



LUMINATO
FESTIVAL

25 January, 2016

Dear members of the Danforth BIA,

I am writing you from the Luminato Festival, where we are busy preparing for our 10th anniversary in June. We are planning some exciting projects to celebrate a decade of bringing art and culture to our city and would love to partner with you on a unique public exhibition of photographs called *Trove – A View of Toronto in 50 Treasures*.

Helmed by renowned Toronto-based artist Scott McFarland, this exhibition will feature 50 photographs of 50 unique objects and artworks from private and public collections across the city. Our goal is to use photography to bring these rarely seen objects out of their vaults and display them publicly to the people of Toronto. The response to this project has been amazing so far –we are collaborating with curators from the AGO, ROM, Gardiner Museum, the Japanese Canadian Cultural Centre and TIFF to name a few, not to mention all of the surprising gems we've unearthed from private collections.

Having secured this incredible response from Toronto's cultural institutions and collectors, we are now reaching out to the broader community in the hopes of finding locations to display these artworks. We are looking for community partners who would like to donate public space and host an image for the month of June. This donation can take many forms; whether it is an exterior wall of your building, digital signage or a banner on your website, we would love to partner with you to bring some of Toronto's greatest treasures to the people who live and work in your neighbourhood. Please note that the Festival hasn't yet announced the details and plans for *Trove* yet. As such, I am making this request in confidence and would appreciate it if you did not disclose the details in this email until the program has been announced.

The Luminato Festival was founded 10 years ago in the spirit of bringing the city together to celebrate the cultural richness of Toronto – bringing Toronto to the world and the world to Toronto. *Trove – A View of Toronto in 50 Treasures* is a great realization of this goal and we hope you will partner with us to turn Toronto into a city-sized gallery without walls. This project is part of a real moment of developing civic pride and educating the public about the wonderful objects and artworks that exist right here in this great city.

If you would like to participate in this exhibition, please write to me at jforsyth@luminato.com to express your interest by February 12th. I look forward to hearing from you.

Best regards,
Jeremy Forsyth

Endlessly inventive
for the wildly
curious

Luminato Festival
180 Shaw Street
Suite 301
Toronto ON M6J 2W5

T 416 368 3100
F 416 368 4010