

**To: Administrator,  
Toronto & East York Community Council,**

**RE: request for declaration of event of municipal significance**

What: Sound In Motion music festival

Date: Sat July 13th, 2013.

Location: Coronation Park (south side)

Time: 2:00pm- 11:00pm

I am writing on behalf of StudioFeed with regard to the music festival we are organizing in Toronto for this July 11, 12, 13. We have received a permit from the City to host the daytime outdoor Main Stage event at Coronation Park (south side) from 2:00pm - 11pm on Saturday July 13th and are writing to you to request your consideration in declaring this portion of our festival program an event of municipal significance.

Last year, we held our inaugural event at Sugar Beach on Saturday July 14<sup>th</sup>. We considered our event a success and developed a very positive working relationship with all those involved, including City of Toronto Park staff.

Sound in Motion (SIM) is the name of the annual not for profit electronic music festival organized by Toronto arts collective StudioFeed. Our mandate is to build platforms (virtual and physical) that serve Toronto's Local Music Ecosystem (artists, promoters, local industry, writers, visual artists and supporting professionals). It is our fundamental belief that by building strong local music ecosystems, we can strengthen the role of music in our society, from both an economic and artistic perspective. By highlighting the rich talent and support systems in the city, we intend to raise awareness of Toronto's world-class talent both locally and globally. □□

In our opinion, the Internet has been relied on for music consumption to the detriment of the art of music. By showcasing the individuals and organizations who make up Toronto's cultural fabric, staging events, and working towards building a community music center we intend to empower Toronto's local music ecosystem and ensure it remains sustainable. Electronic artists are widely known to champion both the innovative technology that allows music to be shared globally and also provide the soundtrack to organic human gatherings of dance and celebration of life. □□

StudioFeed (and by extension SIM) currently has twelve members, across artistic and professional disciplines. We have been together for approximately two years. As individuals, we have spent our entire lives serving the arts both directly and indirectly. Our most recent accomplishments include [www.studiofeed.com](http://www.studiofeed.com), which is a platform for engaging and highlighting local artists, international artists visiting the city and other members of the local music ecosystem. On this platform we have engaged hundreds of local and global artists through video and radio and have created an aesthetic that allows the human characteristic of the artists to be showcased as important members of our community. It is a destination focused on video production and in-depth articles on the community. We have also recently worked with local promoters to stage an event that hosted artists from Germany, Montreal and Toronto.

There currently exists no not for profit run music festival, independent of corporate sponsors, focused on electronic music in Toronto. This is among a handful of reasons why a great number of our most talented artists are leaving the city for other 'creative' centers, like Berlin, LA and Montreal. There is nothing more relevant to our organization than developing platforms to support Toronto's local music ecosystem in order to not only halt this disturbing trend, but also create an environment where art and innovation are nurtured. The community will directly benefit from a more empowered creative class, from both an economic and artistic perspective.

As we build this event, we are partnering with like - minded folks who have a solid independent arts focused reputation in the community as well as with individuals with a solid track record related to hosting events of this nature. We have engaged Lenny Harris to assist with all coordination related to outdoor component of our event, including security related requirements. Lenny comes highly recommended and with a good deal of experience in organizing logistical aspects of City/outdoor style events.

We believe Coronation Park to be ideal location ( south side) - one that is accessible and far enough removed from residences that disruptions would be minimal , if at all. Our program also looks at interactive and creative ways to engage the community by offering free programming geared toward families and youth. Further, we have spoken to area residences and have a good number onside and willing to declare their support of this initiative

The following pages provide a snap shot of our festival's concept and program.

Sound In Motion: Independent Festival of Electronic Music and Art presented by StudioFeed. Held in unique indoor and outdoor locations downtown Toronto, Canada (July 11-13, 2013).

## **Description**

Our festival creates a platform that explores sound in motion through a diverse range of electronic music performances, interactive a/v and tactile showcases, dancing days and nights, knowledge exchange, collaboration and conversation.

Sound In Motion is powered by our Local Music Ecosystem: Artists, Labels, Promoters, Fans, Independent Shops, Technologists and others who support the Music.

Sound In Motion an extension of StudioFeed - a social venture whose mission is to Support Independent Music through community engagement, technology development and a broad campaign to build the Toronto Center for Independent Music.

## **PROGRAM ( snapshot)**

### **Thursday July 11th**

**8:00pm – Short Film Showcase. – audio/visual/tactile sound experience**

Venue: Conversation Room, Great Hall.

### **Friday July 12<sup>th</sup>**

**1:00pm – 5:00pm – Workshops/Panels**

Venue: Arts + Design Building, Ryerson

**5:00 – 8:30pm – Industry BBQ**

Venue: Global Village

**6:00 – 9:00pm – Bass Summit: Subjectives**

Venue: Conversation Room, The Great Hall

**10:00pm – 3:00am – 2 Room Music Showcase**

Venue: The Great Hall/ BlackBox Theatre

**Saturday July 13<sup>th</sup> – Mainstage Open Air Event - Free**

**2:00pm – 11:00pm – MainStage Open Air Event – Free to public**  
venue: south side of coronation park

For more information visit: [www.soundinmotion.ca](http://www.soundinmotion.ca)

Thank you for consideration of this request.

Sarah Davies  
StudioFeed

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