

# nuit blanche toronto

a free all-night contemporary art thing

Saturday, September 29, 2007

7:03 pm to sunrise

## Call for Submissions – Independent Projects

From sunset on September 30 to sunrise on October 1, 2006, artists transformed Toronto. The city became a playground, a meeting place, a political forum, a place of art, wonder, awe and intrigue. From parks, swimming pools and car washes to galleries, museums, schools and institutions, the city came together as a community and embraced **Scotiabank Nuit Blanche**.

An estimated 425,000 revellers left behind the comfort of their beds for this free all-night exploration of Toronto through contemporary art. Unlike any event ever produced in North America, Scotiabank Nuit Blanche was completely distinctive and a transformative celebration of creativity. The overwhelmingly positive post-event response from the public, media, art community, attractions, government and corporate Canada was unprecedented.

Toronto Special Events is thrilled to announce that the magic of Nuit Blanche will return to light up the city of Toronto in 2007. From sunset to sunrise on **September 29, 2007**, Torontonians and tourists alike are invited to encounter the city in a new way and rediscover Toronto through Nuit Blanche Exhibitions and Independent Projects.

Once again Nuit Blanche will bring the art community together to offer both the uninitiated and devoted art lovers an accessible and exciting night of contemporary art. This is an opportunity to celebrate and showcase Toronto's art community and this city's commitment to contemporary art.

Following the successful structure of last year's event, the city will be divided into three geographical Zones to accommodate the numerous Nuit Blanche destinations. Each Zone will feature one Nuit Blanche Exhibition and a series of Independent Projects.

### **NUIT BLANCHE EXHIBITIONS**

Within each of the three Event Zones there will be one unique Exhibition. The three **Nuit Blanche Exhibitions** will be located in the following areas: **Bloor/Yorkville** (within Zone A); **McCaul/University area** (within Zone B); and **West Queen West** (within Zone C).

Under the direction of the Nuit Blanche curatorial team (to be announced in February 2007), the City of Toronto will commission and fund up to **30 site-specific public art works** (10 per Exhibition Site) by local, national and international artists.

Fifteen additional local projects (5 per Exhibition) will be incorporated into the Nuit Blanche Exhibitions and chosen by the curators from the **Open Call** submissions.

### **INDEPENDENT PROJECTS**

The **Independent Project** locations will help to shape the boundaries of the three Nuit Blanche Zones and create an exceptional city-wide experience.

The City of Toronto invites the art community to help lead this transformation of the city into a site of contemporary art through a series of Nuit Blanche **Independent Projects**. By providing all-night access, cultural institutions, galleries, schools, artist-run centres, independent artists, curators and organizations will illuminate Toronto's cultural "hot spots" and creative communities. There are two ways to participate as an Independent Project. **Programming Partners** create a new program developed specifically for Nuit Blanche, while **Participants** offer access to their existing art exhibition or project.

# Guidelines for Participation – Independent Projects

All Independent Projects must adhere to the Nuit Blanche mandate to make contemporary art accessible while inspiring dialogue and engaging the public to examine its significance and impact on public space. All proposals must meet the criteria outlined below and are subject to review by the Nuit Blanche team.

## INDEPENDENT PROJECT CRITERIA

- You are an **existing contemporary art gallery, cultural institution, museum or venue**
- You are located **in the city of Toronto**
- You are willing to be accessible **free of charge to the public** during Nuit Blanche from 7:03 pm on September 29 to 7:14 am on September 30, 2007.
- You are willing to **make the investment required** (financial, personnel and otherwise) in order to bring your project to fruition (to be clear, the cost of programming is your responsibility)
- You are willing to **promote Nuit Blanche Toronto through your in-house publications/venues** (e.g. mailings, e-newsletters, customer correspondence, websites, etc.), by **distributing the official event guide** and other Nuit Blanche promotional material created by Toronto Special Events in your venue

## ALSO IDENTIFY YOUR LEVEL OF PARTICIPATION AND MEET THE APPROPRIATE CRITERIA

- As a **Programming Partner** you wish to offer all-night access to your Nuit Blanche **contemporary art programming** (i.e. a program developed **specifically for Nuit Blanche** located at your venue.)  
NOTE: With increased investment, your profile in the guide and on the website will be increased accordingly.

OR

- As a **Participant**, you wish to offer all-night access to your **existing contemporary art exhibition or project** (i.e. your regular exhibition hours change and your gallery or venue stays open all night).

## BENEFITS OF PARTICIPATION

All Independent Projects will benefit from a major umbrella marketing campaign to promote the overall event, driving attention to the event's official print guide and website. The campaign will include influential media partnerships, dynamic print collateral, an integrated advertising campaign (outdoor, print, online, radio and television), and a thorough media relations plan to garner local and international attention.

Please note that the amount of presence each Independent Project will receive in the official guide and on the website will be based on the final number of Projects selected for participation and the level of participation (i.e. Partner or Participant).

## All Independent Projects receive:

- Recognition in the comprehensive Nuit Blanche print guide
- Recognition on the comprehensive Nuit Blanche website

## HOW TO SUBMIT

- a) Download the relevant application form from [www.toronto.ca/special\\_events](http://www.toronto.ca/special_events)
- b) Complete the application form. Please note that in order to be considered you must fill out the relevant application form and adhere to all programming criteria and submission requirements as stated above. Applications must be mailed to or dropped **to arrive by the due date** (see application form for more details). **Incomplete, faxed, or emailed applications will not be accepted.**
- c) Please note that you will be contacted by Toronto Special Events once your application is processed.
- d) **Application due dates:**  
**Independent Projects – Monday, March 19, 2007**  
**Late applications will not be accepted.**

### General Inquiries

[nuitblanche@toronto.ca](mailto:nuitblanche@toronto.ca)

### For additional information about Independent Projects

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