



VALLETTA CONTEMPORARY



Where
contemporary
meets history.

Unlocking Malta's newest space for art.



Valletta Contemporary (VC) will be Malta's premier space for contemporary art – it will showcase the best in local work, as well as a world-class programme of international artists.

VC promises to be more than just another gallery for galleristas. It will be a place for Malta's diverse cultural community, championing contemporary art as a catalyst for discussion, social cohesion, and cultural discovery.

The gallery will support works marked by originality and experimentation in diverse mediums and themes, and will make quality and excellence in the practice and appreciation of contemporary art its core driver. Its diverse programme will include collaborations with local and international institutions and collectors, regular outreach programmes, and knowledge-sharing initiatives. VC will work with both practicing artists and the local community to create a new hub for viewing art and learning about

contemporary ideas and theory. It will bring contemporary art into mainstream consciousness by appealing as much to art lovers as it will to new-comers. Its shop will be stacked with products and books from emerging local and international artists, and its adjoining cafe will be a go-to venue for great food mixed with new, energised discussions.

A new cultural quarter for Valletta

Located at the lower East end of Valletta – on the city's periphery and away from the main centre – VC will play an important role in the regeneration of a lesser known part of the city. It will merge past with present – offering contemporary art in a city with a rich historical background. The merging of history and the now will also be reflected in the gallery's architecture – engaging the new with the old whilst retaining the latter's fundamental aesthetic character.







Rubber-Coated Rock, All-stars 02 @ Nida Sinnokrot, 2015
 stone, rubber, footballs, volley ball, basket ball, string, stocking, wire, rope, plastic, steel.
 Witte de With, Centre for Contemporary Art, Rotterdam, the Netherlands.



March on Washington to End the War on Iraq, 9/24/05 @ Josephine Meckseper, 2005
 Super-8 film, black-and-white and color, silent, transferred to DVD 8 minutes, 35 seconds
 Edition of 3 with 2 APs

Part of a thriving, international art scene.

Working with VC will help you and/or your company reach desired marketing and PR objectives, as well as new Corporate Social Responsibility (CSR) goals. You'll be creating a relationship Malta's most vibrant cultural centre.

VC will connect Malta's existing art scene to the international contemporary art community. Its wide network of contacts in the contemporary art world will push the island into sync with global artistic currents, ideas and viewpoints.

The gallery will provide opportunities for both local and international artists – encouraging their development through diverse initiatives and residencies. The programme for its debut year will include a line-up of recognised and highly acclaimed visual artists, whose works have shown in some of the most important venues around the world, acting as significant markers in the global contemporary art narrative. The gallery will also collaborate with

internationally respected curators – leading authorities in the field of art direction and curatorship. Their direction will guarantee solo and collective shows that are provocative and unforgettable. All of this will be linked to you and your company's name and brand.

Exposure with a growing, international audience

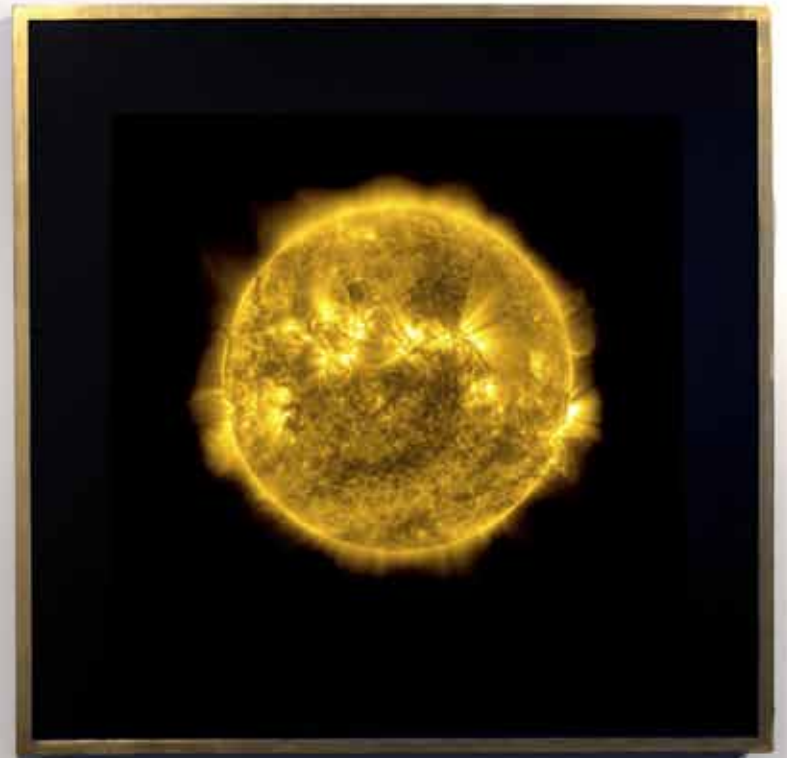
Malta's volume of inbound tourists increased by 10.5% between 2015 and 2016. With the brand name of Valletta continually strengthening, these numbers and their expectant growth will convert into a steady and healthy audience for VC. Adding to that is the advantage that – second to wining and dining – people who come to Malta are most inclined to spend money on visiting cultural and entertainment sites. With its careful selection of world-class exhibits, VC will become a staple cultural visit for art lovers travelling to Malta.

*Lampyridae Nos. 11, 13 and 16 @ Carlos Coronas, 2017
fluorescent tubes, wooden structure, electric cables
LEV Festival, Gijón, Asturias, Spain.*



End of Silence © Carlos Garaicoa, 2010, Installation
Museo de Arte Contemporáneo de Lima, Peru

Seven tapestries of wool, mercurized cotton, trevira-cs, cotton, polyester, acrylic, and lurex (aluminium), Two mini-DV videos transferred to DVD
Courtesy of the artist and Galleria Continua, San Gimignano/Beijing/Le Moulin

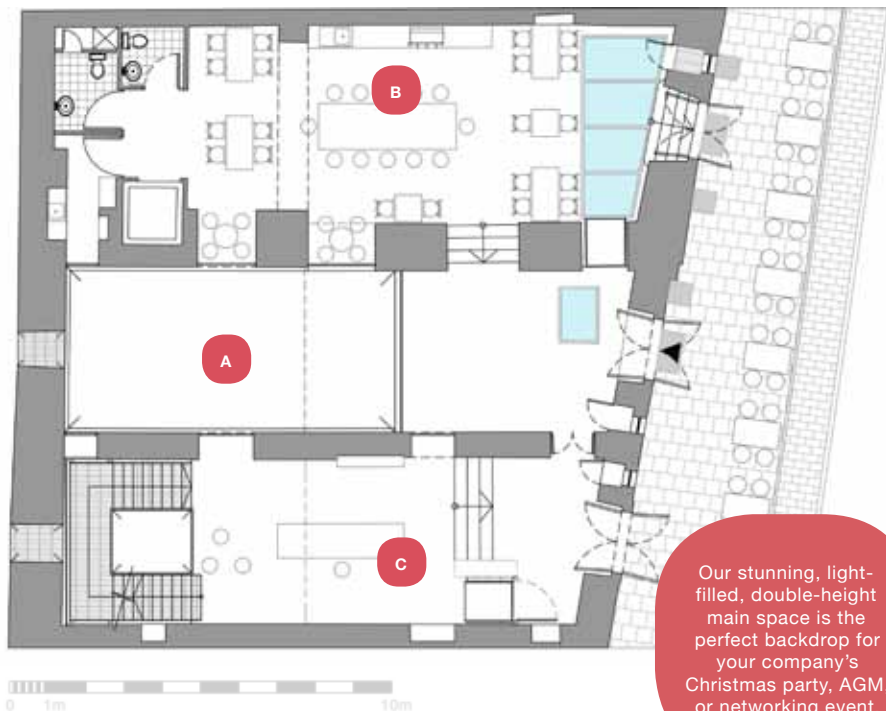




Need an event space?

Hire our main galleries

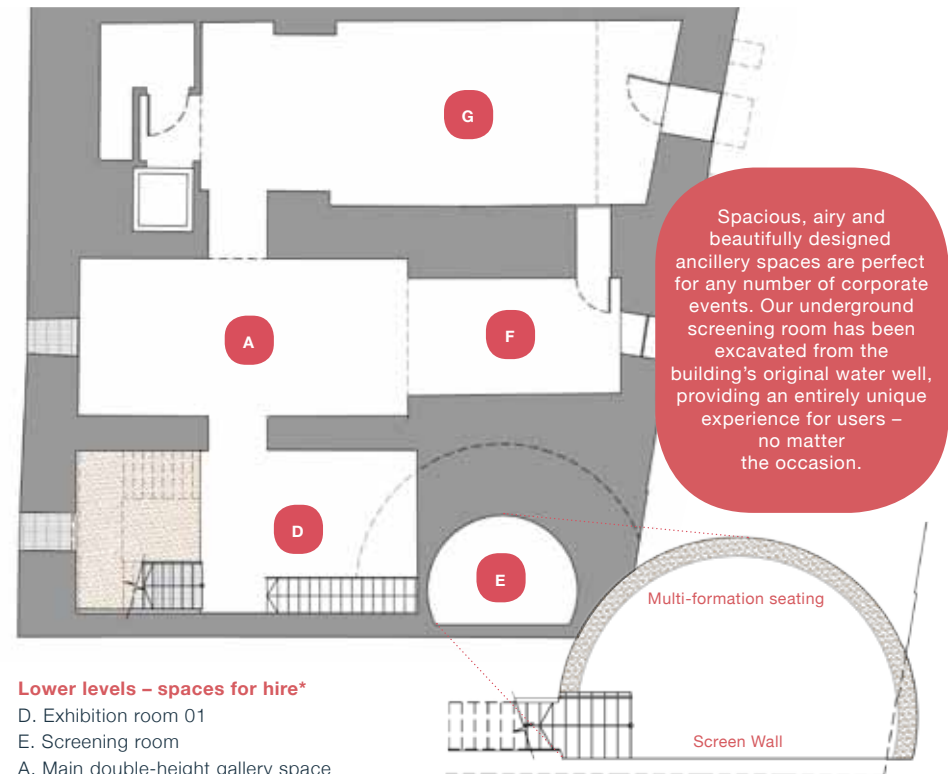
...lecture and screening rooms.



Ground floor level – spaces for hire*

- A. Main double-height gallery space
- B. Coffee shop
- C. Gallery shop

*Prices on demand



Lower levels – spaces for hire*

- D. Exhibition room 01
- E. Screening room
- A. Main double-height gallery space
- F. Break-out space
- G. Exhibition room 02 / Lecture Hall

*Prices on demand

Where
contemporary art
has new beginnings.



CURATORS / ARTISTS OPPORTUNITIES





An eclectic and exciting calendar of events

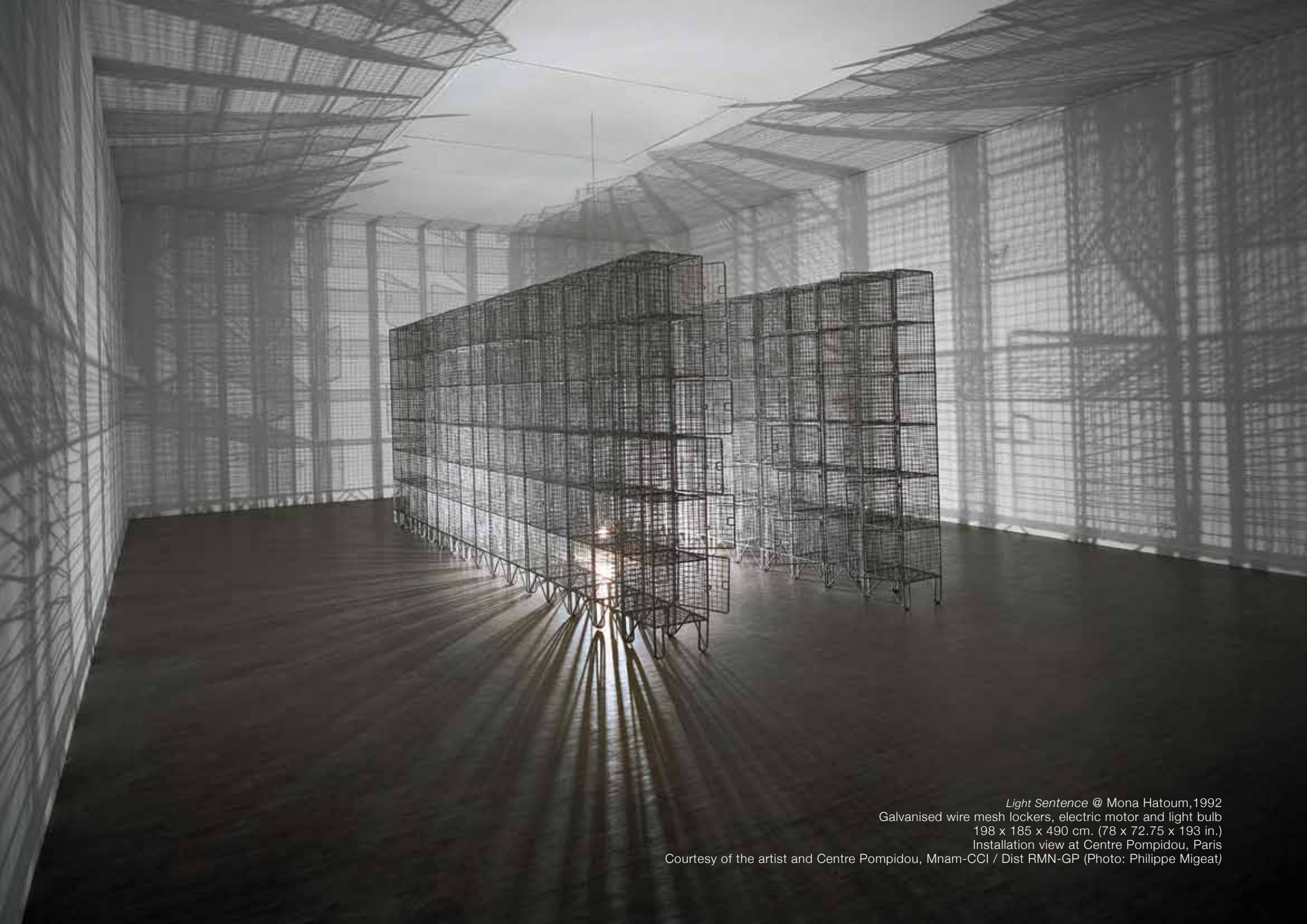
VC's exciting programme of events will be accompanied by thoughtful and far-reaching marketing and publicity campaigns. Our message will be filtered through both local and international press, active social media content, and an engaging and insightful blog.

The gallery will work hard to ensure that marketing and communications opportunities are maximised, and that exhibiting artists and curators are closely associated with the reputation of the gallery. VC's programme will reflect a centre which places quality, innovation, and avant-garde curating at its core.

VC's annual calendar of exhibitions and ancillary events will showcase the very best art from local and international artists, whose work broadly embraces a contemporary idiom. It will exhibit contemporary art in its various expressions, showcasing diverse disciplines, mediums and themes.

Highlights of the gallery's programme will include:

- A series of world-class solo and collective exhibitions.
- Residencies organised to encourage the professionalisation and advancement of young artists.
- Networking events enabling the development of an international pool of artists and art practitioners (curators, critics, reviewers, etc).
- Events encouraging the local general public and tourists to engage with artists and their work (Q&As, lectures).
- A gallery store intended to support upcoming and emerging Maltese artists by facilitating the sale of artworks and art merchandise.
- An adjoining cafe which will accommodate daily visitors, as well as provide catering and a desirable space for special events.



Light Sentence @ Mona Hatoum, 1992

Galvanised wire mesh lockers, electric motor and light bulb
198 x 185 x 490 cm. (78 x 72.75 x 193 in.)

Installation view at Centre Pompidou, Paris

Courtesy of the artist and Centre Pompidou, Mnam-CCI / Dist RMN-GP (Photo: Philippe Migeat)



A good conversation piece © Aaron Bezzina, 2015, cast acrylic, vinyl, fluorescent light, aluminum, steel, paint, galvanised steel cable, stainless steel turnbuckles, 3 core sheathed electrical cable, timer. Pjazza Teatru Rjal, Valletta, Malta, 2015.

Supporting local contemporary artists.

VC will be a venue of excellence where Malta's cultural community can experience contemporary artworks in their various forms and manifestations.

The gallery will be at the forefront of quality in the arts in Malta. It will ensure excellence through a programme which is rich in variety, quality and rigour; and a communications strategy that will ensure that its name is on the lips of both local and international audiences.

Collaborations with like-minded individuals and institutions with solid reputations and a publicly recognised level of expertise, knowledge and practice will be key to the gallery's success. This calibre of expertise will naturally extend to our sponsors and donors, whose support will facilitate outreach initiatives allowing VC to strengthen its valuable relationships, and ultimately ensure that the gallery's annual programme is of stellar quality.

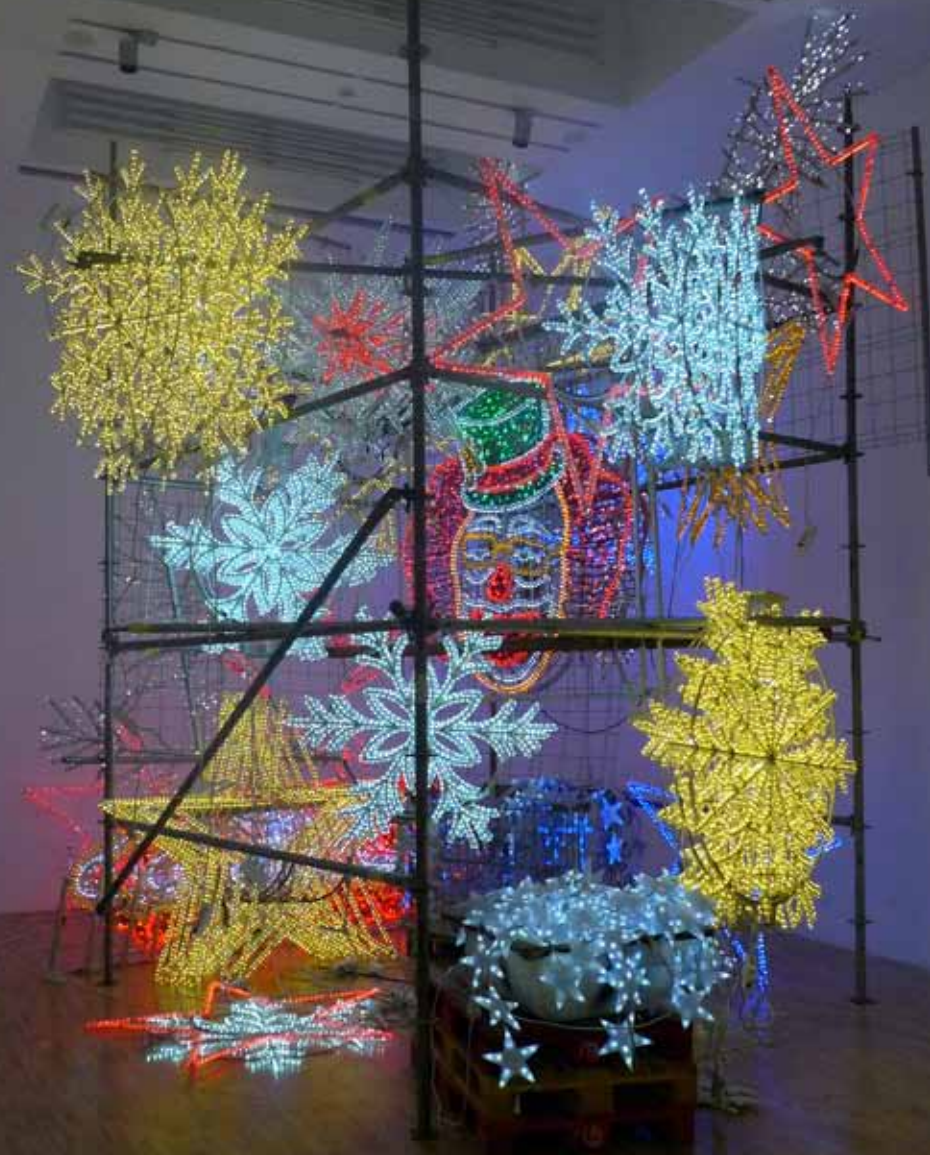
Supporting local emerging talent

VC will have an unwavering agenda to guide and encourage the development of the practice, study and appreciation of contemporary art in Malta – specifically to bring into the popular consciousness the works of the best local practitioners working within different disciplines of contemporary art.

The gallery will collaborate with artists whose work demonstrates high degrees of originality, relevance and creative spirit. It will also be a forum for the work of local artists to speak to international themes, and alongside foreign peers. In turn, the gallery will ensure to diversify its programme in order for it to reach out to all corners of Malta's cultural community – the young, the old, students and professionals – providing opportunities for each of them to enjoy and engage with different artists and their work.



IMPORT/EXPORT - Deep sea Boogie woogie © Eberhard Bosslet
Adhesive tape, Styrofoam 220x220x50 cm
Uferhalle Am Schloss, Dresden, Germany, 2016



Heimleuchten Santa Cruz © Eberhard Bosslet
Electric light, Electric light flashing, Steel, galvanized, Synthetic Material 540x500x500 cm
TEA, Tenerife Espacio de las Artes, Salas A, Santa Cruz, Spain, 2014



Where
contemporary art
grows and thrives.



META FOUNDATION & COLLABORATORS



Norbert Francis Attard, Photo by Leo Chircop, 2018



The team that drives the vision.

The META Foundation is the brainchild of founder Norbert Francis Attard, an artist who has been practicing his art for more than fifty years.

The META Foundation was set up to run the premises of VC, and to provide the policy guidelines and support necessary to do so. Its main objective is to promote contemporary art, particularly by showcasing all the disciplines in the visual arts, including architecture and design.

Gallery Director: Norbert Francis Attard

Born in Malta in 1951, Norbert lives and works on the island of Gozo (Malta) and has also been based in Berlin (Germany) since 2010. He graduated with an architecture degree from the University of Malta in 1977, becoming a practicing architect for 20 years until 1996. He moved to Germany in 1978 till 1979, where he worked with Licht in Raum, directed by Johannes Dinnbier, one of Germany's pioneers in light design. Norbert then worked as a self-taught

painter and graphic designer (1965-1997) before moving to multi-media, site-specific and context-driven works in 1997. His present practice employs several disciplines including architecture, sculpture, video and photography, to explore his major interest – places and their memories.

His art deliberately combines social, cultural, political, scientific and religious themes with a bold arrangement of unorthodox materials, meticulously constructed with an architect's disciplined eye for detail. He investigates elements of irony, duality, dichotomy and ambivalence, and deliberately combines every-day materials and found objects in diverse manners. He represented Malta in the 48th Venice Biennale in 1999. He is a founding member of stART (2002) - a group of Maltese contemporary artists; a committee member of the Malta Council for Culture and the Arts (2002-2005); a committee member of Piazza Teatru Rjal since May 2013, and director of GOZO Contemporary since 2001.

The META Foundation members.

Michael Fenech

Michael graduated as a teacher in 1981 and served as manager at the Manoel Theatre before helping set up San Anton School – where he was Headmaster until 1996. In 1991 he was awarded a Masters in Education by the University of Malta, where he has lectured on Democracy and Education. Between 2003 and 2013, he served as Chairman of St James Cavalier Centre for Creativity and now runs the management development company, Ideas Alive Ltd. Michael writes, directs and produces various events including the annual festival of political satire *Bla Kondixin*. He has been involved in theatre and TV since 1979, directing numerous theatre and TV productions over a period of 30 years. In 1981 he co-founded Ateatru, an experimental/political theatre group. He also studied Fine Arts at MCAST. In 2013, Michael read for a Masters in Culture Criticism and Curating from The University of the Arts in London.

Victor Sladden

Victor graduated as an architect from the University of Malta in 1983. In 2014 he was appointed Assistant Director Development Services at the Malta Environment Planning Authority. Between 2004 and 2007, he was Technical Adviser for the Valletta Local Council. In 1997 he was awarded a Masters in Environmental Management from the University of Central England. Victor is an art collector with a special interest in modern and contemporary art and design.

Marisa Vella

Born in 1960, Marisa has for the last 20 years, been House Manager of the tourist holiday complex, *Tal-Mirakli*, in Gharb, Gozo. As well as having managerial skills, she is also experienced in book keeping and accounts. She has been assisting Norbert Francis Attard in his artistic projects for the last 26 years.

Extended team members.

Staff

Norbert Francis Attard
Founder, Gallery Manager & Artistic Director

Alfredo Cramerotti
Curatorial Advisor

Leo Chircop
Assistant to Gallery Manager and Artistic Director

Joanna Portelli
Front of House and Gallery Assistant

Chiara Cassar
Front of House and Communications

Ann Dingli
Content Writer & Editor

Sean Buttigieg
Sales & Marketing

Toni Attard: Culture Venture
Management Consultant

Gilbert Micallef
Auditor

Advisory Board

Joanna Delia
Doctor and art collector, Malta

Ann Dingli
Art & design writer, UK, Malta, USA

Aaron Bezzina
Visual artist, Malta

Arthur Muscat
Art collector, Malta

Eberhard Bosslet
Visual artist, Germany

Markus Summerer
Art historian, Germany

Alex Attard
Photographer, Malta

Nikki Petroni
Art researcher, Malta

James Scicluna
Lawyer and art collector, Malta

Sean Buttigieg
Architect

Collaborative partners, funders, and endorsers.

**In its endoeavour to bring
VC gallery to fruition,
the META Foundation has worked with
some of Malta's most
forward-thinking and
culturally-invested institutions.**

The META Foundation has signed a three-year collaboration agreement with the *Fondazzjoni Ċentru Għall-Kreattività* of the St. James Cavalier Center for Creativity, as well as a cultural partnership agreement with the Malta Arts Council. The strength of these working relationships will act as the keystone in the growth of the gallery to international standards of excellence.

A handful of high-profile endorsements

Aside from these collaborative agreements, VC gallery has received critical support from Valletta's key cultural stakeholders. Each of these figures are invested in the progression of Valletta's cultural development, and – as such – the gallery's success.

"Valletta Contemporary will be an exciting site for discovery," Mayor of Valletta Local Council, Alexei Dingli wrote. "[It will be] a gathering place in which to experience and enjoy contemporary visual culture [...] we will be very glad to offer this project our fullest support".

Kenneth Gambin, CEO of Heritage Malta believes that the VC gallery will "plug an obvious gap of any such outlet in Valletta." He expresses Heritage Malta's support of the gallery and its ambition to "showcase and celebrate the art of our time".

Chairman of Valletta 2018, Jason Micallef, believes that the vision of the gallery will align with Valletta's own trajectory, and "enhance our capital's already rich cultural heritage". Whilst Rupert Cefai, Chairman of St. James Cavalier Center for Creativity, acknowledges that VC will be "an important addition to [Malta's] visitor attractions".

European Capital of Culture: Valletta 2018.

Valletta was declared European Capital of Culture (ECoC) on the 12th October 2012. The Valletta 2018 Foundation has since been responsible for the bid and implementation of this prestigious project.

Valletta will be hosting the title of European Capital of Culture in 2018 with a partner Dutch city, Leeuwarden. The ECoC includes all the Maltese islands, with an aim to spread its impact throughout the whole country.

Valletta 2018's cultural programme aims to promote the city's place in Europe's wider cultural context, and encourage citizen participation on an island-wide scale. This will be an unprecedented cultural event for Malta, enabling the participation local and foreign artists and creatives, who will each form an integral and sustainable part of the long-term social, economic and cultural development of Malta. The cultural programme is built around four themes:

Generations, Routes, Cities and Islands. In parallel, Valletta2018 has developed a programme of consistent, accessible and comparable research and evaluation directly linked to culture.

A serendipitous opening

The VC gallery will open in the same year of Valletta's term as the ECoC, and thus form part of a national climactic moment for the arts. Not only will the gallery's opening collide with a historic moment in time for the capital, but it will also benefit from an increased footfall in the city, as well as the culturally-inclined wave of tourism that such an event is bound to attract.



Martin Muller, Artist-in-Residence, Gharb, Gozo, Malta, 2016, Spazzju Kreattiv in collaboration with Gozo Contemporary / META Foundation (Photo: Norbert Francis Attard)

Artist residency programme.

VC's director, Norbert Francis Attard, has been at the helm of Gozo Contemporary since 2001. The institution has hosted a number of artist residencies, each bringing forth new opportunities for the island's art scene to mature and flourish.

Gozo Contemporary aims at introducing artists and organisations to Malta's sister island of Gozo. This small and tranquil island is home to a unique and creative environment that has inspired artists for more than 7000 years. Gozo Contemporary's ongoing mission is to champion the island as a meeting place for creative people from around the globe – an inspirational hub for both Maltese and international artists alike.

This multi-functional space has, and will continue to, host talented artists - providing them with a working and living space to reside in. These residencies are intended as professional development opportunities for emerging contemporary artists, a place where

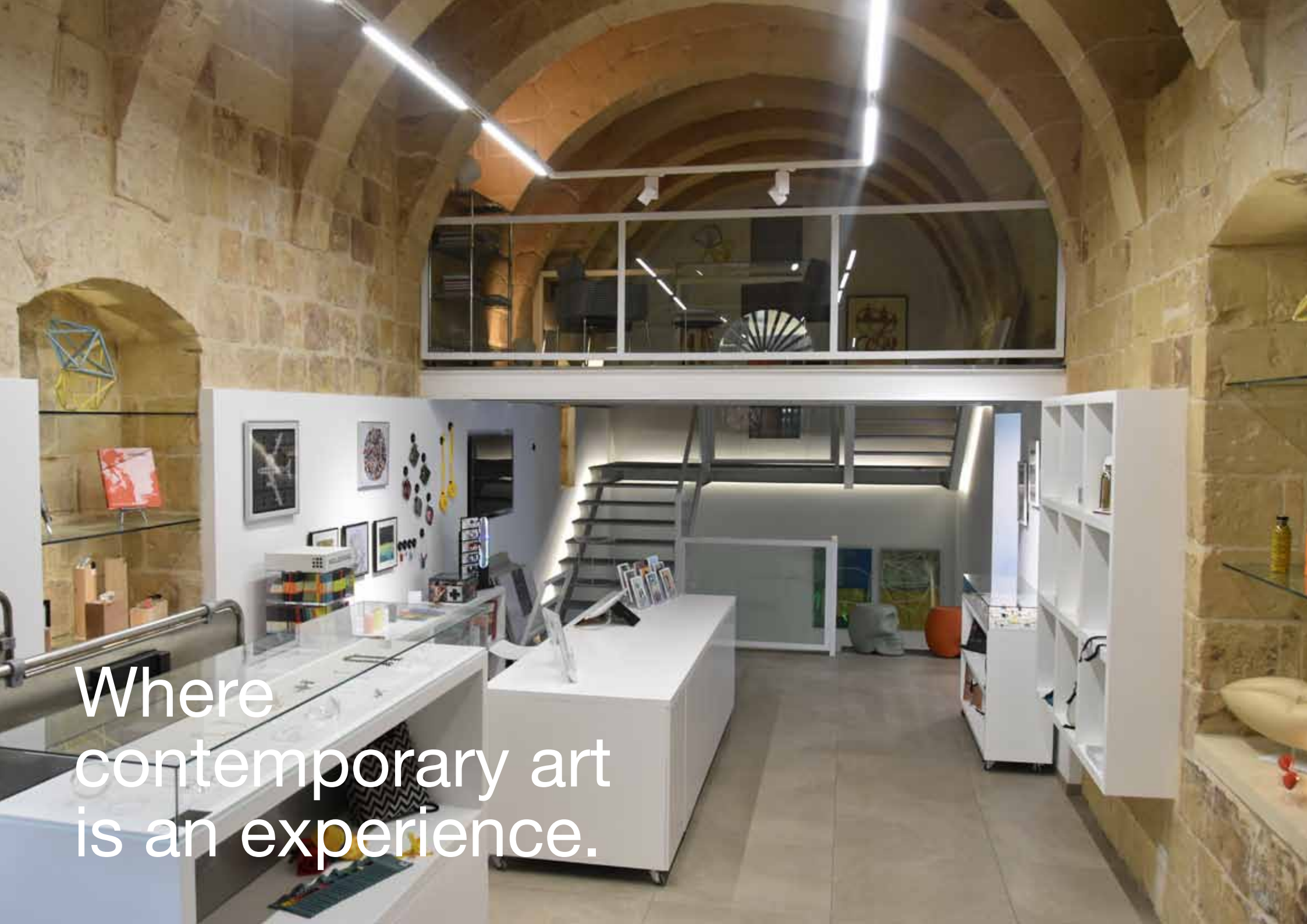
they are especially encouraged to work on collaborative projects or work involving interdisciplinary activity. Whilst all mediums are permissible within the Gozo Contemporary residencies, installation, performance, literature, music and video art are mediums that are particularly encouraged.

Gozo Contemporary meets Valletta Contemporary

Under Attard's directorship, both the Gozo institution and the gallery in Valletta will seek to engender opportunities for artists' residencies. The two centres will work in synthesis to carve unique and nurturing avenues for artists who are looking for the next step in their career.



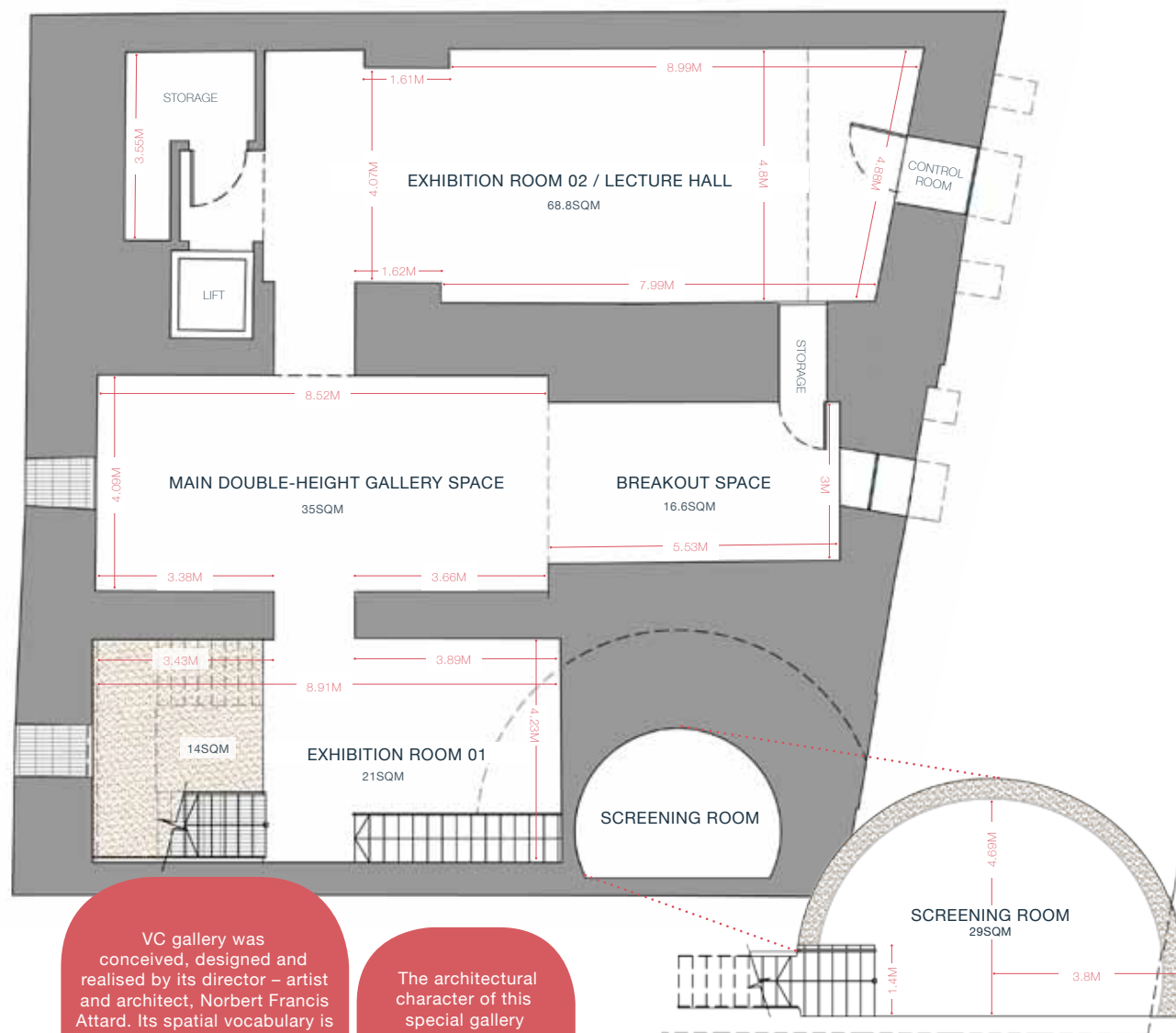
Ann Muller, Artist-in-Residence, Gharb, Gozo, Malta, 2016
Spazzju Kreattiv in collaboration with Gozo Contemporary / META Foundation
(Photo: Norbert Francis Attard)



Where
contemporary art
is an experience.

PLANS, SECTIONS & CONTACT





VC gallery was conceived, designed and realised by its director – artist and architect, Norbert Francis Attard. Its spatial vocabulary is on a par with the architecture of renowned small galleries around the world, ensuring that its visitors' experiences will be marked by a lasting, and sensory impression.

The architectural character of this special gallery guarantees that its lifespan will be filled with dynamic and enthralling exhibitions.

A historic building.

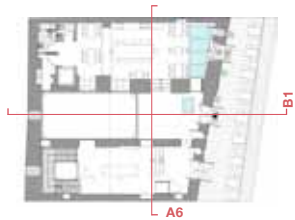
The establishment of the VC gallery has one overriding aim: to broaden the scope of cultural heritage in Malta. But equally as important is its position as a new and innovative attraction to the country's capital.

VC will take advantage of the under-utilised market of contemporary art in Malta, whilst preserving and promoting traditional characteristics and values through the fabric of its built context. Its chief purpose will be to address the need for the establishment of a museum for modern and contemporary art, but the sensitive design of its premises will also serve to transform the surrounding urban environment into a cultural and artistic hub.

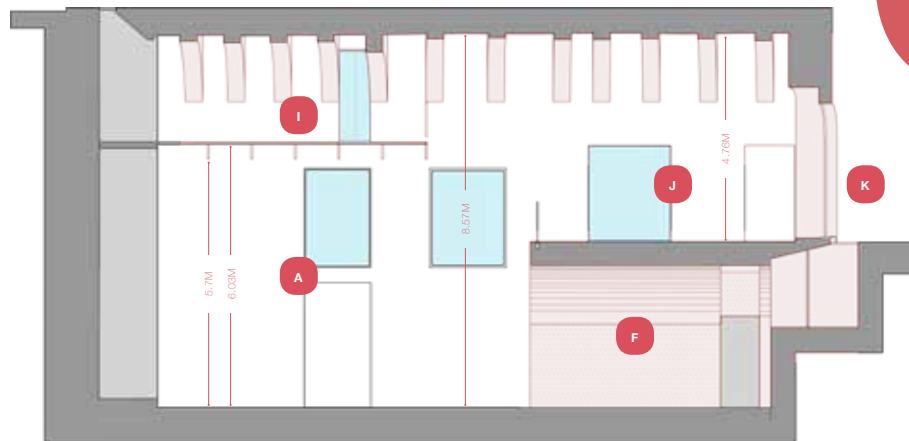
The project is an investment in a Maltese cultural and historical asset which shall be directly contributing towards the economy and the tourism sector. The building's contemporary interiors have been designed to celebrate the historic building that contains it - juxtaposing sleek, crisp materiality with the stunning original features of the vaulted Valletta property its built within. VC will be known an inspiring addition to Valletta's architectural legacy.

With a magnetic hanging system...

prioritising flexibility and durability.

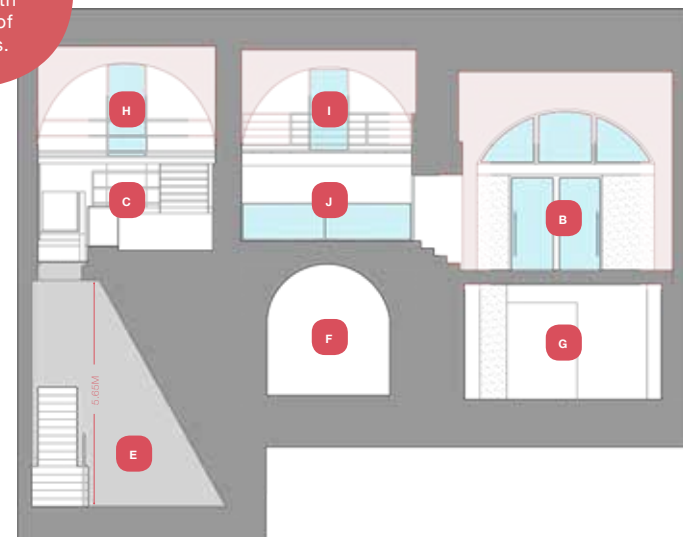


SECTION B1



VC's blend of contemporary material finishes, cutting-edge display techniques, and spectacular open volumes provide artists and curators with a large variety of display options.

SECTION A6



Sections B1 & A6

- A. Main double-height gallery space
- B. Coffee shop
- C. Gallery shop
- E. Screening room
- F. Break-out space

- G. Exhibition room 02 / Lecture Hall
- H. Mezzanine reading room
- I. Mezzanine office
- J. Foyer
- K. Main entrance



Be a part of Valletta's future...

become a member now!

1. Piazza Teatru Rjal
2. Museum of Fine Arts
3. Parliament Building
4. St. James Cavalier, Centre for Creativity
5. The Fortress Builders
6. Museum of Archaeology
7. Upper Barrakka Gardens
8. Manoel Theatre
9. St John's Co-Cathedral
10. The Presidential Palace
11. Armory Museum
12. St Paul's Church
13. Valletta Contemporary
14. Lower Barrakka Gardens
15. Mediterranean Conference Centre
16. Fort St. Elmo
17. War Museum



If you want a ticket straight to the heart of Malta's cultural scene, then becoming a VC member is a smart choice for you.

VC will be a forward-thinking, boundary pushing institution that will add a new layer of dynamism to Valletta's thriving cultural history. Not only will it serve to revitalise a largely forgotten part of the city, but it will shift the cultural axis towards a focus on emerging and progressive art.

Becoming a member is easy and it gives you a number of benefits! Once you've picked your membership tier, you'll have full access to all the gallery's exhibitions, and enjoy seasonal discounts at the gallery's store. As a member you'll receive the VC newsletter, and you'll be the first to receive news about upcoming events. Aside from these perks, you can be assured that your membership fee will be an invaluable investment towards the upkeep of the gallery and its continually evolving calendar of events.

Silver Membership prices:

Single Adult	€ 80
Single+ Guest	€100
Over 65+	€ 40
Student	€ 30
Family	€125

10% Discount from gallery shop at VC.
10% off all Education Events.
Entrance to Private Preview.

Gold Membership prices:

Single Adult	€140
Single+ Guest	€200
Over 65+	€ 75
Student	€ 50
Family	€240

10% Discount from gallery shop at VC.
50% off all Education Events.
10% Discount from artworks.
Entrance to Private Preview.

Get in touch with us today!

Valletta Contemporary

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Contact

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Supported by:



The unnamed word #4 © Pedro Cabrita Reis, 2016
Metal scaffold towers, florescent lights, painted glass, painted wood and electrical cable, 273 x 192 x 137cm
Courtesy of the artist and Giorgio Persano Gallery, Torino, Italy.



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