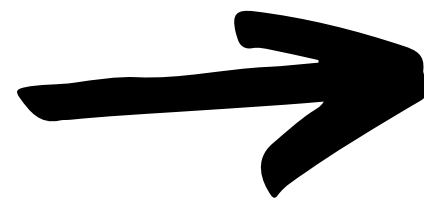
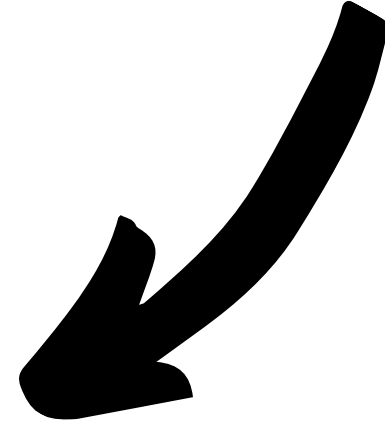




WE'RE
BUILDING
SOMETHING
SPECIAL

2022

IT'S ANNOUNCING
OK*
STUDIOS



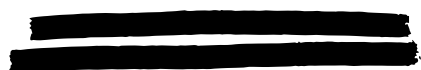
ABOUT IT'S OK*

It's Ok* began in 2019 as a joint initiative between Founder & Creative Director Said Yassin and Marketing Director Alicia Brown, who is no longer with the organization.

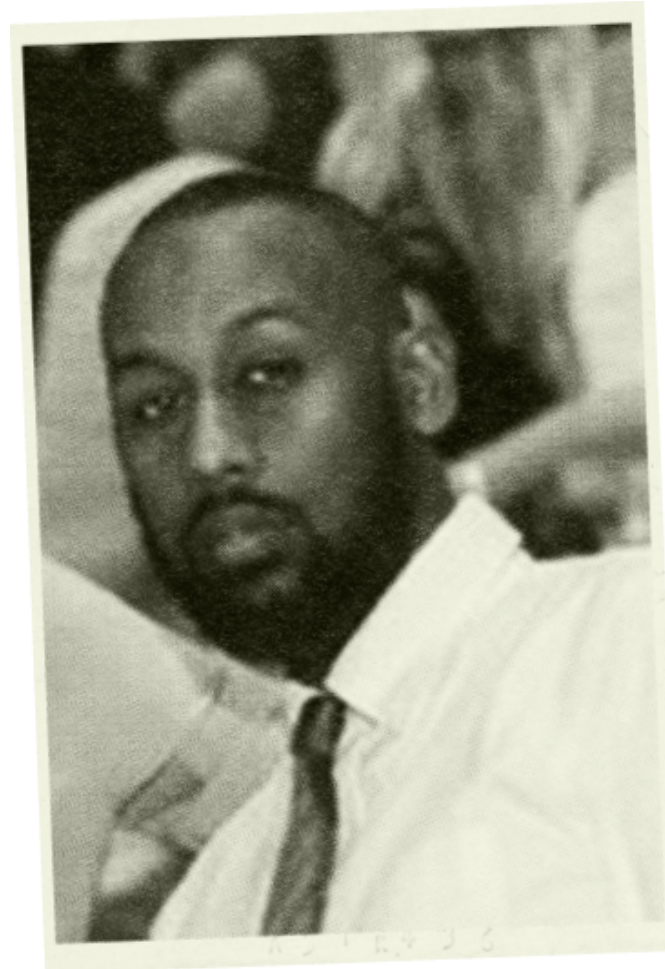
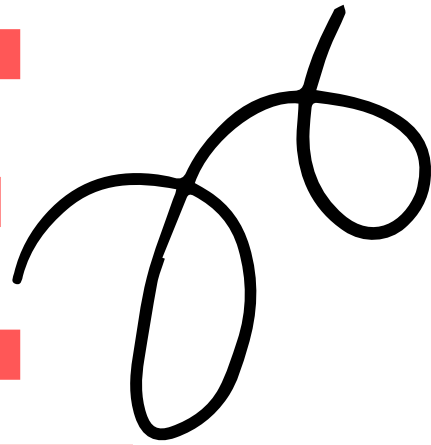
The It's Ok* bi-monthly series has presented five events so far, highlighted by a sold-out show with American trumpeter Theo Croker and Star Nation People with Toronto's Waleed Kush Ensemble at the National Ballet Centre's Betty Oliphant Theatre in January of 2020.

While the COVID-19 pandemic interrupted our bimonthly concert plans, Said pivoted to "music and a movie" nights in outdoor locations around Toronto, which paired Toronto-based artists with thematically-similar films.

It's Ok* was incorporated as a not-for-profit by Said in November 2020.



WHO WE ARE



SAID YASSIN

FOUNDER, EXECUTIVE DIRECTOR

SAID HAS OVER A DECADE OF EXPERIENCE THROWING MEMORABLE EVENTS IN UNCONVENTIONAL SPACES. HE HAS WORKED WITH MANIFESTO, SMALL WORLD MUSIC, AND THE AGE KHAN MUSEUM, TO NAME A FEW. HE CONSISTENTLY EXPLORES THE RELATIONSHIP OF SPACE AND ART



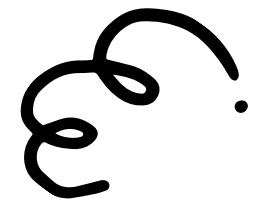
CHRIS WILSON

BOARD CHAIR

FORMERLY DIRECTOR OF PROGRAMMING + BRAND PARTNERSHIPS AT THE DRAKE HOTEL PROPERTIES AND IN LONDON, UK AS THE TALENT BOOKER AND MUSIC PR FOR ACE HOTEL. CHRIS ASSEMBLES AND MANAGES INNOVATIVE, DIVERSE, AND ATTRACTIVE YEAR-ROUND PROGRAMS OF HIGH-QUALITY MUSIC, AS WELL AS, CULTURAL PROGRAMS AND EVENTS.



IT'S OK* MISSION



VALUES AND NEEDS



- To provide equitable representation and create opportunities for Black Artists and Black Arts workers. By developing infrastructure, building creative capacities, engaging audiences, enabling artists, connecting industry and collaboration with individuals locally within all disciplines.
- Ensure an innovative approach to curate well-attended performance and exhibit opportunities for Black artists, primarily from the Black Canadian diaspora.
- We aim to support and inspire Black creatives, and lead by example in showing that they can succeed in a challenging industry through access to affordable space, resources and community.

IT'S OK* STUDIOS

NO SPACE
NO PROBLEM

A new independent Black-led and operated, interdisciplinary, multipurpose arts space, that will open its doors in Toronto's historic Queen West Neighbourhood this summer.



- This 10,000 square-foot space will include:
 - A gallery, social gathering / co-working space, and a flexible venue for projects such as installations, interactive works, and events.
- The space will host rotating programs focusing:
 - On the concept and development of work from Black grassroots emerging artists and musicians.
 - Developmental workshops for creatives to gain valuable skills and insights on creating and sustaining a creative practice.



THE COMMUNITY
WHAT THEY FEEL
THE FACTS

The contributions of Black artists and Black arts-workers to culture in Toronto are priceless...



- The arts and culture sector in Toronto has been the hardest hit through the pandemic. Artists are gig-workers who lost essential income from closed venues.
- The realities of anti-Black racism have gained mainstream attention, the pandemic has made it harder for Toronto's Black artistic community to gather, create, and to support one another.
- As a Black-led arts organization, we face historical barriers to funding.

HOW IT'S GOING

THE PROCESS

WORKING WITH THE CITY

- The City has supported, facilitated and guided the various stages in preparing a space for occupation with a specific purpose.
- A true understanding of the work and all that is needed to get to this project to the starting line has been on going challenge.
- The value of knowledge sharing within The City of Toronto's Administrative Departments is key to the success of this project.
- The importance of Actors and Stakeholders within community driven projects.



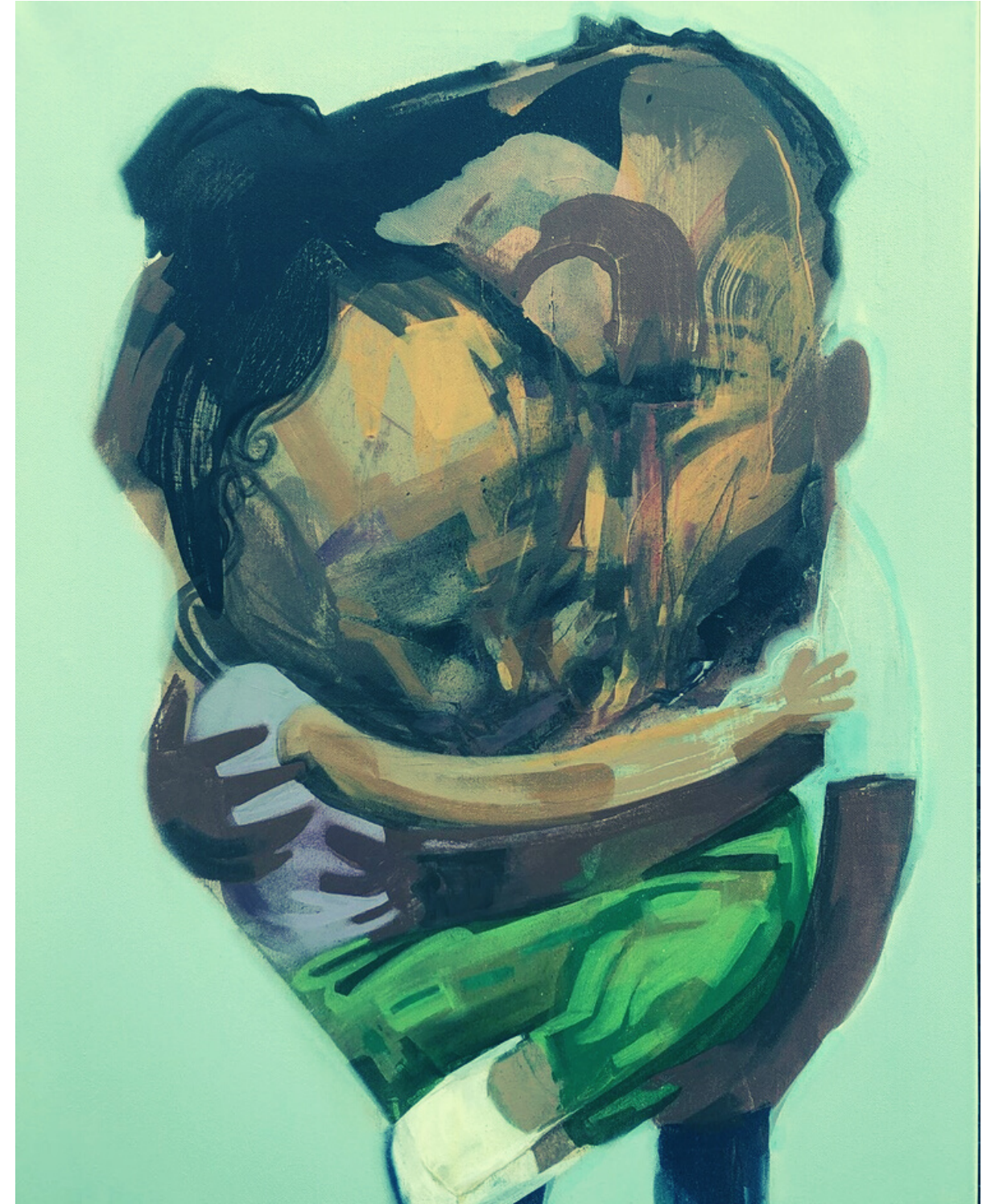
WHAT IS SUCCESS?

UNLOCKING BARRIERS

INCLUSIVE SPACES THAT ALLOW
FOR EVERYONE TO DREAM

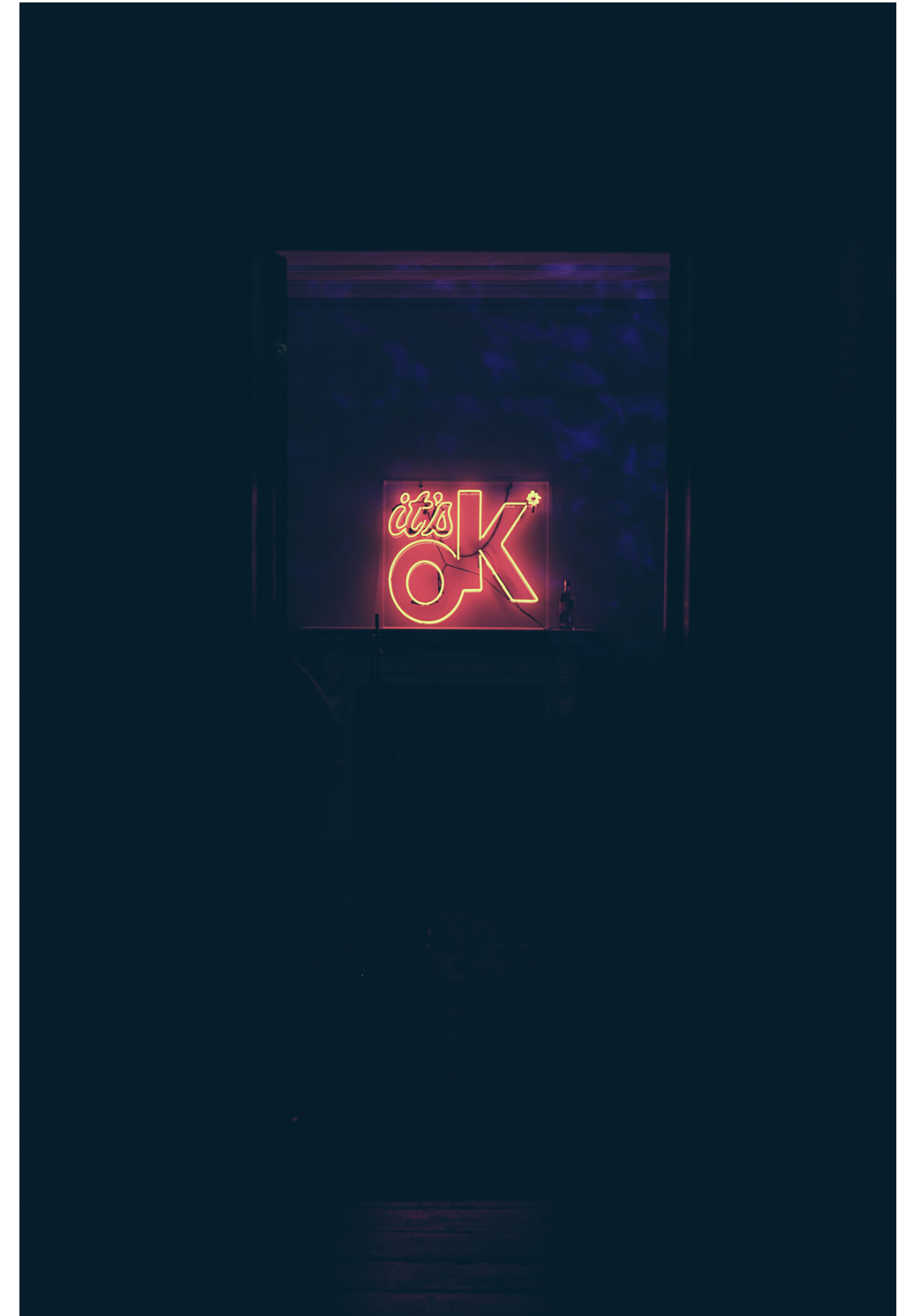


- *Celebrate* Arts and Culture.
- *Showcase* Black art workers, artists and performers.
- *Build, support and add value* to the community.
- *Spark* creativity.
- *Foster* collaboration.
- *Access* to resources.



LOOKING TO THE FUTURE

- Completion of the necessary construction and spatial designs in preparation for opening.
- Fundraising initiatives to support the development of the space and the programming.
- Facilitating discussions with the community to help ensure their needs are being served.
- Continued support from the City.
- Acquisition of a space after the completion of our two year lease.



THANK YOU

