Connecting every Toronto neighbourhood with the transformative social and economic benefits of the arts.
SSHRC-funded research partnership between Toronto Arts Foundation, OCAD University, York University and Art Starts
OBJECTIVES

To better understand individual and community engagement with the arts
To discover barriers to arts access
To find ways to strengthen local arts engagement
To build partnerships across sectors and train student researcher
NEIGHBOURHOODS

- Weston-Mt Dennis
- North St James Town
- Malvern
“What we say in Tamil is that the fruit comes from the leaves. If we look at the leaves, you will see the fruit under that. People are here, but they are not always visible.”
RESEARCH METHODOLOGY

Community consultation
Attending local events
Hiring residents as part of research team
Returning results to the community
Advocating for community-engaged work
Community meetings

Introducing the research

WHAT ARE THE CREATIVE HEARTBEATS IN WESTON AND MOUNT DENNIS?

Come out and share your ideas and stories

DO THE ARTS MATTER TO YOU?
Get information about the arts in your hood and find out what’s happening citywide to raise awareness about the importance of arts in our city.

Friday, December 9, 3:45-5:30PM
Weston Library
2 King Street (Near Lawrence & Weston)

For more information visit: www.torontoartsfoundation.org

This event is part of a citywide arts mapping project supported by The Social Sciences and Research Council of Canada (SSRCC) led by:
Local input

Input into research tools and approaches
Participating in local events

Public art design charette
Supporting artists

Linking artists and building networks

ST. JAMES TOWN ARTISTS

MEET OTHER ARTISTS FROM ST. JAMESTOWN, LEARN HOW TO CREATE A PROFILE AND JOIN A CITY-WIDE ARTIST NETWORK. ATTEND ONE OF THESE THREE INFORMATION SESSIONS AND FIND OUT HOW TO PROMOTE YOUR WORK AND SHARE HOW BEING CREATIVE HAS AN IMPACT ON YOUR LIFE. RSVP BY VISITING THE COMMUNITY MATTERS OFFICE OR BY EMAIL: MARGO@TORONTOARTS COUNCIL.ORG.

★★★★

THE NEIGHBOURHOOD ARTS NETWORK (NAN) IS WHERE ARTS AND COMMUNITY MEET IN TORONTO. WE MAKE CONNECTIONS, SHARE STORIES, AND HELP ARTISTS AND COMMUNITY ORGANIZATIONS DO WHAT THEY DO BEST: ENRICH TORONTO AND TRANSFORM IT INTO A MORE VIBRANT AND BEAUTIFUL CITY.

NAN HAS OVER 650 MEMBERS FROM ALL OVER THE CITY. WE HAVE A GREAT INTERACTIVE WEBSITE FEATURING MEMBER PROFILES, EVENT LISTINGS, AND OPPORTUNITIES FOR SKILL DEVELOPMENT. MEMBERSHIP IS FREE AND MEMBERS RECEIVE MONTHLY E-NEWSLETTERS WITH LINKS TO JOBS, BLOG POSTS, EVENTS, AND OTHER OPPORTUNITIES. VISIT US ONLINE AT WWW.NEIGHBOURHOODARTSNETWORK.ORG.

NAN is administered by the Toronto Arts Foundation as a part of their Creative City: Block by Block Initiative.

/1/ TUESDAY APRIL 3rd 6:30-8:30 /2/ SATURDAY APRIL 14th 1:00-3:00 /3/ TUESDAY APRIL 24th 1:00-3:00
COMMUNITY MATTERS OFFICE 260 WELLESLEY ST. APT # 102 FREE!

TORONTO ARTS FOUNDATION
Identifying local resources

Mapping local assets
Working with residents

Hiring community liaisons
Returning the results

Research launch and presentations
Art-based responses to research

Muralists

Spoken Word Artist
Creative energy!
What is art?

"I love the fact that there are so many different art forms that cater to everybody... I love singing. You like graffiti. My girl loves poetry. He likes rapping... so many different genres of art that cater to everyone's needs."

Adeena Greaves AKA "Cookie", singer, actress, model, and poet.
ARTS ENGAGEMENT

Consumer
Supporter
Creator
Professional Arts + Community

Dusk Dances

Tapestry New Opera
Local Artists + Community
70% of GTA residents regularly attend, volunteer or donate to the arts.

27% take their involvement to a deeper level by engaging in their own creative activities.
BENEFITS

Personal Impact + Social Impact = Change
Arts impact on individuals

- Self Expression: 41
- Receiving Recognition: 39
- Sense of Identity: 38
- Building Self-esteem: 37
- Enjoyment: 35
- Better Health: 34
- Skill Development and Growth: 34
- Source of Income: 33
- Gaining Entrepreneurial Skills: 21
Skill Building

“The arts help people tap into the rest of who they are.”
“They don’t want to join a program they want to be the program.”
“The arts allow you to reflect on what happens in the community and in your own life.”
“The arts are an opportunity to be expressive.”
Arts Impact on Community Life

- Sharing Experiences: 42
- Building Connections: 39
- Networking Opportunities: 38
- Bridging Difference: 36
- Increased Understanding: 31
- Local Participation: 29
- Neighbourhood Beautification: 16
- Neighbourhood Pride: 15
- Legacy Building: 12
Sharing Experiences and Bridging Differences

“The arts get me involved in active change.”
Speaking Out

“Arts are a microphone!”
Increased Understanding

“The arts show others a different image of our community.”
Local Participation and Economic Benefits

“Art is an essential core in the beat of our community.”
Neighbourhood Beautification

“The arts makes this a better place to live.”
Legacy Building

“It’s the arts that define the gifts I give my children.”
51% of Toronto residents take a strong interest in the arts and cultural traditions of their heritage
BARRIERS TO ARTS ACCESS

- Personal (time, health, etc.)
- Not Enough Information
- Lack of Arts Spaces
- Cultural/Language
- Program Restrictions
- Lack of Resources
- Systemic (poverty, racism, sexism)
- Cost to Participant
- Poor Transportation
- Outsider to art world

Bar heights indicate the percentage of participants experiencing each barrier.
83% of GTA residents face some form of barrier to arts participation
Barriers to arts participation

“Lack of parental support.”

“Community programs fill up fast.”

“The arts in the neighbourhood is pretty much underground.”
“There’s not enough spaces for arts programs.”

“Takes a long time to travel to the programs.”

“Programs need to build trust, support and be in touch with local needs.”
“There’s not enough spaces for arts programs.”

“Takes a long time to travel to the programs.”

“Programs need to build trust, support and be in touch with local needs.”
“Kids in the neighbourhood living really at-risk lives need to be supported.”

“Why are young black girls steered to hip hop...why not ballet or male-dominated krumping?”

“Youth are not an homogenous group...not everyone is interested in graffiti arts.”
Newcomer artists

“It’s important for us to tell our own stories instead of watching someone tell it for you.”

“An artist is someone whose imagination is flying in the sky and you simply cannot cage it.”
"What can a kid holding an SLR camera do to cause change? A lot!"
Developing spaces

- build dedicated art and cultural spaces in neighbourhoods throughout the city
- encourage use of public space
- use non-traditional spaces
“My hope is that every corner would be a very dynamic corner … flowers, arts galleries, murals or even sidewalk cafes … Saturday performances, kid’s arts initiatives, community gardens… a very vibrant community.”
Developing local assets

- help nurture neighbourhood pride
- create a local scene to counter the dominance of the downtown art scene
- encourage an overarching artistic vision
“This is your home and this is where your heart belongs so you make it your own...it’s community building and engagement and absolutely that can be done through the arts.”
Supporting Newcomer Artists

- Create a more holistic way of working with newcomers
- Examine ethnocentric ideas of what counts as art
- Develop a greater understanding of different artistic practices
Neighbourhood Arts Network presents
TD ARTS DIVERSITY AWARD

The Neighbourhood Arts Network TD Arts Diversity Award is a $5000 cash prize sponsored by TD Bank Group. This award celebrates an arts organization that has made a significant contribution in Toronto by working collaboratively with culturally diverse communities, youth and community groups, promoting access and contributing to the arts and culture.

This award will be presented on September 21, 2013 as part of the Manifesto Art Show & 3rd Annual Floor Awards at 918 Bathurst.

Deadline September 5, 2013
Apply Online: neighbourhoodartsnetwork.org

“A Toronto is a multicultural and diverse city, seeing all these differences and getting to know a bit of each culture inspires me the most.”
Improve accessibility

- more affordable arts opportunities for all ages
- more access to specialized programs such as media arts
- more intergenerational and intercultural programs
OPPORTUNITIES FOR ACTION

Toronto Arts Foundation and Toronto Arts Council, are committed to moving forward with the visions put forward by the residents of our three research neighbourhoods.
Local Arts Service Organizations
Neighbourhood Arts Network

Neighbourhood Arts Network
BMO Seeds Fund
Six $1,000 Prizes for Artists Working in Community

The Neighbourhood Arts Network and BMO Financial Group are pleased to announce this spring’s call for artists for its NGO Seeds Fund. The Neighbourhood Arts Network BMO Seeds Fund is a brand new opportunity designed to support artists in the development, creation and/or dissemination of a community engaged arts project they are leading between June 2013 and April 2014.

Deadline: Monday April 29, 2013 - Announcement June 2013

You are eligible to apply for the Neighbourhood Arts Network BMO Seeds Fund if you are:

- An individual artist
- A resident of Toronto
- You are working to make a positive impact in a Toronto neighborhood of community through a unique arts-based project.

Eligible Expenses include:

- All costs directly related to your project including: supplies, project generation, marketing costs and artist fees.

Interested? Here’s what to do.

1. Go to our website: neighbourhoodartsnetwork.org
2. Sign up for a free Neighbourhood Arts Network membership.
3. Make your profile interesting. Fill it with photos, links to your work, upcoming events, etc.

This is a strategic initiative of the Toronto Arts Foundation. With more than 900 members, our online resources, partnerships and professional development events, help community engaged artists and organizations do what they do best enrich Toronto and transform it into a more vibrant and livable city.

Making a Living
Making Art

A professional development series for artists, youth & arts organizations

*Creative Potluck*

Meet & greet, potluck & short community presentations on best practices in community engaged arts.

Join us for a community potluck and pecha kucha style event featuring a facilitated meet and greet PLUS 8 six minute presentations (20 slides 20 seconds) by community engaged artists and local organizations sharing insights and best practices on community and contemporary arts.

Wednesday May 7th
Gallery 44, 401 Richmond St. W
6:00 - 8:30pm
6:00 pm Registration & Potluck
6:30 - 8:30pm Presentations + Networking

Register Today! http://creativepotluck.eventbrite.ca

The Creative Potluck is part of Making A Living, Making Art, a professional development series open to artists, youth, the general public and arts organizations.

This event is presented by the Neighbourhood Arts Network in partnership with Gallery 44 with support from TD Bank Group.

TD Neighbourhood Arts Network G44
Awards
Investing
Partnering
For more information contact:
Margo Charlton, Research Manager
margo@torontoartscouncil.org

www.torontoartsresearch.org
www.torontoartsfoundation.org