Contents

Welcome from Beth Bate 3

Exhibitions 4 – 7

Cinema 8 – 11

Print Studio 12 – 15

Learning 16 – 19

Discovery Film Festival 20 – 23

Editions & Publications 24 – 25

Shop 26 – 27

Audiences 28

Communications 29

Support 30

DCA Team 31
This was an exciting year of development for DCA, during which our programme has gone from strength to strength. We took time to review our work and rearticulate our vision: to enrich people’s lives through art, culture and creativity. And we worked together to start to plan what shape our future in Dundee and in Scotland might take, always celebrating and championing the value of our four programme areas: exhibitions, cinema, print studio and learning. We are very proud that DCA is a place where people can make and do, as well as see and view.

We believe that the arts have the power to transform lives and create meaningful experiences, and that everyone has the right to participate in and enjoy culture. Since opening our doors in 1999, DCA has proved a huge success, not only changing Dundee but also changing perceptions of the city. DCA is placed firmly on the international cultural map and continues to make a major contribution to the creative life of Scotland. Whilst retaining a deep connection to Dundee and its inhabitants, DCA also plays a core role in the ongoing economic and cultural development and regeneration of Tayside.

The range of work undertaken by DCA is hugely impressive. From staging Mark Wallinger’s first Scottish exhibition in our galleries to pushing research practice in our Print Studio; from the heartwarming responses from pupils and teachers alike to Discovery Film Festival to the vital work that our Learning team undertakes with community groups and participants from across the region; from showcasing new film work through Scottish Encounters to our partnerships with colleagues across the country, there has never been a more vibrant time for DCA.

It wouldn’t be possible to deliver to this scale and this consistent level of high quality without the passion, hard work and commitment of our staff and our board. We are grateful to our funders and partners, particularly Creative Scotland and Dundee City Council, for the ongoing support they provide and the impact they help make possible.

Beth Bate, Director
Top: MARK WALLINGER MARK, installation view. Photograph by Ruth Clark.
Bottom: DCA Thomson exhibition opening. Photograph by Erika Stevenson.
Exhibitions

“I went to the @DCAdundee today and the current exhibition is insanely cool – if you’re in the area, check it out!”

“@DCAdundee is one of my life’s pleasures. Katy Dove’s exhibition was great. Nothing like getting lost in talent.”

“Inspiring, simple, childlike, amazing...”

“Finally made it today to the DCA Thomson #exhibition @DCAdundee Really interesting interpretations of original DC Thomson work! #helloDCA.”

2016–17 was a busy and eclectic year in the galleries at DCA, where we further cemented our reputation for bringing the very best international art to Dundee whilst at the same time supporting and commissioning Scottish artists to make new work and produce ambitious projects.

We welcomed over 30,000 visitors to the galleries, a figure that happily reflects the 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 any individual who steps into our beautiful galleries.

In spring 2016 we presented Copying Errors, the largest exhibition to date by Scottish artist Duncan Marquiss. A graduate of Duncan of Jordanstone College of Art & Design (DJCAD), Marquiss has developed an international career as an artist and we were delighted to bring his work back to Dundee to unfold across DCA as part of Ignite, Dundee’s festival of creativity. The exhibition presented a selection of works from the previous five years of Marquiss’ practice, revealing shifts in style and execution, and including the first gallery presentation of his video Evolutionary Jerks & Gradualist Creeps, which was commissioned through the Margaret Tait Award and premiered at Glasgow Film Festival in 2016.

During the summer our focus shifted to consider two major international artists, Eddo Stern and Theresa Duncan, producing two exhibitions that explored the cultural impact of computer games. These projects were developed in partnership and co-curated with Dr William Huber, Head of the Centre for Excellence in Game Education at Abertay University, to coincide with their hosting of the first joint International Conference of the Digital Game Research Association and the Foundation of Digital Games. Stern presented computer software and hardware, digital video and kinetic sculpture that focused on the uneasy and sometimes unconscious connections between physical existence and electronic stimulation. Duncan was a prolific writer, filmmaker and computer game creator widely known for developing graphic adventure games for girls in order to provide alternatives in a traditionally male-oriented field.
Exhibitions

“Learned what the music charts and palaeontology have in common at #duncanmarquiss’s beautiful show at @DCAundee.”

From September to November, we presented a memorial exhibition of drawings, paintings, prints and animations by Katy Dove, programmed in partnership with Discovery Film Festival. Dove studied at DJCAD in the 1990s and worked at DCA when it first opened, later participating in the programme and working with the Print Studio. We proposed this exhibition to the artist before she sadly passed away, and subsequently worked to produce the project in close collaboration with her family and friends. The exhibition conveyed her individual artistic practice alongside her collaborative work and the end result was a presentation of Dove’s incredible artistic output over the past 18 years, with a major new publication produced alongside it. Since closing at DCA, the exhibition has toured to Inverness, Thurso and Wick, allowing this important Scottish artist’s work to reach as many audiences as possible throughout the country.

During the winter months, to celebrate the 80th anniversary of The Broons and Oor Wullie, we were delighted to curate a unique group exhibition in partnership with DC Thomson, in which six artists each created playful responses to the publisher’s extensive comic archives. The exhibition featured brand new work from artists Rabiya Choudhry, Rob Churm, Craig Coulthard, Malcy Duff, Hideyuki Katsumata and Sofia Sita, including murals, prints, drawings, paintings, installations and videos, as well as archive material from 80 years of the celebrated Dundee publisher and their beloved characters.

We rounded off our year by launching the first major exhibition in Scotland by Turner Prize-winning artist Mark Wallinger. Collaborating with The Fruitmarket Gallery, this joint show spanned both Dundee and Edinburgh, with distinct presentations of work on display simultaneously in both cities. The project focused on Wallinger’s id Paintings, his most recent body of work – an ambitious series of large-scale Rorschach blot-like images created entirely by the artist’s hands. Alongside these paintings was a selection of Wallinger’s films, sculpture and wall-based work, exploring themes of circularity, symmetry and psychoanalysis that recur throughout his practice.

“Heartily recommend the Theresa Duncan & Eddo Stern exhibits at DCA for insight into intersections of video games, art & culture.”
Cinema

“This is like a little piece of the South Bank – the best films.”
Bruce Goldstein, film producer

“I love the DCA and what you’re doing. We actually have nothing like it here in New York. And your audience was very hip.”

Following on from the record breaking achievements of 2015–16, DCA Cinema continued to build on this success, with over 500 titles shown in over 3,097 screenings to 90,155 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.

2016–17 brought some major films to DCA and our top 20 titles included a strong showing by UK-made films, including T2 Trainspotting; I, Daniel Blake; The BFG, and Florence Foster Jenkins. Oscar-winning films such as La La Land, Moonlight and Manchester by the Sea were also amongst our 20 most popular films of the year. Independent filmmaking was well represented by titles such as the audience favourite Hunt for the Wilderpeople and the atmospheric Jackie.

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 Horror Film Festival Dundeead, Discovery Film Festival, the Italian and French Film Festivals, the Japan Foundation Tour and Luminate: Scotland’s Creative Ageing Festival, which was programmed by DCA’s Head of Cinema. Partnership working continues to be a key element of our repertory programming and resulted in several special seasons: CRIME: Hong Kong Style from HOME in Manchester, Adapting Miss Highsmith which came to us from Filmhouse in Edinburgh and Sequence, a local collaboration between DCA and the Comic Studies Department at the University of Dundee which celebrated Dundee’s links to comic book heritage.

Screenings of arts and performance continued to be popular, with audiences enjoying National Theatre Live, Live from the Met, Bolshoi Ballet, ENO, Glyndebourne, Kenneth Branagh Live and Exhibition on Screen events.

A host of special guests visited DCA for talks and screenings. We were delighted to welcome film producer Bruce Goldstein from Film Forum in New York to present a history of the Nicholas Brothers, two of the greatest dancers of the 20th century; Adrian Wootton, CEO of Film London, gave us his insight into the work of Patricia Highsmith on screen; musician Joe Stevens performed live after a Scottish Queer International Film Festival screening of the documentary Real Boy; and filmmaker Jason Silverman explored the extraordinary legacy of Ousmane Sembène, the father of African cinema.
“La La Land did nothing short of making me fall in love with the magic of cinema all over again! Quite simply one of the loveliest films I have ever seen!”

helloDCA card

Many thanks to everyone involved in the screening of Napoleon. It was one of the great cinematic experiences of my life.”

Customer email

New for 2016–17, our Scottish Encounters strand is an exciting initiative showcasing new work from up-and-coming Scottish screen talent that gives our audiences the opportunity to interact with filmmakers in post-screening Q&A sessions. Our programme included three very different titles that each played to sold out audiences: 16 Years Till Summer (feature documentary) with director Lou McLoughlan, Swan (short documentary) with director Lindsay Brown and Mad to Be Normal (feature biopic) with director Robert Mullan.

DCA Cinema also built on its ongoing commitment to encourage discourse between our exhibition and cinema programmes, with films chosen by exhibiting artists and DCA’s Head of Exhibitions. Highlights included our Grey Gardens: Cinema and Architecture season and a rare screening of 16mm work by Len Lye alongside film work by Katy Dove. Celebrating cinema’s rich heritage is an important part of our programme and was showcased through many special events throughout the year. Shona Main championed the work of early Scottish women documentary pioneers with Real Illuminators, which included very rare screenings of work by Marion Grierson and Jenny Gilberson. Lost Treasure introduced a lost archive film made by a Glasgow Socialist filmmaking collective to new audiences accompanied by a live performance by musicians Drew Wright and Hamish Brown.

New technology also featured in our cinema programme when we welcomed Sheffield Doc/Fest to Dundee with Into Darkness. This immersive Virtual Reality experience was created to accompany the film Notes On Blindness, a new documentary about academic and theologian John Hull’s sensory and psychological experience of blindness, by using binaural audio and real time 3D animations to create a fully immersive experience.

We are committed to keeping our cinema ticket prices low to ensure that our programme remains accessible to the widest possible audience. DCA participated in several new pricing initiatives this year, including a ‘Pay What You Can’ screening of the Ken Loach documentary Versus: The Life and Films of Ken Loach; and we were proud to be the only cinema in Scotland able to offer free tickets for selected screenings of I, Daniel Blake to unwaged customers.
Print Studio

“Too much fun... shouldn’t be allowed.”
Gelli Plate Monoprinting attendee

“I loved every minute of this course. Absolutely brilliant tuition; very clever and concisely managed. I will be joining the studio in the near future.”
Screen Printing Intermediate attendee

DCA Print Studio is an open-access workshop where artists of all abilities can create new work using both traditional equipment and state-of-the-art digital technology.

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.

Over 690 people took part in Print Studio courses in 2016–17, an increase of over 20% on last year. There were a wide range of creative sessions for participants to choose from, including wood engraving, Japanese calligraphy, introductions to Photoshop, screen printing and book binding. Alongside traditional printing processes, the Print Studio is dedicated to working with new fabrication techniques, such as laser cutting and CNC routing, and our 3D printing workshops and drop in sessions remain ever popular with participants of all ages.

We took part in the Crafts Council’s nationwide Make:Shift:Do event in October, showcasing our CNC technology. These drop in sessions sold out with great audience feedback.

We were delighted to participate in the inaugural Dundee Design Festival in May 2016 at West Ward Works and help celebrate Dundee’s designation as a UNESCO City of Design. As well as a pop-up shop featuring our editions and publications, DCA presented print demonstrations and workshops. The festival drew over 7,000 visitors from Dundee and beyond, increasing the visibility of DCA’s interconnected creative programme, editions and publishing series, and our Print Studio facilities.

The Print Studio team printed the eye-catching Dundee Design Festival edition, designed by Lyall Bruce, as well as two new Hideyuki Katsumata editions that he created for us to sell at the Design Festival shop.

Research plays an important part in Print Studio activity and we were pleased to continue our relationship with the Scottish Graduate School of Arts and Humanities (SGSAH) who funded a Doctoral Internship for Dr Polina Zioga. Her work at DCA entailed ongoing research into the Eye Can Draw project, which uses Computer Aided Design technology to assist artists with disabilities to regain an element of direct control of drawing. We are continuing our research into this innovative technology and the creative possibilities it offers artists. With new funding from SGSAH, we have now recruited a new SGSAH Doctoral Artist In Residence, Jacqueline Butler, who is exploring the multiple technological opportunities represented by the Print Studio.
Print Studio

Artist Francine Affourtit spent a month creating work in DCA Print Studio last year and returned to give a talk about her experience. Her large format print, *Travelling Suitcase*, was folded and packed in a suitcase before travelling to international galleries. We were delighted so many people could join us to hear more about the project.

We continue to work closely with other organisations through partnerships and collaborations. This year we developed our relationship with Dundee Print Collective, helping support the creation of new work for exhibitions across Dundee, including *Dundee: Past, Present And Future Subversions* with Sharing Not Hoarding at their site in Dundee’s Slessor Gardens and *Two Night Stands* at the Cooper Gallery. We welcomed Early Career Curators from the British Art Network, facilitated by Plus Tate, who combined a visit to DCA’s galleries and the McManus Museum and Art Gallery with a screen printing session in the Print Studio.

Print Festival Scotland

In summer 2016 Print Festival Scotland hosted 39 events across the country during the period of June 16–26, coordinated between DCA and DJCAD and promoted through a newly launched festival website.

The full programme of activities consisted of 21 exhibitions across Dundee and Scotland, print studio demos, tours, artist talks, performances, and pop up printing events, such as #printjam which ran over 6 locations.

Print Festival Scotland was a great success and DCA Print Studio was full of people participating in print tasters in a wide range of media. Families enjoyed stamp-making, printing tote bags and printing from Tetra packs in DCA Activity Room and on level 4.

> Print Studio staff and artists presented exhibitions in DCA’s Print Space and in Wasps Galleries, Meadowmill.

> The history of DCA Print Studio’s predecessor, Dundee Print Workshop, at Seagate, was highlighted by Generator in an exhibition/research project on the history of artist-led print in Dundee, and included a commissioned work by DCA staff member Katie Ravenscraig. DCA Print Studio holds a small archive from Seagate Gallery and Workshop.

> Ambitious exhibitions by artists from Ireland and Catalonia were hosted at the Hannah McClure Centre, Abertay University, DJCAD (Cooper Gallery) and the VRC.

“An absolutely fantastic experience. Patient and brilliant teacher. Thoroughly inspiring day”

Andy Warhol Class attendee
Mark Wallinger workshop.
Learning

“OMG! this place is amazing. So much to do. Perfect place to hang out.”
Feedback card left in Activity Room

“We come here often with our two children and love it – there are simply not enough inspiring spaces like this in Dundee, let alone Scotland!”
Feedback card left in Activity Room

“The workshop was amazing! I wasn’t sure what to expect as I am not very ‘crafty’ but it was so well explained and a LOT of fun.”
Craft Sunday feedback

The ethos behind all of DCA Learning activity is ‘SEE, THINK, MAKE, DO’. We connect audiences with contemporary art practice, critical writing and a wide range of ‘making’ skills – print, film, animation, digital, photography and craft – and the pleasure and creative challenges that these activities bring.

Throughout 2016–17, our Learning team programme delivered creative activities for over 8,000 people both at DCA and off-site. This included:

- 142 workshop sessions for children, families and young people
- 34 tours, workshops and talks for schools, community groups and Further and Higher education courses
- 10 unique Craft Sunday workshops
- 14 professional development sessions with 372 teachers
- More than 300 days of DIY art-making in our drop-in Activity Room
- Delivery of Blue Skies Festival, Print Festival Scotland 2016 and participation in the inaugural Dundee Design Festival
- Development of existing partnerships and a new partnership with the Amina Muslim Women’s Centre’s Building Bridges project

Exhibition engagement

To support audience engagement with each exhibition we have free activities for everyone to enjoy. Audiences love our Activity Room, themed to each show with DIY art activities and art library; our drop-in Art Cart sessions which help families to explore the galleries; our Family Art Labs for hands-on making, and our Senior Citizen Kane Club gallery tours and workshops.

Public courses and workshops

Inspiring creativity is at the core of our Learning programme. Our public courses and workshops are a great way for people to get involved. Our Creative Skills courses for 11–16 year olds included cement casting, print and animation skills and a Young Photo Club. Our Craft Sunday courses for adults included weaving, spoon carving, folded paper designs and our annual Christmas Crafternoon, which we ran twice due to popular demand.
Workshop feedback.

BFI Film Academy Discovery Film School Dundee workshop. Photograph by Erika Stevenson.

Workshop feedback.
Learning

“it’s not only changed the way I think about teaching, it’s had an impact on my life, on what I wear, what I do with my kids – we go to galleries now – and it’s been the best CPD I’ve had.”

Primary teacher, Clepington Primary School

“...sincerest thanks for the work that you have done with my P7s. I have never seen them so motivated and engaged in a project... Some of the highest quality Inter Disciplinary Learning (IDL) that I have ever seen. Thank you all.”

Laura Ferguson
Acting PT Woodlands Primary School

“I have learnt all about film set etiquette, camera operating and editing. We were given lots of freedom to experiment in production, meaning every take or cut was something to learn from. I also feel as if I have learnt a lot about the other roles in our production after being given the opportunity to attend workshops with people actually from the industry.”

Molly, Discovery Film School Dundee participant 2016

Schools and teachers
This year we completed a career long professional learning (CLPL) programme for primary school teachers, funded by Creative Scotland’s Creative Learning Network and delivered with Dundee City Council’s Creative Learning team. The project built teacher confidence, offered new routes into exploring artists’ work and provided a safe place to try out ideas amongst peers.

Our short, twilight CLPL programme focused on architecture to link with Festival of Architecture and creativity skills to link with the Education Scotland debate, as well as a special training day for Dundee Early Years staff.

We worked with Dundee teacher networks to present pupil study days on Modern Studies, Media Studies, Modern Languages and Art & Design, with DCA’s cinema and galleries becoming fantastic alternative classrooms.

BFI Film Academy: Discovery Film School Dundee
For the fourth year we received British Film Institute Network funding to deliver a four-month course for 16–19 year olds. Using professional equipment and supported by industry experts, the group of 12 young people created two short films from idea to script to screen, with five achieving NCFE awards with an excellent rating.

This project has a major impact on the participants’ career futures with many going on to secure places on renowned professional courses and pursuing careers in the film and TV industry. The BFI commended DCA on the quality of its Film Academy course and the additional learning opportunities offered by the DCA programme year round.

START
Our long-term partnership with Tayside Healthcare Trust featured both print and animation ‘schools’ designed for adults with long-term health and pain conditions. Forty-eight participating adults worked with DCA’s Print Studio and Learning teams plus freelance artists, film makers and volunteers to celebrate equality of opportunity and creative engagement. Public displays and a cinema screening event gave friends, relatives and NHS Tayside representatives an opportunity to hear more about the project and its impact.

Animating Science with School of Life Sciences, University of Dundee
We have developed a rewarding partnership with the School of Life Sciences to co-deliver a public engagement pilot project exploring how creative storytelling through animation can deepen science understanding in children. Working with P7 classes and teenagers, this work, delivered by the DCA Learning team, an animator and scientists, has been a big success to date, funded by Wellcome.
Discovery Film Festival

“Pupils had so much to talk about the next day when we were discussing it. Invaluable day out for them. Totally broadened their horizons.”

“I can’t believe I cried, I never cry at movies. It was really sad and it could have really happened.”

(Secrets Of War)

Discovery Film Festival

The 13th edition of Discovery Film Festival took place between Sat 22 October and Sun 6 November 2016, and again offered the best in new world cinema for young audiences and their families. A truly international line-up included six UK premieres and one Scottish premiere, with 15 features and 18 shorts representing Australia, Belgium, Canada, Denmark, Finland, France, Germany, Hungary, India, Ireland, Japan, Luxembourg, Moldova, the Netherlands, Spain, Sweden, Switzerland, the UK and the USA.

Highlight films included the hugely popular Minuscule: Valley of the Lost Ants, attended by over 1,100 school children; the final chapter in the ongoing saga of Discovery’s favourite Danish superhero Antboy and the nightmarish school bullying scenario of Alena.

During the festival we had 45 screenings for schools, with 5,276 attendees from 50 schools across Dundee, Angus, Fife and Perth & Kinross. At weekends we offered 18 public screenings to a total audience of 943. Our Discovery exhibition of Katy Dove’s work in DCA Galleries attracted 6,580 visitors, while 1,106 people took part in one of 27 different Discovery on Tour events that played in 11 partner venues across Scotland.

Festival highlights

- The 2016 collection of Shorts For Wee Ones attracted audiences numbering well over 1,300, making it the 11th most popular title screened at DCA all year.
- The Opening Gala of the festival saw the building transported to India with mandala painting, henna’d hands and Indian snacks after the audience had enjoyed the feelgood family film Dhanak (Rainbow).
- The first Discovery Media Studies Study Day offered students the opportunity to hear about film classification issues direct from BBFC staff and to meet local producer Kathy Speirs and quiz her about her work after a screening of her brand-new, as yet unreleased feature Moon Dogs.
- The festival hosted the first national training event for arts centres wishing to establish young film programmer groups like DCA’s own Young Ambassadors, with 21 cultural organisations from around the country in attendance.
- A package of short films designed to assist French language learners in primary classes was designed and delivered in partnership with PanTayside 1+2 scheme. This blend of inspirational film and practical language tasks proved very popular, and will definitely be a feature of the 2017 festival.
“I loved meeting people who were as into film as I was! They taught me a lot and gave me insight into what the world of film could hold. Through the process I confirmed my ambition to study and make films.”

Discovery Young Ambassador

“Thanks to Discovery Film Festival I now watch films in a totally different light. My appreciation of cinematography and the overall film-making process has grown hugely.”

Discovery Young Ambassador

The Discovery Young Ambassadors, a group of keen film fans aged 15–19, remain a key part of the festival, assisting with programming, marketing and event management during the festival. 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, helped shape future career and study choices.

Throughout the year, Discovery Family Film Club attracted 846 attendances at 23 screenings, offering everything from family favourites such as *Time Bandits* and *Watership Down* to a Studio Ghibli retrospective, plus contemporary releases including the all-new live action *Jungle Book* as well as archive classics such as *The Adventures Of Prince Achmed* and *The Black Pirate*.

4,693 more people were entertained during the school holidays with films including *The Secret Life of Pets*, *The Lego Batman Movie*, *Finding Dory*, *Sing* and *The BFG*.

Over the year 17 schools brought a total of 933 students to DCA for screenings of films in line with their studies. These included Modern Studies pupils coming to see *I, Daniel Blake*, students of Mandarin enjoying *The Great Wall*, creative writing sparked by a special screening of *Fantastic Mr Fox* and some very memorable end of term treats featuring the latest chapter in the *Star Wars* saga.
Editions and Publications

Subsequent sales help to fund DCA’s future work, disseminate our programme to wider audiences and offer the opportunity to collect work by innovative contemporary artists.

DCA’s Editions programme offers outstanding expertise and technology to artists. Working collaboratively with Print Studio staff enables artists to develop and extend their practice. Subsequent sales help to fund DCA’s future work, disseminate our programme to wider audiences and offer the opportunity to collect work by innovative contemporary artists.

Throughout 2016–17 our editions programme continued to develop, with more new works created with artists in DCA’s Exhibitions programme – Mark Wallinger, Craig Coulthard, Malcy Duff, Hideyuki Katsumata, a collaboration between Katsumata and Sofia Sita, and Duncan Marquiss. We also worked with other organisations to create new work, including a set of three new editions by Luc Tuymans commissioned by Talbot Rice Gallery.

Artists we have previously worked with have continued to gain international recognition and prominence, with Ruth Ewan shortlisted for the prestigious Max Mara Art Prize, Graham Fagen representing Scotland at the Venice Biennale 2016, Lucy Skaer and Cara Tolmie being winners of the 2016 Paul Hamlyn Foundation Awards, and Ilana Halperin awarded a prestigious residency at The Exploratorium in San Francisco. Johanna Basford, with whom we developed a sell-out artist’s publication in 2013, was awarded an OBE in 2016.

DCA Publications

New publications this year include Grey Gardens: Art and Architecture Inspired by Modernity and Nature, Duncan Marquiss: Copying Errors, MARK WALLINGER MARK (co-published with Fruitmarket Gallery, Edinburgh and Serlacchius Museum, Finland) and Katy Dove.

Art Fairs and External Events

In November 2016 we participated in FIG Bilbao International Print Fair, where we exhibited Lucy Skaer’s series of editions Hogarth Reprinted. DCA’s Head of Print Studio presented a talk on Lucy’s residency, the ideas embodied in the prints, and the collaborative creation of the series. Our programme was extremely well received and we were featured in Spanish press and radio.

Website

We are pleased to have developed and launched the full range of our editions and publications as part of a new online shop on DCA website. All of our editions and publications are now available to browse and buy directly on the website and can be shipped to customers across the world.

Sales Partnerships

Our partnership with online art collecting site Artspace has continued to develop with regular international sales and we have begun a new partnership with Belgian online art sales site Artlead. We continue to work with Own Art to co-promote artwork and this year also trialled their new schemes to enable people to buy and collect work through interest free loans.
DCA Shop

DCA Shop products. Photograph by Kirsten Bakke.
DCA Shop supports the organisation’s artistic programme, from visual art to cinema and print, by generating income from a design-focused selection of products and artwork, often with direct links to the programme. We bring together work by talented independents alongside contemporary homeware 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.

Through 2016–17 we have continued to work with new and established Scottish makers while developing and enlarging our curated product ranges.

Pop-up and Exhibition events
May 2016 saw the launch of the Dundee Design Festival, and DCA was delighted to provide a successful pop-up shop during the event, providing a platform for artists and makers from Dundee and the wider area while also stocking a range of accessible and family friendly products that reflected the Festival’s focus on excellence and innovation in design.

During the previews for both DCA Thomson and MARK WALLINGER MARK, DCA Shop was on hand to present a selection of products relating to the exhibitions. In collaboration with our exhibition partners at The Fruitmarket Gallery, we produced an exclusive range of products to coincide with Mark Wallinger’s first Scottish exhibition.

Online Shop
Working with our Communications and Editions colleagues, we launched our new online shop in January, with a fantastic response from customers. Offering users worldwide an easy way to purchase DCA produced editions and publications along with a selection of products carefully chosen from our shop collection, it has seen visitors from as far afield as New Zealand and Kyrgyzstan, alongside a number of UK and international orders.
Audiences & communications

“always feel we are lucky to have such a great place in Dundee.”

Audience survey respondent

Audiences

Audiences are at the heart of DCA’s refreshed vision: to enrich people’s lives through art, culture and creativity.

We undertook a major programme of audience research in 2016, with a building-wide survey conducted by Culture Republic both face-to-face and via email. With over 2,000 responses, this project left us with a robust picture of our visitors and their relationship with DCA. At the same time, we began a year-long survey in our galleries to understand our visual arts audience in more detail, the full results of which will be available later in 2017.

The research confirmed that our audiences are extremely loyal, with 47% of respondents having been attending for over ten years. Most visitors had attended more than one of our facilities or activities, with 90% attending three or more (including Jute Café Bar). In addition to loyalty over a long period of time, frequency of attendance was also very high, with 75% having attended four or more times in the past year, and 37% having attended more than ten times.

DCA continues to attract visitors from a wide catchment area, with 40% attending from Fife, Angus and Perth & Kinross and 41% from Dundee. Gallery research to date suggests an even wider range for our exhibitions programme, with 8% of UK respondents to date from Edinburgh, and 5% from Glasgow. 8% of those surveyed to date were visiting internationally.

Respondents to the survey agreed that they felt happy (67%), entertained (61%) and inspired (39%) after visiting DCA, with a further 28% feeling educated and 23% feeling energised. Some of the comments added by respondents to this question included “always feel we are lucky to have such a great place in Dundee”, and “proud that a venue of this calibre exists in Dundee”.

DCA Cinema, photograph by Erika Stevenson.
Communications

The Communications team expanded in 2016–17, with a new officer-level post focused on promotion of the Galleries and Print Studio. With a larger team we were able to expand the scope of our work, introducing new print and digital marketing activities and promoting DCA’s programme in much greater depth.

Our website saw 460,365 visits in 2016–17, an increase of 2.5% on the previous year. The site was developed further through the addition of our new online shop, which despite sitting in a separate interface is designed to appear as a seamless part of the main site.

To coincide with the launch of the online shop we launched a new retail-focused Instagram account, with Pinterest close behind. Across our existing channels we saw a continued growth in audience and engagement, with a 27% increase in social referrals to our website as a result. We continued to invest in Facebook as an advertising platform, whilst doubling our average organic reach compared to the previous year and taking our first steps into live video content with a Facebook Live broadcast from our MARK WALLINGER MARK Meet the Artist event that reached 6,500 people.

We continued to use our website as a means to share the stories that make visiting DCA such a rich experience, from our new Print Studio A–Z series, which has introduced a range of makers, techniques and experiences; to new regular stories about the work of our Learning team. We have shared Q&As with artists, directors and screenwriters as well as stories from staff members linked to what’s on in our programme.

Throughout the year, our programme continued to attract local, national and international press coverage. Highlights included features in The Scotsman and Herald on Mark Wallinger, with previews in The Guardian and reviews in The Times and The Scotsman; BBC Radio Scotland coverage for DCA Thomson and MARK WALLINGER MARK, and STV News coverage of Discovery Film Festival and Make:Shift:Do in the Print Studio.

While delivering our ongoing programme of campaigns, brochures and digital activity, this year we also developed new Audience Development and Communications strategies, which will guide our activities over the next three years.
DCA is very proud of its partnerships and is hugely grateful to all of our funders, partners and supporters:

### Dundee City Council
- British Film Institute
- BFI Film Academy network
- UK Craft Council
- Creative Industries Federation
- DC Thomson
- Europa Cinemas
- The Fruitmarket Gallery
- The Larg Family Trust
- The Leng Trust
- Tayside Healthcare Arts Trust
- Abertay University
- Scottish Graduate School of Arts and Humanities
- University of Dundee
- University of Dundee, School of Life Sciences
- Wellcome Trust

### Creative Scotland

### Support DCA
DCA believes that art and culture can change people’s lives for the better, 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, trusts and foundations, 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 909223
Board

Lucy Askew (Vice Chair), Cllr Laurie Bidwell, Alan Boyter, Graham Fagen, Joe Lafferty (Chair), Cllr Ken Lynch, Cllr VARI McDonald, Jackie McKenzie, Scott Moncur, Cllr Gregor Murray, Philip Owen, Charis Robertson, Elaine Russell, Merrill Smith

Staff

Beth Bate: Director
Sandra O’Shea: Depute Director
Mafalda Johnson: Executive Administrator
Eoin Dara: Head of Exhibitions
Adrian Murray: Exhibitions Manager
Valerie Norris: Exhibitions Coordinator
Anton Beaver, John Louden, Jonny Lyons, Jason Shearer, Jessie Giovane Staniland: Senior Gallery Technicians
Alice Black: Head of Cinema
Mike Tait: Cinema Youth Development Officer
Ian Banks: Chief Projectionist
Adam Smart: Cinema Manager
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
Caley McGillvary, Chloe Milne, Bethany Watson: Communications Officers
Helen Macdonald: Communications Assistant
Tilly Armstrong: Visitor Services Manager
Amy Gruber: Sales & Ticketing Assistant
Sarah Derrick: Head of Learning
Jude Gove, Scott Hudson, Andrew Low, Suzie Scott, Tracey Smith: Learning Coordinators
Stephen Lilley: Finance Manager
Lewis Smith: Sales & Retail Manager
Agnes Smith: Finance Administrator
Lynda Rourke: Finance Assistant
Jenny Logan: HR & Operations Administrator
Taylor Flynn, Lewis Scott: Retail Supervisors
Murray Cairncross, Sean Fitzgerald, Jackie Handy, Ralph McCann: Facilities Assistants
Louis Cruickshank: Facilities Assistant/Technician

Cover image: Katy Dove exhibition opening
Photograph by Erika Stevenson.