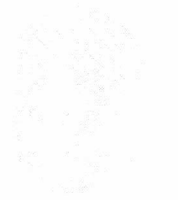


FOUNDRY x MOCCA 2013



April 25, 2013

Request for Designation of Municipal Significance

To whom it may concern,

FOUNDRY x MOCCA is set to be the summer sequel to the inaugural **FOUNDRY** event series which took place at the BLK BOX (1087 Queen St. W) throughout March 2013.

EVENT DETAILS

Foundry x Mocca will take place in the courtyard of the Museum of Contemporary Canadian Art at 952 Queen St West from 1 PM to 11 PM on the following dates:

Saturday, July 6th, 2013

Saturday, July 13th, 2013

Saturday, July 20th, 2013

Saturday, July 27th, 2013

Saturday, August 2nd, 2013

Saturday, August 9th, 2013

Expected attendance ranges between 500 to 800 visitors over the course of the day, and from 3000 to 5000 over the course of the series. No street closures or extended licenses will be necessary for this event.

WHAT IS FOUNDRY?

The first event of its kind in Toronto, **FOUNDRY** is a collaborative month-long series of showcases dedicated to forward-thinking global talent in non-traditional spaces. We've integrated several concepts to create an immersive, multi-sensory experience for our city's music lovers: the conversion of a unique location; thoughtful series based curation with international artists and local tastemakers; as well as exploration of lighting and visual technologies.

Celebrating the many different sounds of electronic music from across the world, each night was thoughtfully programmed by influential tastemakers from Toronto's forward-leaning music community. The line-up ranges from revered pioneers to influential upstarts from a wide array of genres, with each playing an important role in the ongoing evolution of the global electronic music community. Quality and innovation were the primary drivers behind artist selection.



Each week, visual installations were developed in a collaborative effort between our in-house production team and various artists around the city. These installations were designed in to enhance the musical themes creating a synergistic audio/visual experience.

Our media partners, Now Magazine and XLR8R, helped the series gain exposure, both city-wide and internationally, through features, reviews and sponsored advertising. Brands like Sapporo, Red Bull, Scion and Moog Audio came on board to provide financial support.

The overall impact went well beyond our expectations receiving accolades from local and international media outlets:

“If this weekend’s Foundry parties were an accurate indication, Toronto is prepared to move.” - Shawn Reynaldo, Editor at XLR8R

“The Foundry series has a lot going for it that other festivals might want to pay attention to.” - Benjamin Boles, Music Editor at Now Magazine

“One of this city’s most stimulating young forces in promoting electronic music artists and events.” - Denise Benson, Music Writer at TheGrid

FOUNDRY x MOCCA 2013

Much like the original, Foundry x Mokka will be a collaborative set of events dedicated to forward-thinking music and visual art. We plan to convert the private courtyard/parking lot at 952 Queen Street West (shared by the Museum of Contemporary Canadian Art, Edward Day Gallery, and Max the Mutt Animation School) into a daytime showcase for international/local music performances integrated with installation art.

The line-ups will continue to consist of international and local talent, programmed by influential tastemakers from Toronto’s music community – with the goal of encouraging cross-pollination and discovery among the city’s music lovers. Meanwhile, with the help of our in-house A/V team, local artists will be selected and challenged to create distinct visual experiences for each respective showcase. Hundreds of guests will be invited to participate in this intersection between music and visual art throughout the day, in a well-organized and safe publicly licensed environment.

The inaugural series in March helped establish Foundry as a credible movement – one with the potential to match the scale and reputation of MOMA PS1’s Warm Up in NYC and MUTEK in Montreal. Our vision is to see Foundry become a widely renowned right-of-passage for promising up-and-coming talent: one that would be intrinsically tied to the cultural milieu of the city, and in turn engage residents, attract tourists, and support local business.



Foundry will bring Toronto a step closer to becoming a hub for innovation in music and technology-based art. With your help, we can continue to cement Foundry's reputation as a respected international platform that will bring attention to the incredible wealth of talent our city has to offer.

FOUNDRY PRESS

For your research, I've provided a number of articles written about or related to Foundry:

Now Magazine

- [Foundry](#)
- [Shows that rocked Toronto last week - Omar S](#)

The Grid

- [Ones to Watch: March 2013 - Foundry](#)
- [The Night List: Feb. 28-Mar. 6 - Foundry](#)

Torontoist

- [At Foundry, Electronic Music and Visual Art Come Together](#)

BlogTO

- [5 Reasons Why Foundry Will Change Toronto's Electronic Music Scene](#)

XLR8R

- [Juan Atkins, Omar-S, Martyn, Andy Stott, and More to Play Month-Long Foundry Event Series](#)
- [Five Things We Learned from a Weekend at Foundry in Toronto](#)

Resident Advisor

- [Mansion Launches Foundry with DVS1 and Shlohmo](#)

CBC Music

- [Juan Atkins Interview](#)
- [Martyn Interview](#)
- [Andy Stott Interview](#)

NOISE POLLUTION MITIGATION MEASURES

- Musical performances will be scheduled to end at 10 pm.
- From 1pm to 6pm sound levels will be attenuated during the art exhibition period.
- Sound will be directed away from residential buildings.
- Communication with surrounding residents with regards to sound levels
- Appropriate levels of sound will be enforced at all times.

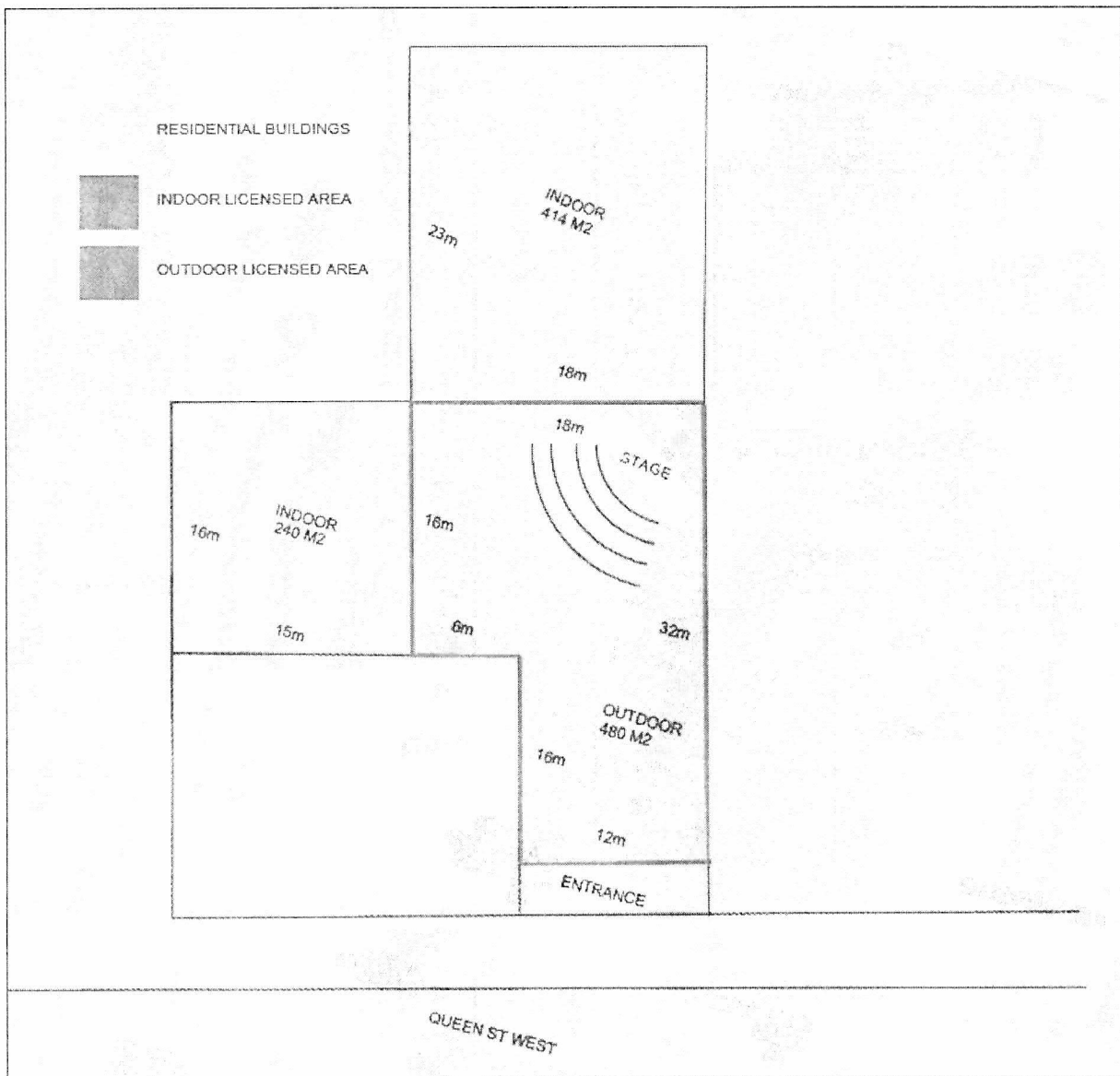


Fig 1. Layout of courtyard for Foundry x Mocca 2013

CONTACT

Thank you for your time and consideration. We look forward to further developing the Foundry series as source of innovation for Toronto's artistic community and to obtain international recognition for the cities talented roster of artists and musicians.

For any questions or concerns please feel free to contact:

Matt Eckensweiler
Co-Founder, Foundry
Matt@wearemansion.ca
C: 416.540.7427
W: <http://foundryto.com>