

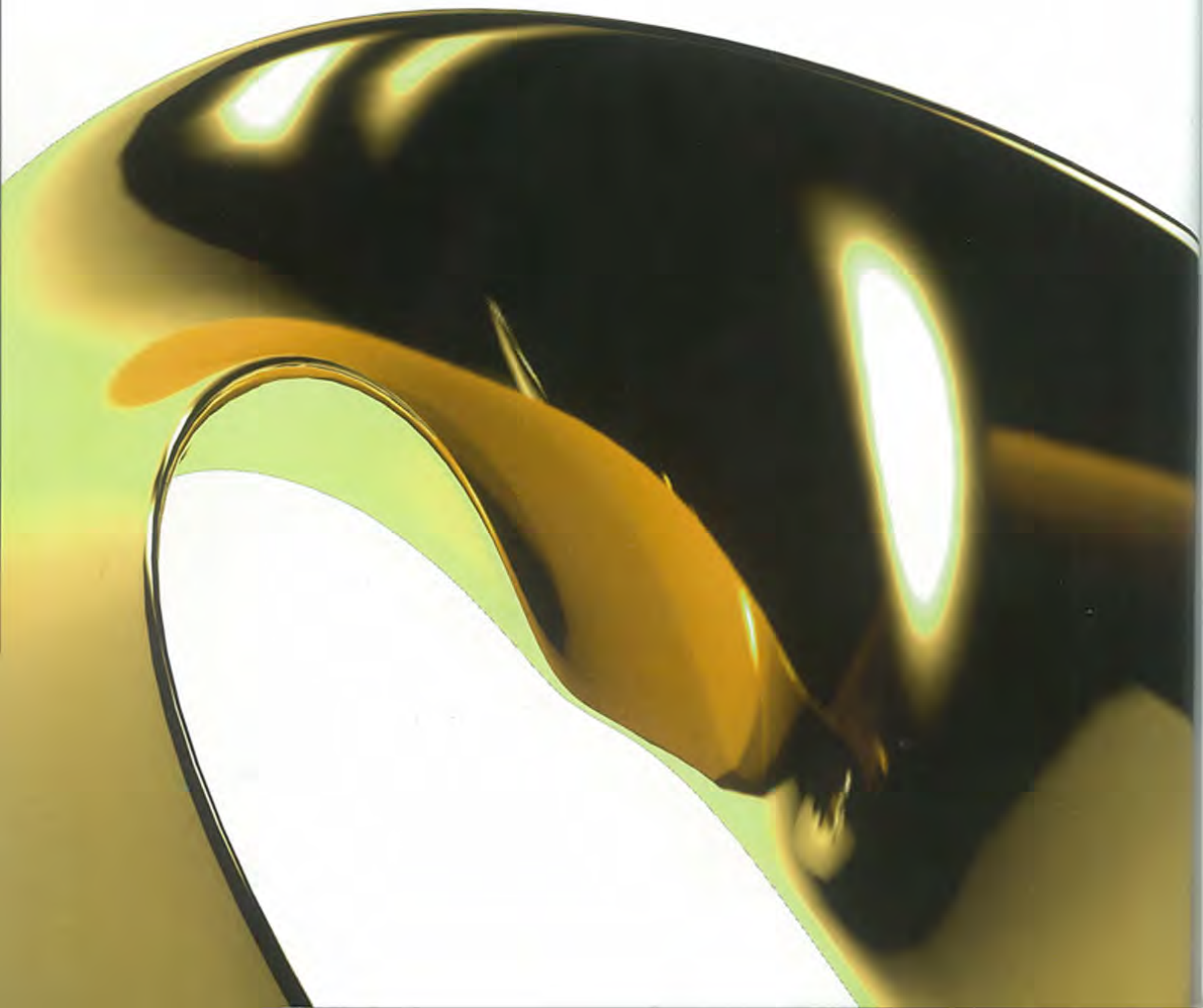
Australia Business Arts Foundation  
**Gold Book 2011**



## AbaF SME Award

For partnerships between businesses employing fewer than 200 people (globally) and arts and cultural organisations.

Australia's SMEs are a central part of the economy, employing more than five million Australians. Like many arts organisations, small businesses are flexible and responsive in adapting to change and opportunity. Through AbaF's Premier's Arts Partnership Funds, 206 partnerships with a value of \$1.95M have been facilitated between small and medium business and arts organisations. AbaF is delighted to present this Award to recognise and encourage the important connections being made between SMEs and the arts.



## AbaF SME Award

National Winner  
and Winner Victoria

### Gertrude Contemporary and Fabio Ongarato Design



#### Benefits for the business

- Broadened staff boundaries and facilitated connections with artists
- Profile building within the contemporary art community locally and abroad

#### Benefits the arts organisation

- Increased international profile through six major publications
- Significant professional design work pro bono
- A new brand and a new website with increased traffic

#### How they made it work

- Over five years the partnership's management style has changed from a client-provider model of pro-bono design to a collaborative "curatorium" where the partners are of equal importance.
- The two directors, Fabio Ongarato and Alexie Glass-Kantor, establish the shape and vision of the collaboration, which is then coordinated and managed by Gertrude Contemporary curators and Fabio Ongarato designers.



A creative partnership between the graphic design company, Fabio Ongarato Design and the arts organisation, Gertrude Contemporary, has drawn on a shared commitment to the highest quality contemporary art and design.

In 2006 the partners realised they were a great fit, being small, dynamic and innovative in their respective fields. Both were brimming with ideas and always keen to reach out to new and international audiences, so they decided to join forces by building mutually beneficial communication platforms.

Over the partnership's five years, Fabio Ongarato has designed six publications, a new visual identity and a new website for Gertrude Contemporary which has dramatically increased traffic. The publications serve as a gift for Fabio Ongarato clients to demonstrate who they are and what they do, as well as an archive for Gertrude Contemporary of their major exhibitions.

Both organisations have increased their profile, especially internationally. And a benefit for Fabio Ongarato is that the new ideas and processes they explore for their projects with Gertrude Contemporary inform their commercial work. Fabio Ongarato has also increased its network of talented visual artists and other collaborators.

The benefits of this partnership also extend to the artists whose work makes up each Gertrude Contemporary exhibition, with several having been approached for exhibitions, residencies and sales through internationally distributed publications. Gertrude Contemporary's website features more than 700 artists in its archive, which now serves as a resource for the Melbourne art scene over the past 25 years.

This partnership has evolved over time, with each new project building on the experience of the last. It has now reached a point where Fabio Ongarato is integrated within Gertrude Contemporary's brand, and vice versa.

*"The best design outcomes result from true collaborative spirit, where the line between commissioner and designer is blurred... The quality of work which continues to evolve from (this) partnership is a unique example of this philosophy in practice."*

**Dominic Hofstede, Australian Graphic Design Association,  
Victoria Councillor 2009–2010**