



## The Magenta Foundation

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Allow us to introduce the Magenta Foundation.

Founded in the spring of 2004, the Magenta Foundation is Canada's first non-profit arts publishing house. Our prime mandate is to promote the work of contemporary Canadian and international artists through books and exhibitions.

This is a bold project, and we know we can't do it alone. We want to begin building relationships with individuals, galleries, and organizations across the country. As a gallery, please consider getting involved with Magenta in any of the following ways:

1. Host an exhibition. With every book we publish, we will put together exhibitions in Canada, the United States and abroad. We are now actively seeking venues.
2. Submit a proposal. In the next two years, Magenta will publish four books—two of Canadian photographers and two of international photographers. One of these books will feature the work of an emerging artist. Know a body of work that fits these criteria? For submission guidelines, go to [www.magentafoundation.org](http://www.magentafoundation.org).
3. Encourage photographers you know and/or represent to submit their work to Carte Blanche. Carte Blanche is Magenta's biggest project currently in the works, slated for release in April of 2006. A jury of arts professionals nationwide will select more than two hundred photographers for the book—the best currently practicing here in Canada. See the website for details.
4. Carry our books. The wider our distribution networks, the broader our promotion.
5. Pass this along. To any artist, curator, gallerist, critic, art historian, or educator. The way we see it: the more, the merrier.

Together, we can create the domestic and international presence Canadian artists need to succeed, and bring the most vital contemporary art to Canadian audiences.

We look forward to hearing from you.