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# ENDLESS CITY FORMS FESTIVAL

TORONTO. SEPTEMBER 28-30, 2016.

2016 SEP 2 AM 10:00  
SECRETARIAT 2ND FLOOR  
CITY OF TORONTO OFFICE

Dear Ros Dyers,

Hope you are doing well. Endless City is hosting a small festival September 27-30, 2016. Our events will take place at The Great Hall and Rally. I am writing to you because recently we decided to move some of our programming from The Great Hall to Rally and are now hoping to obtain a 3-day SOP for Rally. Given that the next council hearing is not until October 5, we were hoping you obtain a letter of non-objection for this SOP (a request has been sent to Councillor Layton) in order to receive a Letter of Municipal Significance.

**Rally (12 Ossington Ave.)** will be home to our festival summit and event registration between Sept 27-30. The SOP will allow us to serve light refreshments during our summit talks that take place during the day and in the early evening. We are also hosting a closing party at the space on September 30<sup>th</sup>.

## **FORMS Festival** **SEPT 27 (12pm) - SEPT 30 (2am)**

FORMS is a 3-day festival of emergent culture that celebrates artists and thinkers who take risks and challenge convention through experimentation. Aiming to connect with people who are interested in contemplating what is possible, FORMS examines the convergence of creativity and technology and its influence on everything from digital life, human connection, urban design, artistic expression and beyond.

FORMS Summit, taking place at Rally (12 Ossington) from Sept 27-30, invites creative thinkers and community leaders from Toronto and abroad in fields spanning architecture, urban design, technology and digital media arts to discuss their experience working beyond traditional boundaries to explore new ideas and solve complex issues. With a focus on design, civic participation and policy, FORMS Summit, welcomes conversations around accessibility to space and displacement, the impact of convergence on the future of work and creativity, the shifting role of public art and public space as well as an introduction to human experience design and biomimicry. Aiming to unpack a common language around sustainable thinking and practice, the summit explores what this all means in an urban context and why we need more of it.

Participants will include: Karen Wong (New Museum, NYC), Alex Josephson (Partisans), Ilana Altman (The Artful City), Shawn Micallef (Spacing Magazine), Klasien van de Zandschulp (Lava Lab, Amsterdam), Dr. Irwin Adam (Future Food Studio), Adil Dhalla (Centre for Social Innovation), Howard Tam (Think Fresh Group), Alexis Kane Speer (The STEPS Initiative), Brandon Vickard (York University), Jamie Miller (Biomimicry Frontier), Nils van Beek (TAAK Amsterdam), Michelle Senayah (The Laneway Project), Jordan Mandel (University of Waterloo), Markus Heckmann (Derivative), Kate Hartman (OCADU), Leonieke Verhoog (VPRO Medialab, Amsterdam) and more.

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Programming overview @ Rally (12 Ossington Ave.)  
Festival hub and official Summit venue for the following days:

**Tues Sept. 27** (11am-10pm) – Open for registration, festival hub, Netherlands/Canada mixer hosted by the Dutch Consulate General.

**Wed Sept. 28** (11am-6pm) – Open for registration, festival hub

**Thurs Sept. 29** (9am-9pm) – Open for registration, festival hub and Summit programming (moderated talks, workshops, installations)

**Fri Sept. 30** (9am-2am) – Open for registration, festival hub and Summit programming (moderated talks, workshops, installations and evening music showcase/ closing party).

## RESIDENT NOTIFICATION

All residents along Ossington will be notified. We will ask that they provide letters of support for the event if necessary.

## STAFFING ASSURANCES

The SOP will be managed by trained staff from well-respected venues in the Dundas neighbourhood (all of whom will have proper Smart Serve certification).

## RESPONSE MEASURES

We will keep in contact with you and City staff during this time and make adjustments to our setup as required. Surrounding residents will be provided with the phone number of all staff for immediate on-site response to noise or other concerns.

Please let me know if you require any further assurances or adjustments to any of the points listed.

Kind regards,

Cheryl Maciver