

November 24, 2011

Economic impact of Toronto's Scotiabank Nuit Blanche 2011 and naming of curators for next year's event

The City of Toronto today announced the economic impact of the sixth annual Scotiabank Nuit Blanche and named the event's curatorial team for 2012.

Based on the results of an independent survey, the economic impact of Scotiabank Nuit Blanche 2011 is calculated at \$37.2 million, with an additional \$4.5-million spillover impact for Ontario beyond Toronto. The October 1 event attracted local and out-of-town audiences. An estimated one million people attended, including more than 120,000 out-of-town visitors.

"In its six years, Scotiabank Nuit Blanche has become one of the most successful cultural events in the country," said Mayor Rob Ford. "This innovative celebration of contemporary art continues to be a strong economic driver and helps make Toronto an international cultural destination."

A collaborative undertaking, Scotiabank Nuit Blanche 2011 brought together the exceptional talents of more than 500 artists and curators, dozens of galleries, museums, cultural and educational institutions, and neighbourhoods, with the help of about 500 volunteers and 25 corporate sponsors and media partners.

"Scotiabank Nuit Blanche continues to be impressive both artistically and economically," said Duncan Hannay, Scotiabank Senior Vice President of Canadian Marketing. "We're very proud of this event, given the calibre and richness of artistic expression, and the absolute enjoyment that we see every year from those who attend. The return, demonstrated through the economic impact, continues to be significant."

Scotiabank Nuit Blanche 2012

Planning is well underway for the seventh edition of Scotiabank Nuit Blanche, scheduled for Saturday, September 29, 2012. Curators Janine Marchessault, Michael Prokopow, Christina Ritchie, Helena Reckitt and Shauna McCabe were selected by the Nuit Blanche advisory committee and are working with artists on their creative visions for the exhibitions.

Applications are now being accepted for Open-Call and Independent projects.

The City-produced exhibition includes Open Call projects, which are smaller scale works produced specifically for the event. They are selected by a curator in consultation with the City of Toronto. Funding and production support is provided. The deadline for Open Call submissions is December 19, 2011.

Each year's event also features Independent Projects consisting of self-funded installations created by galleries, schools, neighbourhoods, community organizations or individual artists. The Independent Project submission deadline is February 15, 2012.

Details: http://www.toronto.ca/special_events/nuitblanche/participate.htm

Scotiabank Nuit Blanche is Toronto's annual all-night celebration of contemporary art, produced by the City of Toronto in collaboration with Toronto's arts community. Since 2006, the event has featured more than 700 official art installations created by nearly 3,000 artists and has generated more than \$100 million in economic impact for Toronto.

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, Bright Future. Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$44 million annually to community causes around the world over the last five years. Visit us at www.scotiabank.com.

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.7 million people. Toronto's government is dedicated to delivering customer service excellence, creating a transparent and accountable government, reducing the size and cost of government and building a transportation city. For information on non-emergency City services and programs, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.

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