

## What Goal are You Rocking this Year?

### Happy New Year!

January is a month of new beginnings: for laying down our hopes on paper and sketching out our plans. What are your goals for your creative business this year?

The tools for this kind of planning are aplenty. [Bullet-journaling](#) and "process goal-setting", for example. But regardless of your big goal this year, it always comes back to the work. It's the work that counts.

### What great work do you want to sink yourself into this year?

- Would you like more visitors in your Museum?
- Is it the series of paintings to exhibit at your local gallery?
- Is it a Canadian Artist Residency?

### Whatever your aim, we are here to help.

For 18 years, Trudy Van Dop and BC's Guide to Arts and Culture has sought out and curated the best in British Columbia's cultural communities. With a [brand new website](#) and growing [social media presence](#), our reach has never been greater.



In a hyper-digital world, more than ever we are coming back to brick-and-mortar experiences and the tactile goodness of physical things. **Analog is getting its revenge.** This is good news for art and good news for print. Our two greatest loves.

That's why BC's Guide to Arts and Culture continues to publish over 75,000 print guides distributed at arts and cultural hubs throughout the province, while also maintaining a comprehensive interactive map of BC's best and brightest.



## We make it simple for you to participate.

- 1) Fill out your Insertion Contract
- 2) Select your ad size
- 3) Send us your ad.
- 4) Connect with us to set up your online ad.

## Participating Online Only?

Send us the following items and we will get you ad up and running without any extra hassle.

- 1) 5-6 images (600 pixels wide by 400 pixels high)
- 2) 75-100 words description
- 3) Your Social Media links + 1 YouTube video (encouraged)



# #SuperCulturalBC

## New Feature

Your Favourite Piece. Your Favourite Place.

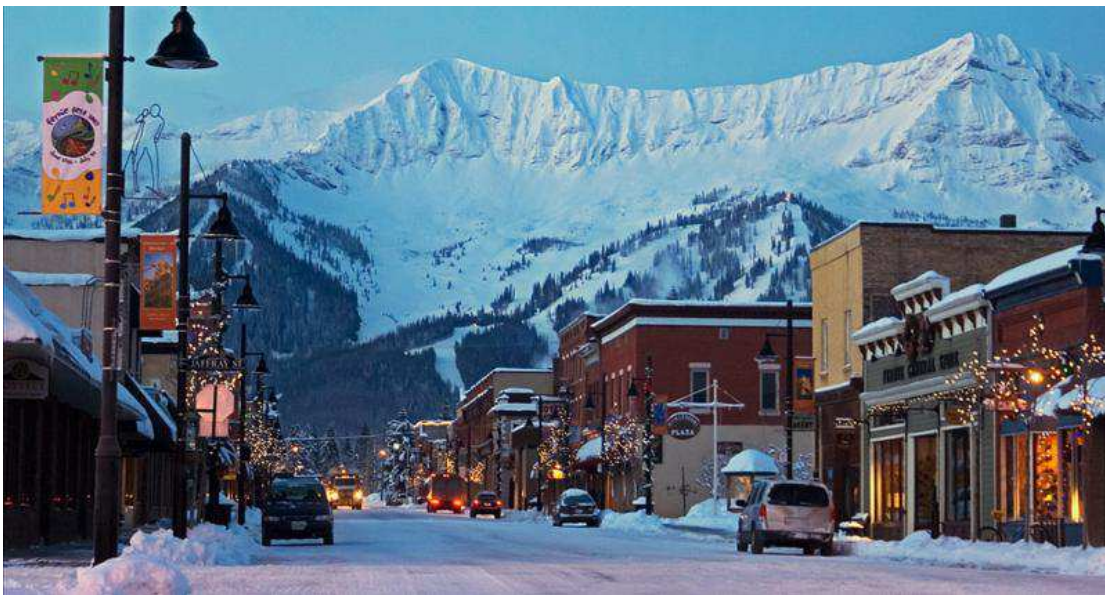
### Calling All Cultural Stakeholders

We want photos of you in your favourite place.  
Share a brief story (max. 100 words) about your favourite gallery, studio, winery, museum, festival, or back alley.

### Calling All Artists

We want photos of you with a favourite piece of art you've created  
and a brief story (max. 100 words) about why it's so beloved.

Send your stories to [christina@art-bc.com](mailto:christina@art-bc.com)



Picturesque Fernie, British Columbia

**Did you know there are 1.5 MILLION copies of BC's Guide to Arts in Culture in circulation since 1999?**

**Are you enjoying The Curated Community newsletter?**

If so, please forward this email to a friend and suggest they sign up for monthly dose! As always, please let us know your requests and suggestions on Twitter. Which bullet above is your favourite? What do you want more or less of? Let us know!

[Send a tweet to @Art\\_BC.](#)

**Want to be featured?** Send your stories, photos, events and creative projects to [christina@art-bc.com](mailto:christina@art-bc.com).

We want to hear about them!

Thanks for reading and have an inspiring week.

Join over 35K cultural enthusiasts and follow



## Who and what is BC's Guide to Arts & Culture?

Believing that arts and culture is an industry working hand-in-glove with tourism, **Trudy Van Dop** founded the Guide in 1999 and continues to wear pretty much every hat imaginable. Inspired by a supercultural province, back-dropped by unmatched beauty, BC's Guide to Arts and Culture exists to promote the rich cultural uniqueness of British Columbia.

**Through vibrant partnerships** with over 1,000 community-based arts and cultural destinations, we aim to maximize the economic impact of cultural tourism throughout British Columbia by inspiring residents and drawing tourists from around the world.

To Participate or for more information please call **1.888.981.9886** or email [publisher@art-bc.com](mailto:publisher@art-bc.com)

**VAN DOP**  
ARTS & CULTURAL GUIDE  
TO BRITISH COLUMBIA

