



THE BENTWAY X EXPLACE

PRESENTERS

Ilana Altman & David Carey – The Bentway
Kelvin Seow – Exhibition Place



SUMMARY

In partnership with Exhibition Place, The Bentway has engaged Quebec-based artist **Rafael Lozano-Hemmer** to breath new life into back-of-house space within the downtown core.

Located in Exhibition Place immediately west of The Bentway, “The Cubicles” are a series of massive enclosed rooms under the Gardiner currently being used as storage. **There is a unique opportunity to re-imagine these hidden industrial spaces as a new venue for cultural activity, and a meeting ground.**

Exhibition Place and The Bentway will welcome the public into the Cubicles for the first time for an unforgettable civic experience. This unique signature project will highlight the potential of the under-Gardiner, the connective possibilities between the two sites, and the power of public art to inspire and convene a community once again.

This new piece will build off of the artist’s existing body of work, including *Pulse Room*, *Pulse Spiral*, and *Pulse Front* (exhibited in Toronto in 2007) and run from **approximately September 25 – November 5, 2021.**

PROJECT GOALS

- ❑ Create a unique and memorable civic experience
- ❑ Improve brand awareness of Exhibition Place as a destination location
- ❑ Reveal the hidden potential of the under-Gardiner spaces
- ❑ Showcase the potential for new connectivity between Exhibition Place and The Bentway
- ❑ Drive attendance to exhibit and ancillary programming across both sites
- ❑ Create loyal and engaged community stakeholders
- ❑ Build local awareness of, connection to, and interest in Exhibition Place and The Bentway as year-round destinations for creative experiences
- ❑ Garner positive press coverage
- ❑ Continue (safe) momentum into post-COVID life in Toronto

AN EMERGING PARTNERSHIP

THE BENTWAY

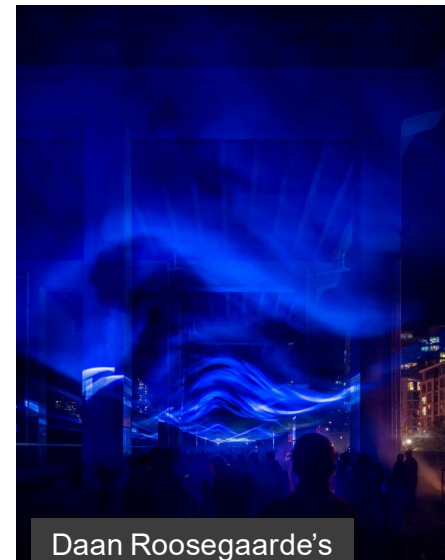
The Bentway has a strong track record for hosting larger-scale public art presentations, civic discussions and awe-inspiring experiences. We've proven our ability to present short-run, creative moments that capture the city's imagination and showcase the artistic potential of industrial spaces.



Like Jerram's
Museum of the Moon
2019



Erika DeFreitas'
a composition for an elegy
2020



Daan Roosegaarde's
Waterlicht
2018

EXHIBITION PLACE

Exhibition Place is an iconic City landmark serving as Canada's largest entertainment venue, a major convention centre, an urban parkland enjoyed by Toronto's residents and visitors and a multi-faceted professional sports destination. This project will build on the site's legacy as a prime destination for culture, entertainment and innovation, while strengthening Exhibition's Place's position within the neighbourhood and connection to the surrounding community.



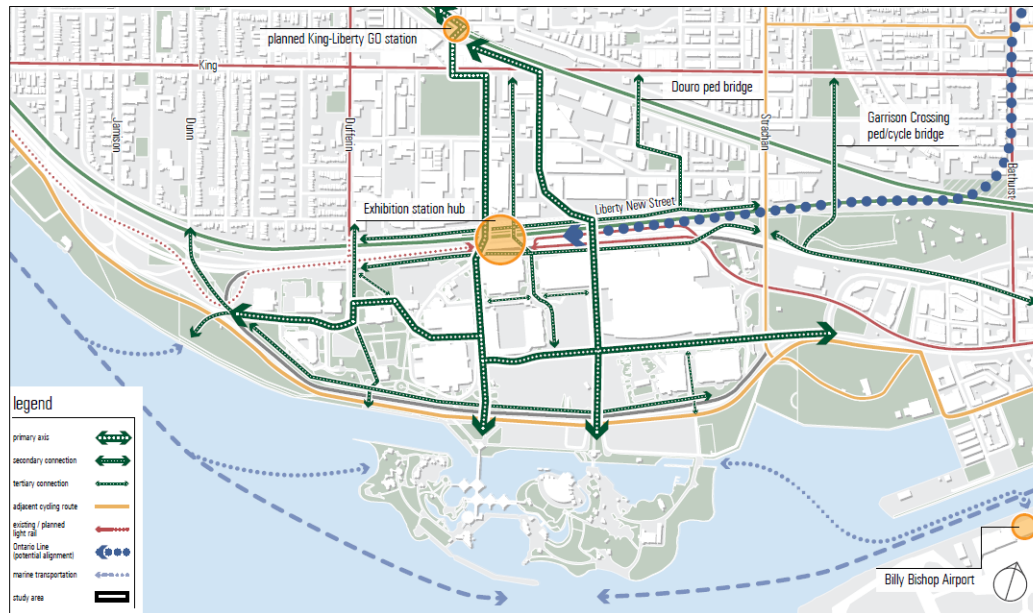
NEW CONNECTIVITY

A New Gateway to Exhibition Place

Exhibition Place's Next Place Plan identifies under-Gardiner enhancements as a *Quick Start Initiative*.

This is outlined as:

- ❑ An **'extension of the Bentway for public use and access,'** south of the rail corridor
- ❑ A **'flexible space'** that accommodates circulation and ongoing ExPlace operations
- ❑ An **'opportunity for shared programming,'** and
- ❑ A new **'important gateway to Exhibition Place, connecting the grounds to the broader context'**



City of Toronto, Phase 1 Proposals Plan, May 2020

YEAR OF PUBLIC ART

Even before the pandemic shifted our lives outdoors, many artists were turning towards the public realm as an important space for direct dialogue with the city and its residents. The Bentway has responded by developing new ways for artists to create and present durational public work and offering new forms of shared experiences for audiences.

From September 2021 – October 2022 Mayor John Tory is leading a year-long celebration of public art, of which The Bentway is a confirmed Program Partner.

As a key priority for the City of Toronto this year, the year will include:

1. A City-wide promotional campaign to drive interest and awareness
2. Partnerships with key arts institutions
3. City-driven art commissions
4. Legacy initiatives

The Exhibition Place / Bentway partnership will help to launch this city-wide initiative and stand out as a marquee event furthering the City's many goals.

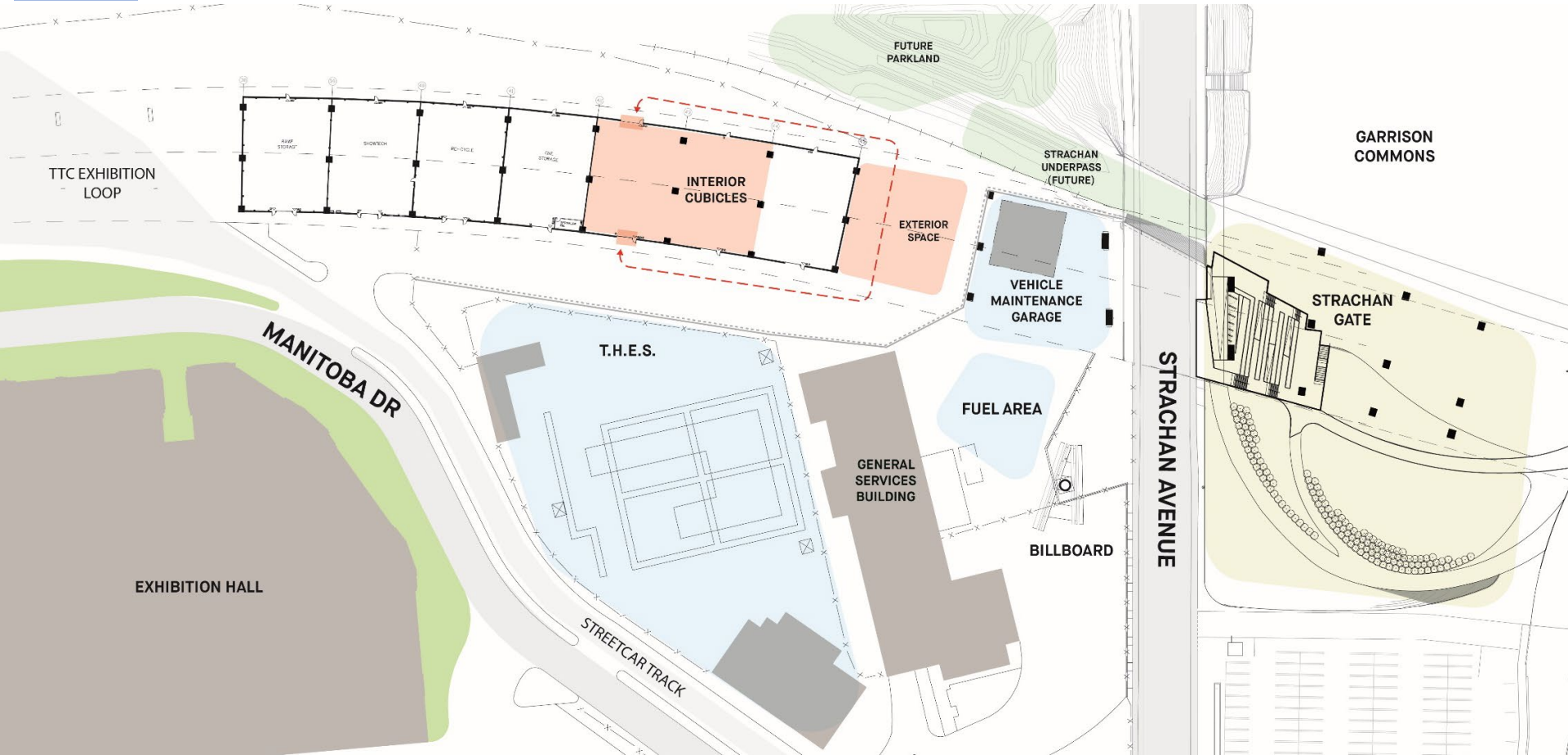


THE CUBICLES

THE CUBICLES

Exhibition Place

The Bentway



THE CUBICLES

In Exhibition Place immediately west of The Bentway, “The Cubicles” have the potential to be a unique programming space unlike anything else in Toronto, due to their scale, their industrial quality and their location.



A man with glasses is seen in profile, looking towards the right. He is standing in front of a large digital display that shows a complex, glowing network of lines and nodes, resembling a topological or data visualization. The background is dark, and there are strings of small, warm-toned lights hanging from above, creating a bokeh effect. The overall atmosphere is technological and artistic.

The Artist
RAFAEL LOZANO-HEMMER
Pulse Topology

ABOUT THE ARTIST

Rafael Lozano-Hemmer is a media artist who resides between Montreal and Mexico City. He works at the intersection of architecture and performance art, creating platforms for public participation using technologies such as bio-sensing and motion capture. As the audiences interact with his work, their interactions are recorded and added to a collection that plays back in real-time, creating a collective portrait of a community through light and sound.



Pulse Room



Pulse Spiral



Border Tunnel

MARKETING CONSIDERATIONS

AUDIENCES

☐ LOCAL RESIDENTS

People residing in adjacent neighbourhoods (Fort York, Liberty Village, CityPlace, Niagara); most likely to be frequent and/or returning visitors.

☐ CULTUREPHILES AND URBANISTS

Visitors with discerning taste who will visit because of the programming on offer and because the space is unique.

☐ MILLENNIALS & OUTDOOR EVENT GOERS

People who like to try new things, visit new spaces, and see something cool. Perhaps came to a third-party events and now interested in checking other things out at The Bentway (and beyond).

☐ YOUNG FAMILIES & CHILDREN

Always looking for things to do in the City. Likely to be passive and/or returning visitors.

☐ 905ERS LOOKING FOR A FUN THING TO DO IN THE CITY*

Don't come to the city much, but when they do want to do something fun, unique and interesting.

*TBC based on COVID-19 restrictions

MARKETING & COMMUNICATION (1/2)

	GREEN	TIMING	ORANGE/ YELLOW	TIMING	RED	TIMING
Press Release / PR						
• Partnership Announcement	✓		✓		✓	
• Project Announcement	✓	Early September	✓	Early September	✓	Mid September
Website						
• TheBentway.ca & Explace.on.ca	✓	Early September	✓	Early September	✓	Early September
Social						
• Owned Channels	✓	Early September	✓	Early September	✓	Duration of Run
• Paid Amplification	✓					
• Influencer Engagement(s)	✓					

Please note: Marketing tactics can be scaled and/or adapted to meet the desired objectives within the provincial and municipal guidelines for COVID-19.

GREEN ZONE – Standard health measures in place (focus on education & awareness), broadest restriction allowance, only high risk settings remain closed.

ORANGE/YELLOW ZONE – Protective / restrictive measures in place, including fines and targeted enforcement, and with public health measures in place.

RED ZONE – Restrictions in place to control transmission (most severe before wide scale business or organizational closure).

MARKETING & COMMUNICATION (2/2)

Development Opportunities

	GREEN	TIMING	ORANGE/YELLOW	TIMING	RED	TIMING
• Guided Tours of Space for VIP/Sponsors	✓	June	✓		✓	
• Artist Meet & Greet Opportunity	✓	October	✓	October	✓	October
• Exhibit Preview						

Promotional Materials

• Postcards	✓					
• Merchandise						

E-Mail Database

• Owned – Bentway	✓	Multiple	✓		✓	
• Owned - ExPlace	✓		✓		✓	
• Owned – Artist (TBC)						

On-Site Signage

• Signage Cages (at The Bentway)	✓		✓		✓	Duration of Run
• Event Site Signage (Exhibition Place)	✓		✓			

Advertising

• Out-of-home	✓					
• Print	✓		✓			
• Digital	✓					

EXAMPLE (GREEN ZONE)

The Bentway presented Luke Jerram's *Museum of the Moon* from September 11 to 15, 2019, and welcomed over 24,000 visitors.

Programming highlights included:

- ☐ Moon Merge concert with Laurie Brown, Choir, Choir, Choir, Bernice and Rich Aucoin
- ☐ Moonlight meditation sessions with the Consciousness Explorers Club
- ☐ Stargazing with Astronomy in Action
- ☐ An immersive, multi-channel soundtrack with an Apollo 11 inspired playlist, meditation with Jeff Warren and stories & oral histories by Arlene Chan and Philip Cote
- ☐ Astronomy talks co-presented with Fort York
- ☐ Film screenings co-presented by the National Film Board and Fort York

Marketing tactics included:

- ☐ Two (2) press releases, media advisories & press preview
- ☐ Advertising – print, TTC, wild postings & digital
- ☐ On-site Signage
- ☐ Monthly email cadence
- ☐ Owned and paid social media promotion
- ☐ Postcards
- ☐ Website listings

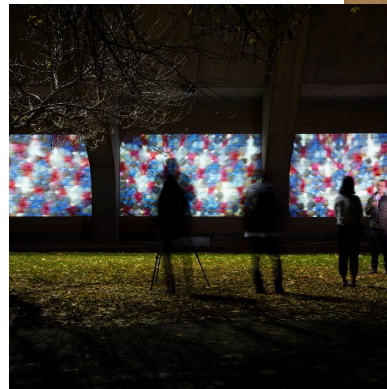


EXAMPLE (RED ZONE)

From September to November 2020, The Bentway presented *The Essentials*, a digital public art project that played out across multiple sites (beyond The Bentway itself). It invited artists to reflect on that which is *essential* now, reaffirming priorities and commitments for the post-COVID city.

Presented as part of the City of Toronto's BigArtTO initiative, *The Essentials* included:

- ❑ New commissions by 3 artists at **3 off-site locations**
- ❑ A **hyper-local focus** on promotion (*'please experience the art in your neighbourhood on your evening walk with members of your own household'*) via BIAs, partner organizations, owned social media & word of mouth
- ❑ Local **PR** coverage (digital and broadcast), as well as **targeted outreach**
- ❑ Successful **supplementary digital programming** with online panel & high audience engagement





Exhibition Place



The
Bentway

THANK YOU

Does anyone have any questions?

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