



CULTURAL HOTSPOT | MAY THROUGH OCTOBER 2015

Summary

From **May through October 2015**, the Cultural Hotspot program shines a spotlight on arts, culture and community in Etobicoke; inspiring new ideas about where culture thrives in Toronto. **Cultural Hotspot – West** is bordered by Dixon Road to the north, Lake Ontario to the south, Park Lawn Road to the east and Browns Line/The West Mall to the west. This City of Toronto and partner-produced initiative features a series of signature projects that include visual arts, dance, youth mentorship and employment, local festivals and more. This project, and the legacy Cultural Loops Guide, will enable locals and visitors alike to discover Hotspot neighbourhoods and the wonderful places within, to experience arts, culture, fantastic food, heritage and parkland. For more information, visit www.toronto.ca/culturalhotspot

The Cultural Hotspot will:

- **Celebrate** local culture, heritage, creativity, business and community with special events, festivals and art happenings;
- **Connect** the Hotspot community and share this exciting area with all of Toronto;
- **Grow** creative capacity in the area with workshops, courses, youth engagement, employment and legacy projects.

The Cultural Hotspot will highlight the many exciting and unique events and activities already happening in the Hotspot as well as celebrate new initiatives.

- **Signature Partnerships Projects** - The Cultural Hotspot enhances the active arts and culture scene through a series of *new signature partnership projects*. City of Toronto's Arts and Culture Services is pleased to collaborate with arts organizations already active in the community and eager to showcase the talent in the Hotspot, while providing new opportunities to engage community and the arts.
- **SPARK Projects** – SPARK promotes emerging artists from diverse communities, showcasing talent in a variety of forms, including visual arts, performing arts, film and community-led activities that highlight the Hotspot neighbourhoods and promote local organizations and bring guest artists into local neighbourhoods.
- **Community Projects** – The Cultural Hotspot is comprised of vibrant neighbourhoods with local community theatre groups, choirs, visual artists, writers, musicians, filmmakers, emerging and professional artists. The Hotspot will highlight and celebrate events already happening in the area.
- **Cultural Loops** – Selected Cultural Loops will be featured in the Hotspot, showcasing local arts, culture, history and businesses. A series of self-guided tours will be developed to inspire visitors and residents alike to explore different neighbourhoods in the Hotspot.



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- **Legacy Project** – This project will leave behind a means to navigate the Hotspot, a collection of information that will live online and in print, enabling residents and visitors to the city to continue to access, explore and enjoy the culture, art, business and history embedded in the Hotspot area.

For more information about the Cultural Hotspot, contact:

Nadira Pattison
Manager Arts Services
Toronto Arts and Culture Services, EDC
416 338-1263
npattis1@toronto.ca

Andrea Raymond-Wong
Community Cultural Coordinator
Toronto Arts and Culture Services, EDC
416 338-2469
araymon2@toronto.ca

Related Links:

Cultural Hotspot website: www.toronto.ca/culturalhotspot

Cultural Hotspot Scarborough Launch video: <https://www.youtube.com/watch?v=sjQaxl6GjIY>

Why I Love Etobicoke video: <https://www.youtube.com/watch?v=TWCeJAPxi4E>

Facebook: <https://www.facebook.com/CulturalHotspot>

Twitter: <https://twitter.com/CulturalHotspot>