

Toronto Arts Foundation

Creative City: Block by Block

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



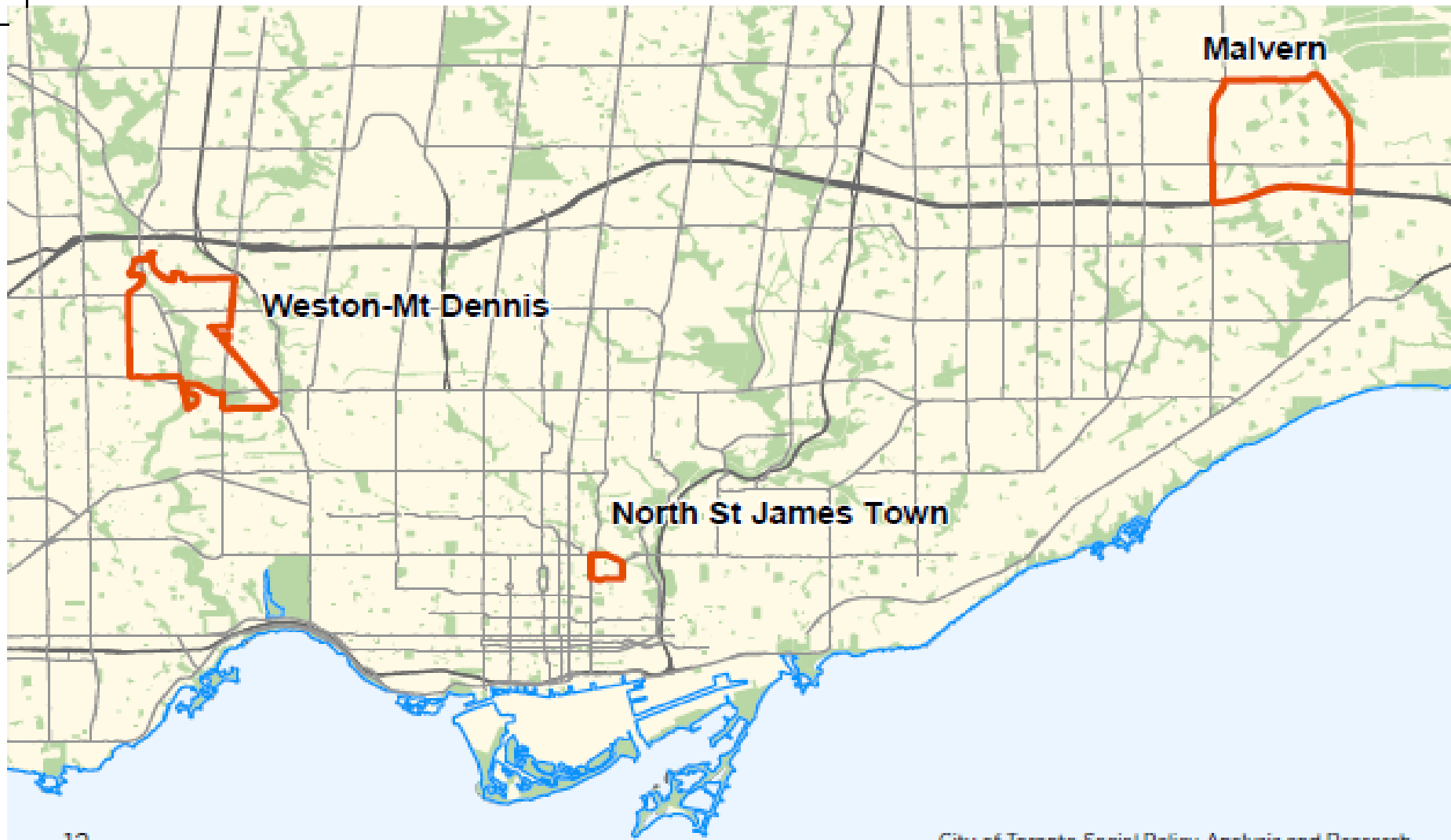
**To better
understand
individual and
community
engagement
with the arts**

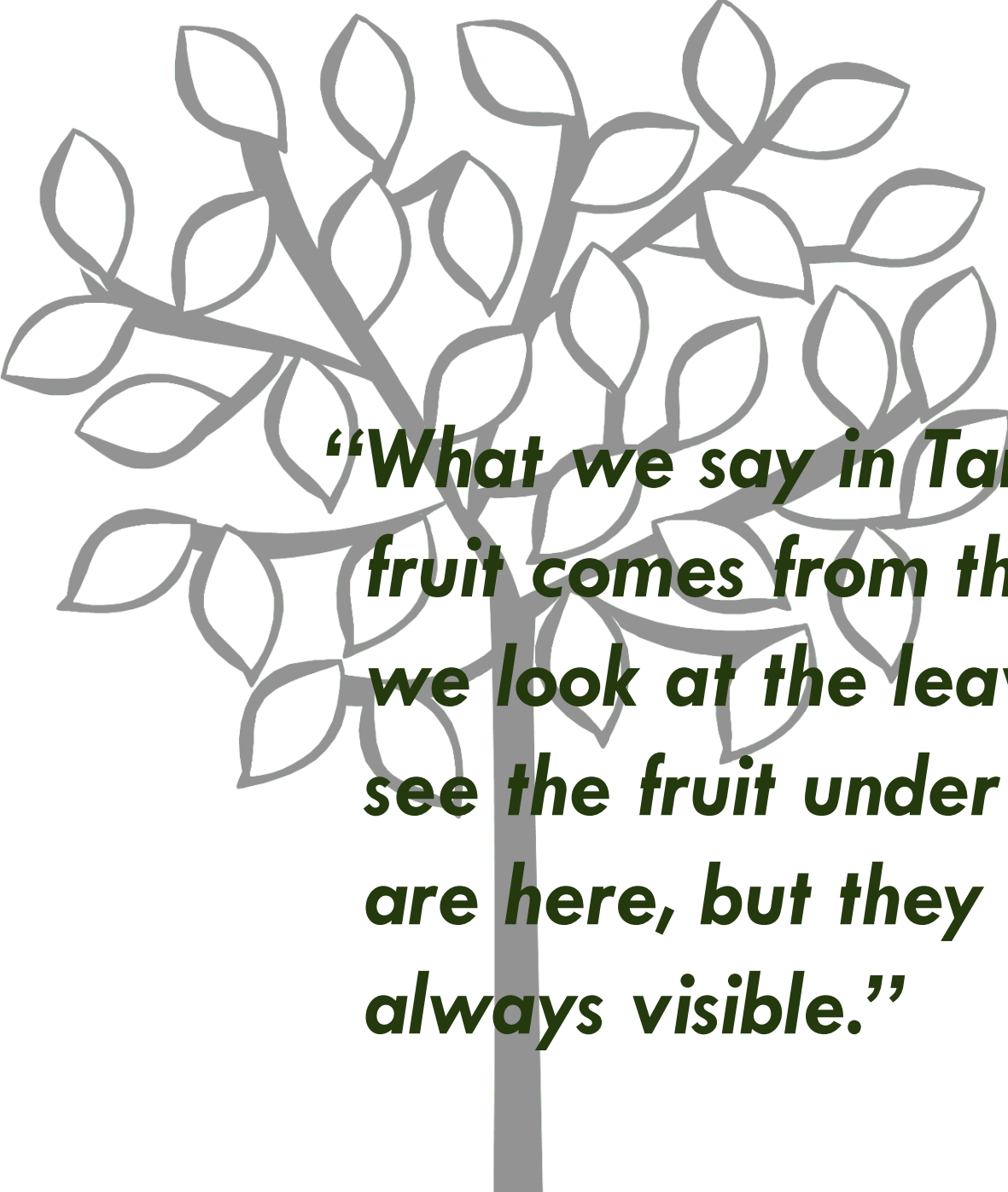
**To discover
barriers to arts
access**

**To find ways
to strengthen
local arts
engagement**

**To build
partnerships
across sectors
and train
student
researcher**

NEIGHBOURHOODS





“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



**FREE EVENT!
EVERYONE WELCOME!
FOOD AND FUN ACTIVITIES!**

**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



UFORCHANGE MURAL

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@TORONTOARTSCOUNCIL.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	or	/2/ SATURDAY APRIL 14TH 1:00-3:00	or	/3/ TUESDAY APRIL 24TH 1:00-3:00
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COMMUNITY MATTERS OFFICE
260 WELLESLEY ST. APT # 102

FREE!

TORONTO
ARTS
FOUNDATION

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!



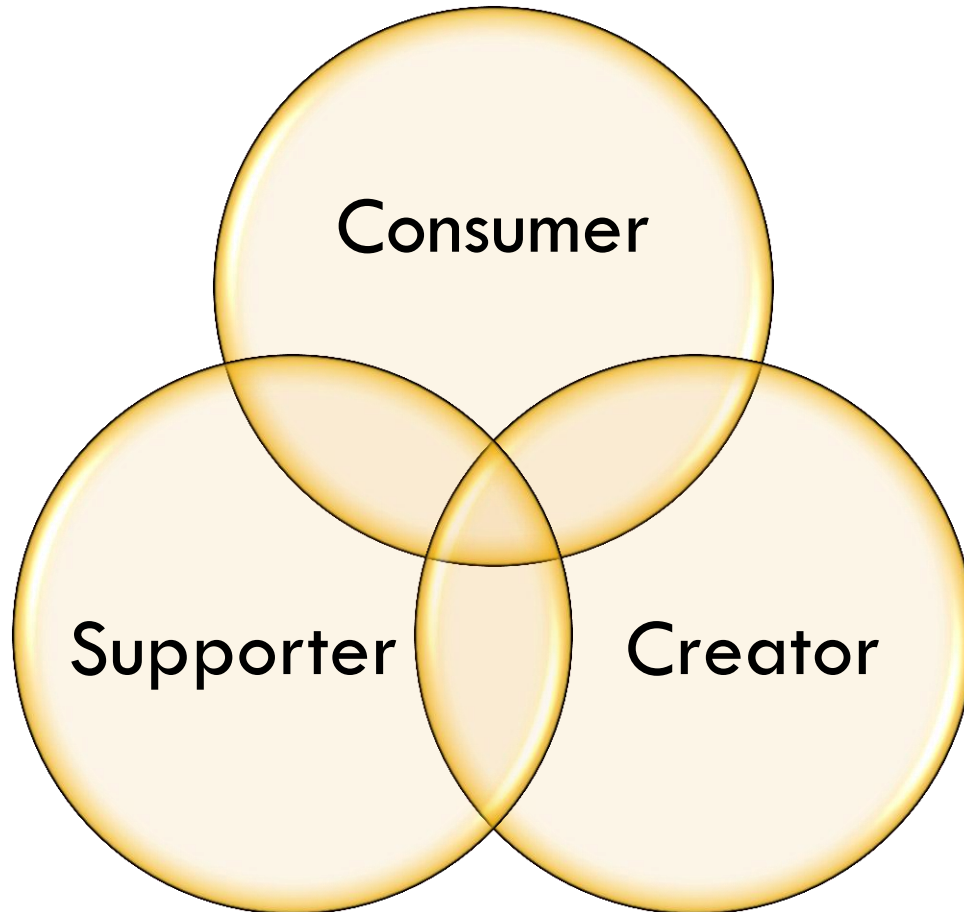
What is art?



"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,**

ARTS ENGAGEMENT



Professional Arts + Community

Dusk Dances



Tapestry New Opera



Local Artists + Community



70% of GTA residents regularly attend, volunteer or donate to the arts

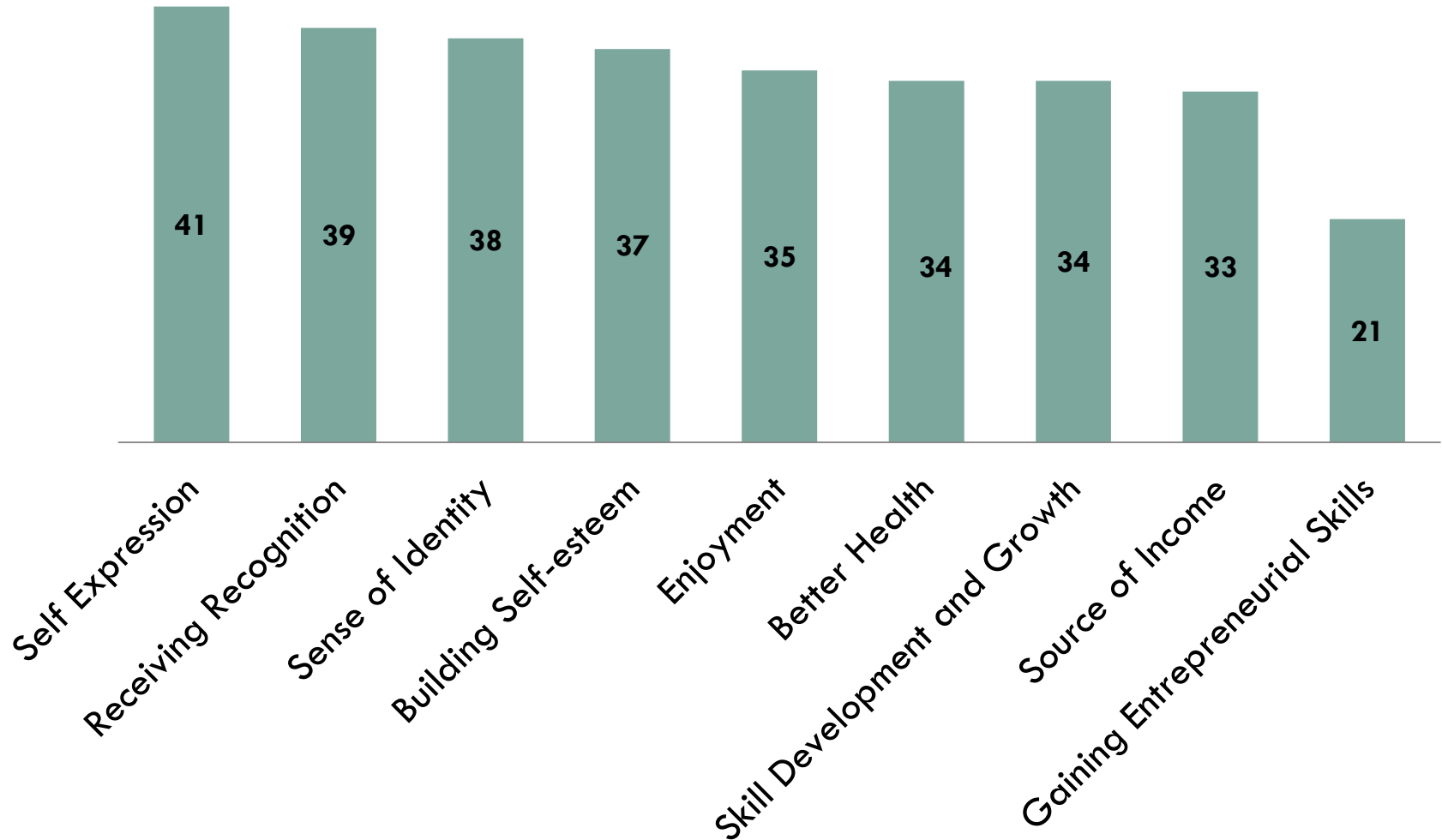
27% take their involvement to a deeper level by engaging in their own creative activities



BENEFITS



Arts impact on individuals



Skill Building

***“The arts
help people
tap into the
rest of who
they are.”***



Receiving Recognition

“They don’t want to join a program they want to be the program.”



Therapeutic

“The arts allow you to reflect on what happens in the community and in your own life.”

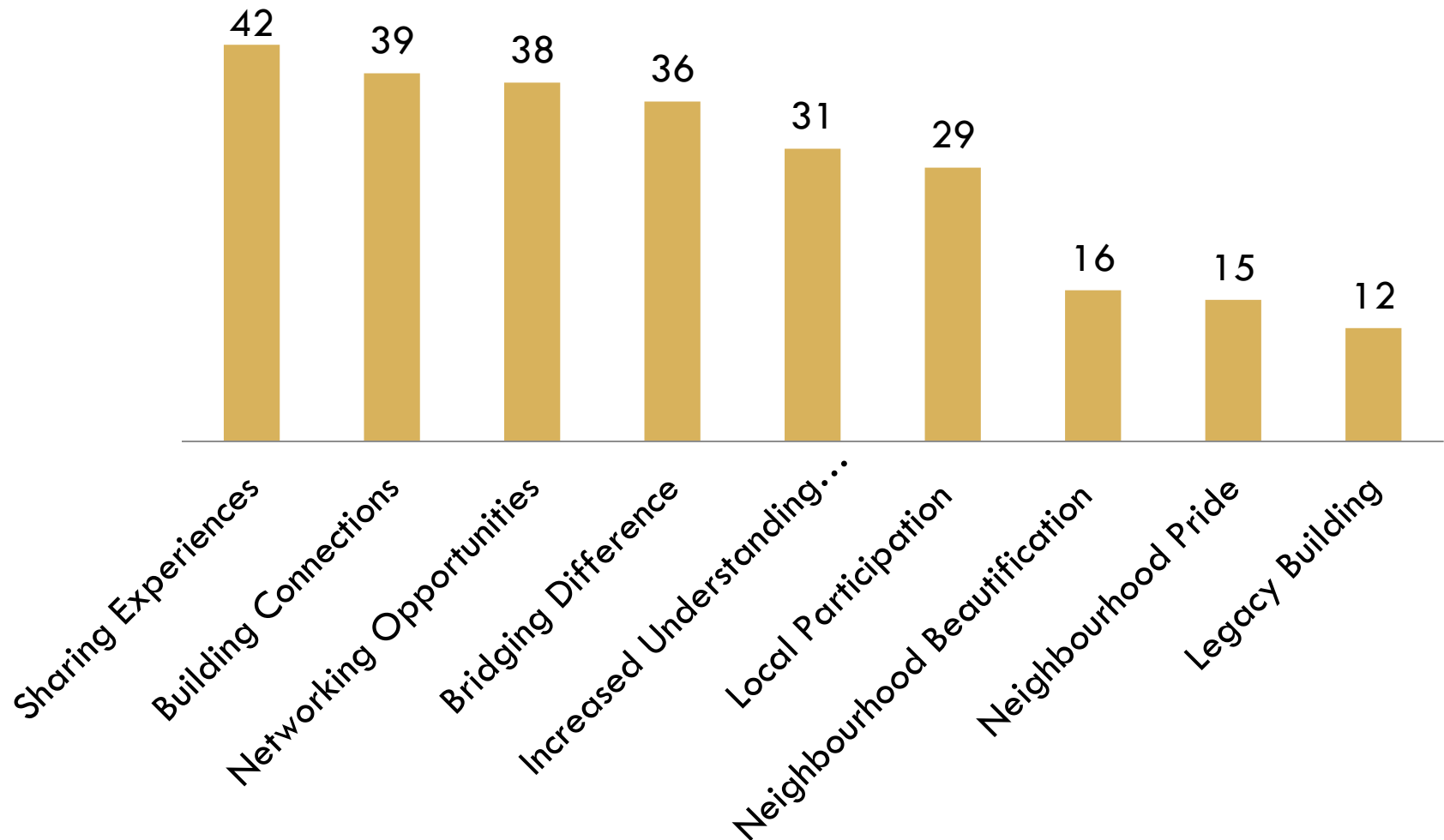


Self Expression and Reflection

“The arts are an opportunity to be expressive.”



Arts Impact on Community Life



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

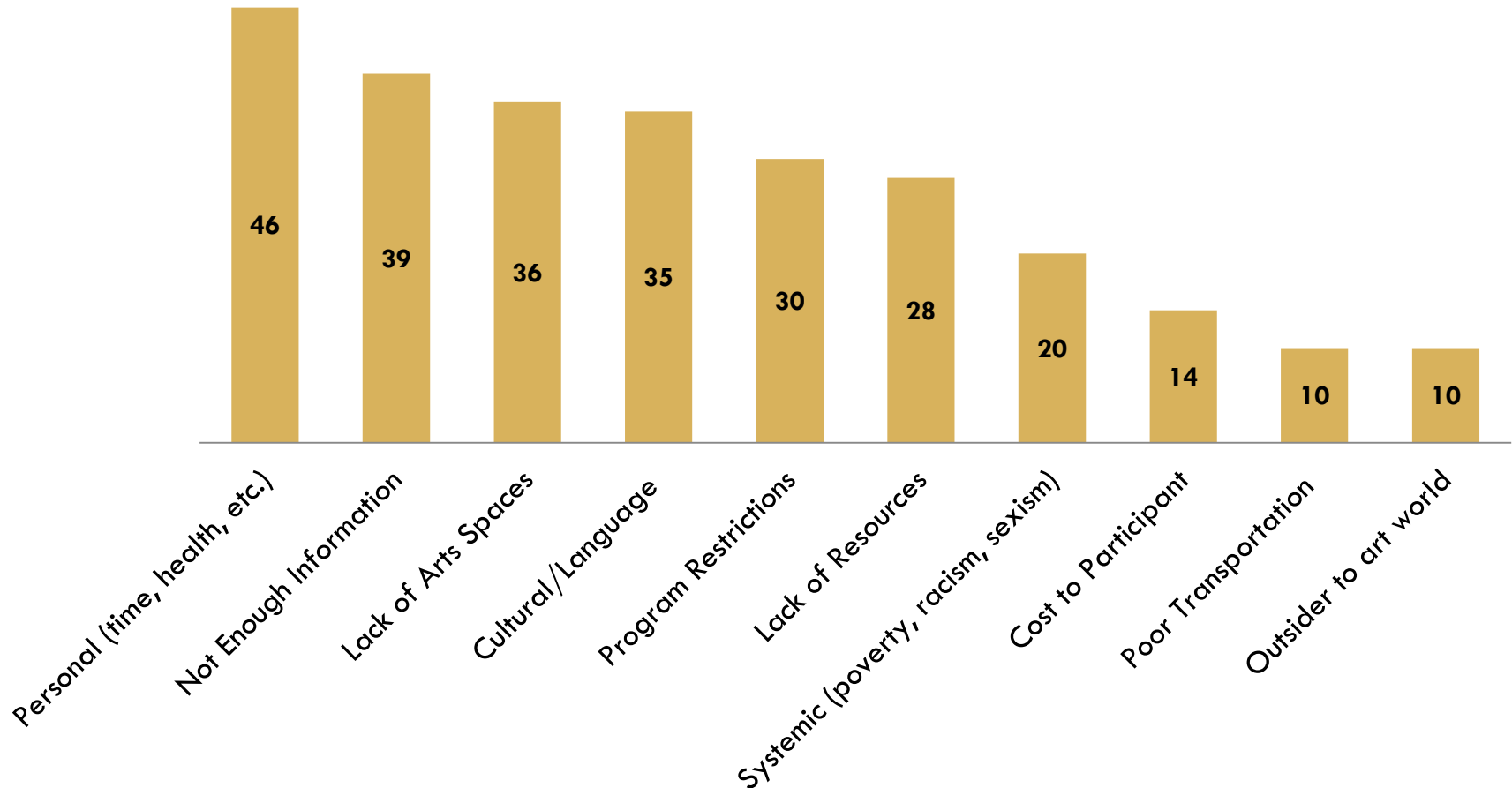
“It’s the arts that define the gifts I give my children.”



51% of Toronto residents take a strong interest in the arts and cultural traditions of their heritage



BARRIERS TO ARTS ACCESS



83% of GTA residents face some form of barrier to arts participation

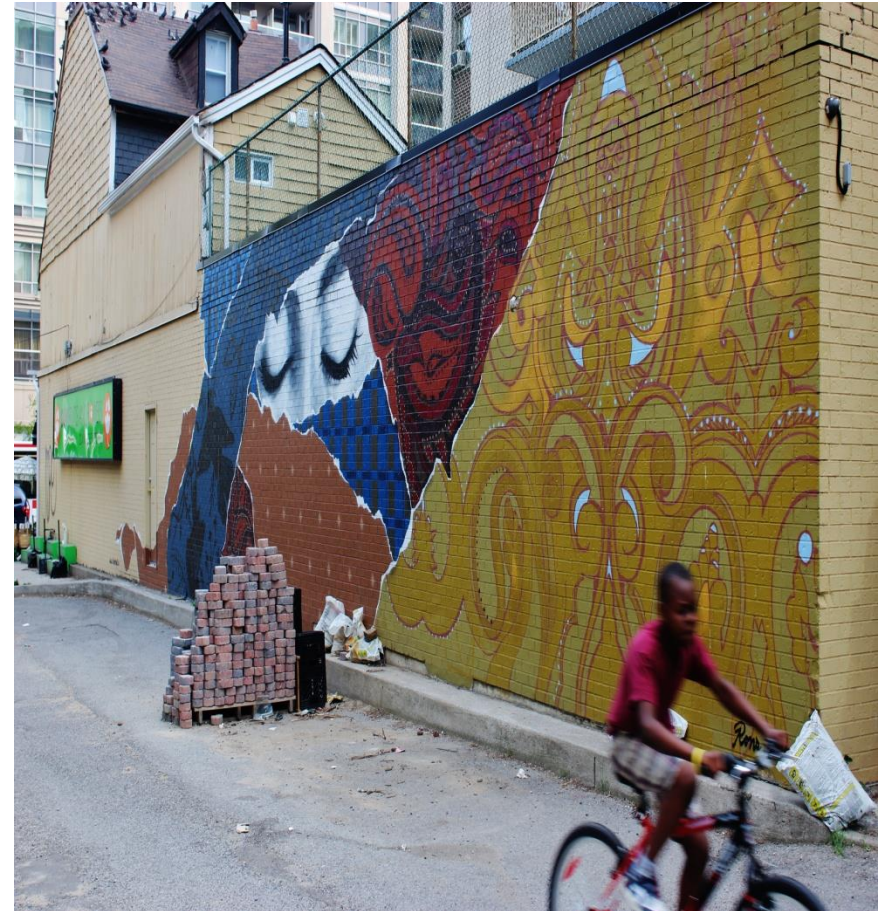


Barriers to arts participation

“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.”



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***“ 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.”



VISIONS FOR THE FUTURE

**“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



The logo features a large white circle on a blue background. Inside the circle is a blue triangle. Within the triangle, there is a stylized illustration of a person's head and shoulders, with a large eye visible. Below the triangle, the text "Neighbourhood Arts Network" and "TD ARTS DIVERSITY AWARD" is written in white.

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

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

A Toronto Arts Foundation Vision Award



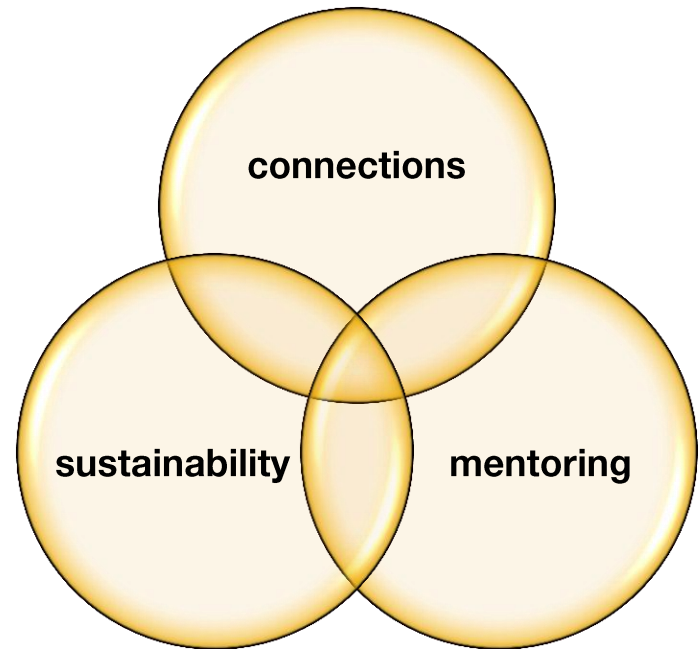
Improve accessibility

- 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



BMO Financial Group

Neighbourhood Arts Network BMO SEEDS FUND

SIX \$1,000 PRIZES FOR ARTISTS WORKING IN COMMUNITY

The Neighbourhood Arts Network and BMO Financial Group are planting creative seeds this spring in the form of six \$1,000 prizes. The Neighbourhood Arts Network BMO Seed Fund is a brand new opportunity geared to support artists in the development, creation and/or dissemination of a community engaged arts project they are leading between June 2013 to April 2014

Deadline: Monday April 29, 2013 - Prize recipients announced June 2013

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

- An individual artist
- A current City of Toronto resident (Must have lived here a minimum of 6 months)
- You are looking to make a positive impact in a Toronto neighbourhood or community through a unique arts based project.
- Over 18 years old
- A Neighbourhood Arts Network member (Update your profile OR sign up for our free membership)
- Applicants may apply for ONE project only (Priority will be given to projects taking place within the City of Toronto)

Eligible Expenses include:
Any costs directly related to your project including supplies, project promotion, meeting costs and artist fees.

Ineligible costs include but are not limited to the following:
Travel outside Toronto, personal living expenses & capital costs.

**INTERESTED?
HERE'S WHAT TO DO.**

1. Go to our website | neighbourhoodartsnetwork.org
2. Sign up for a free Neighbourhood Arts Network membership. Make your profile interesting, fill it with photos, links to your work, upcoming events, etc.
3. Fill in the one page BMO SEEDS FUND online application form.

The Neighbourhood Arts Network is a strategic initiative of Toronto Arts Foundation. With over 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 liveable city.



Toronto Arts Foundation, a charitable organization, provides the opportunity for individuals, private and public foundations, corporations and government agencies to invest in and strengthen the arts in Toronto. We are powered by a vision: Creative City: Black by Black, a commitment to connect every Toronto neighbourhood to the transformative social and economic benefits of the arts. Through sponsorships, legacy gifts and donations to our Creative City Funds, Toronto Arts Foundation gives voice to the arts, shines the spotlight on Toronto's exceptional talent, and connects communities to the arts.

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.



Bring a dish to share (no nuts or seafood please)
Bring a friend or come alone
Bring a presentation* optional

Wednesday May 7th
Gallery 44, 401 Richmond St. W

6:00 - 8:30pm
6:00 pm | Registration + Potluck
6:30 - 8:30 pm | Presentations + Networking

Register Today!! <http://creativepotluck3.eventbrite.ca>

The Creative Potluck is part of Making A Living, Making Art, a professional development series open to artist, 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



**Neighbourhood
artsNetwork**



Awards



Investing



Partnering



For more information contact:
Margo Charlton, Research Manager
margo@torontoartscouncil.org



www.torontoartsresearch.org
www.torontoartsfoundation.org