

TE29.39.9

RECEIVED
CITY CLERK'S OFFICE
SECRETARIAT 2ND FLOOR
2014 JAN 13 PM 2 09

FOUNDRY 2014

Jan 13, 2014

Request for Designation of Municipal Significance

To whom it may concern,

FOUNDRY 2014 is second installment of the **FOUNDRY** event series which took place last March 2013. Foundry 2014 will take place in Tower Automotive at 158 Sterling Rd during the hours of 10pm-4am on the following dates:

Friday, March 7th, 2014
Saturday, March 8th, 2014
Friday, March 14th, 2014
Saturday, March 15th, 2014
Friday, March 21st, 2014
Saturday, March 22nd, 2014
Friday, March 28th, 2014
Saturday March 29th, 2014
Friday, April 4th, 2014
Saturday April 5th, 2014

Expected attendance ranges between 800 to 900 visitors per night, and from 4800 to 5400 over the course of the series. We expect people to travel from as far as Detroit and Montreal to attend **FOUNDRY**. 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 will be thoughtfully programmed by influential tastemakers from Toronto's forward-leaning music community. The line-up will range 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 are the primary drivers behind artist selection.

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

The impact of last year's event 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 PRESS

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

Now Magazine

- [Foundry](#)

The Grid

- [Ones to Watch: March 2013 - 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](#)

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