinemas
The Leng Family Trust
Michelin
NEoN Digital Arts Festival
The Northwood Trust
Tayside Healthcare Arts Trust
RJ Larg Family Trust
Scottish Graduate School of Arts and Humanities
Tillyloss Trust
University of Dundee
University of Edinburgh
Verdant Spirits
Wellcome Trust

Support DCA

DCA believes that art and culture enriches people's lives, as artists, audiences and as participants. To deliver our diverse programmes, keep our exhibitions free and subsidise our community and education work, we rely on funds from Dundee City Council, Creative Scotland, sponsors, private donations, and income from our cinema, shop, courses and café bar.

If you would like to support DCA and our innovative and exciting programme, please contact Beth Bate at support@dca.org.uk.

Hire DCA

DCA is the perfect venue to hire for launches, special events, meetings and screenings. Our galleries, cinema and meeting rooms provide our clients, who include charities, voluntary organisations, clubs, companies and individuals, with an unusual and stylish setting for their event.

If you are interested in hiring DCA, please contact Sandra O’Shea at events@dca.org.uk or on 01382 432490
Board and Staff

Board
Lucy Askew (Vice Chair), Alan Boyter, Cllr Mark Flynn, Doug Forbes, Ilana Halperin, Joe Lafferty (Chair), Jackie McKenzie, Scott Moncur, Philip Owen, Toby Paterson, Cllr Anne Rendall, Cllr Margaret Richardson, Charis Robertson, Elaine Russell

Staff
Beth Bate: Director
Sandra O’Shea: Depute Director
Katerina Kusakova (maternity cover), Mafalda Johnson: Executive Administrators

Eoin Dara: Head of Exhibitions
Adrian Murray: Exhibitions Manager
Valerie Norris: Exhibitions Coordinator
Anton Beaver, John Louden, Jonny Lyons, Jason Shearer, Jessie Giovan Staniland: Senior Gallery Technicians

Alice Black: Head of Cinema
Mike Tait: Cinema Youth Development Officer
Ian Banks: Chief Projectionist
Michael Coull: Cinema Coordinator
Ben Richam-Odoi: Projectionist/Technician

Scott Davidson, Daniel McFarlane: Projectionists

Annis Fitzhugh: Head of Print Studio
Sandra De Rycker: Editions & Publications Manager
Judith Burbidge, Scott Hudson, Claire McVinnie, Katie O’Mahoney, Marianne Wilson: Print Studio Coordinators

Jessica Reid: Head of Communications & Visitor Services
Meg Greenhorn (maternity cover), Caley McGillvray, Chloe Milne, Jennifer Phin (maternity cover), Bethany Watson: Communications Officers

Helen Macdonald: Communications Coordinator
Lazaros Zarafonitis: Visitor Services Manager
Stuart Fallow: Sales & Ticketing Assistant

Sarah Derrick: Head of Learning
Jude Gove, Scott Hudson, Andrew Low, Suzie Scott, Tracey Smith: Learning Coordinators

Mel Shepherd: Operations Manager
Leigh Smith: Sales & Retail Manager
Agnes Smith: Finance Administrator
Lynda Rourke: Finance Assistant

Jenny Logan: HR Officer
Taylor Flynn: Retail Supervisor

Murray Cairncross, Sean Fitzgerald, Jackie Handy, Ralph McCann: Facilities Assistants

Louis Cruickshank: Facilities Assistant/Technician


Cover image: Discovery Film Festival, Shorts for Language Practice 2017. Photograph by Erika Stevenson.