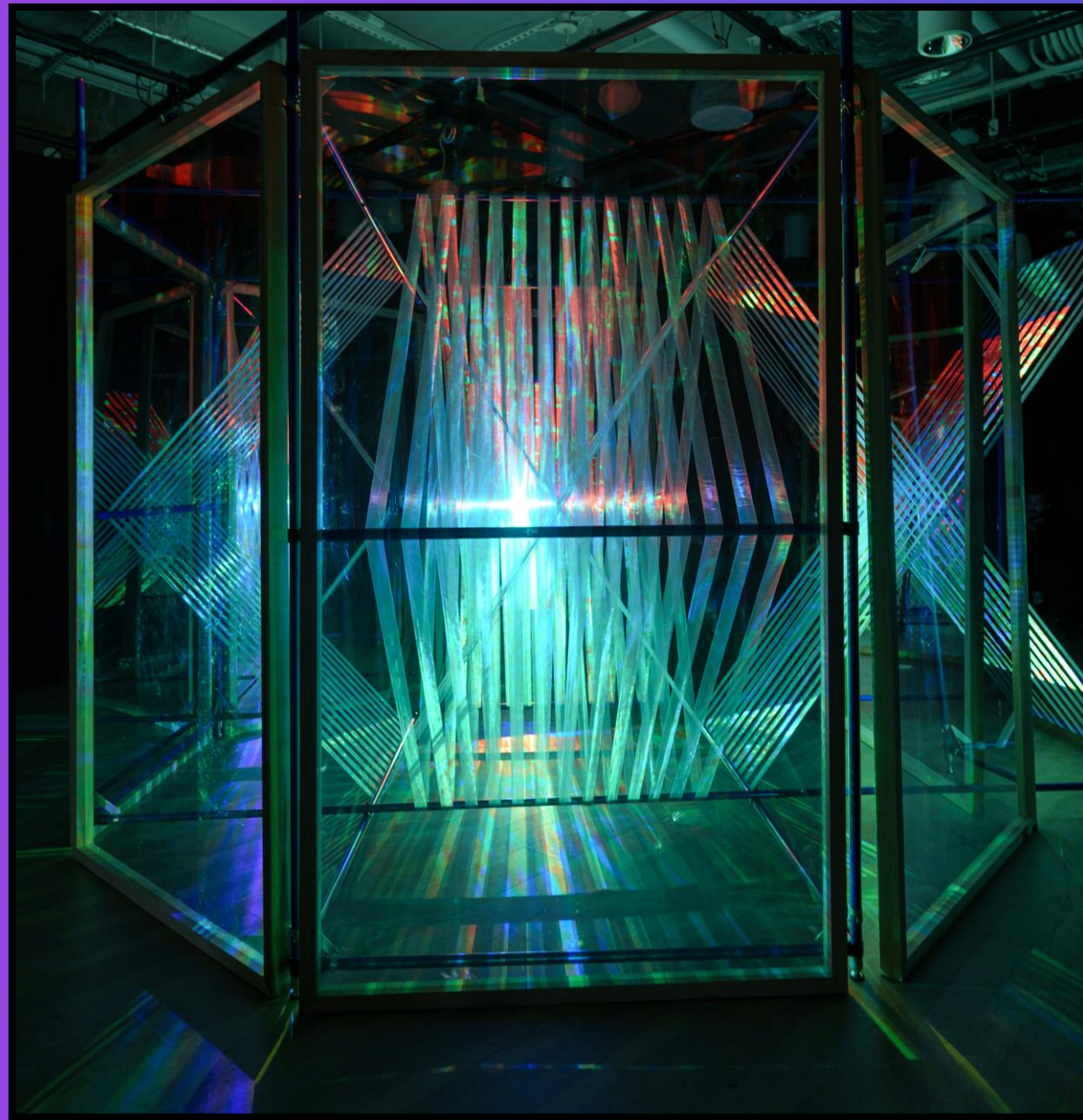


NUIT BLANCHE TORONTO 2024



Crack in the Case by elsewhere
collective, Nuit Blanche 2023

**Open Call & Independent Project
Information Session**

City Cultural Events (CCE)
Economic Development and Culture
City of Toronto

CREATED BY

 **TORONTO**

WEBEX HOUSEKEEPING

- Please mute yourselves upon entry and turn off your camera
- Please use the chat function to ask questions that are visible to all attendees
- Participants will be unmuted at the end of the call to be able to ask questions verbally if preferred

Land Acknowledgement

The City of Toronto acknowledges that we are on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. These territories are currently covered by Treaty 13 with the Mississaugas of the Credit and the Williams Treaties signed with multiple Mississaugas and Chippewa bands. We are grateful for Indigenous stewardship of these lands and waters.

Using and participating in a land acknowledgement is a way to recognize the enduring presence and resilience of Indigenous peoples in this area for time immemorial. They are also a reminder that we are all accountable to these relationships.

African Ancestral Acknowledgement

Though I am not a person of African descent, I am committed to continually acting in support of, and in solidarity with, Black communities seeking freedom and reparative justice in light of the history and ongoing legacy of slavery that continues to impact Black communities in Canada. As part of this commitment, I would also like to acknowledge that not all people came to these lands as migrants and settlers.

Specifically, I wish to acknowledge those who came here involuntarily, particularly those brought to these lands as a result of the Trans-Atlantic Slave Trade and Slavery.

In support of the City of Toronto's ongoing efforts to confront anti-Black racism, I pay tribute to those ancestors of African origin and descent.

NUIT BLANCHE TORONTO 2024



*Spirit of forest flows within me by
Sarvanaz Rayati, Nuit Blanche 2023*

**SATURDAY
OCTOBER 5-6
7PM-7AM**

HISTORY



Background
An Te Liu - *White Dwarf* (2012)



- Nuit Blanche Toronto is a free, annual, city-wide celebration of contemporary art, produced by the City of Toronto in collaboration with Toronto's arts community.
- For one sleepless night, from sunset to sunrise, the familiar is discarded and Toronto is transformed into an artistic playground for a series of exhilarating contemporary art experiences in unexpected public spaces.
- Since 2006, this award-winning event has featured nearly 1,400 art installations by approximately 4,900 artists, generating over \$311 million in economic impact for Toronto.

HISTORY: TORONTO, 2006

The event was genius on a shoestring, ephemeral, generous in spirit, profoundly human, a pirouette beneath the streetlights of a city made suddenly magical. We won't soon forget it.

—Sarah Milroy

The Globe and Mail, 2006



MANDATE

- Contemporary Art
- Free & Publicly-Accessible
- Transformation of Public Space
- All Night Long
- Throughout the city of Toronto

EVENT PROGRAM



- Exhibition Areas with commissioned works of different sizes
- Partnership projects: Centred on neighbourhood hubs across the city of Toronto
- Event Experiences and Activations from Sponsors
- Extended Artworks
- Independent Projects located throughout the city
- Nuit Talks

PREVIOUS NUIT BLANCHE WARDS



- University-Rosedale
 - Don Valley East
 - Sterling Road
 - Toronto Centre
 - Toronto Danforth
 - University-Rosedale
 - Spadina-Fort York
 - Etobicoke Lakeshore
- And many more!

2024 THEME



BRIDGING DISTANCE

THEME: BRIDGING DISTANCE

Distance. How do we understand it? How do we feel it? How do we reconnect and bridge the gaps?

For 2024, Nuit Blanche Toronto invites artists to propose works that explore the multifaceted ways we experience and understand distance, while also reimagining how we can bridge distance through art. This is an opportunity for recalibration and reconnection with our city, our world, and each other, in public space.

THEME

Projects by contemporary artists, collaborations between artists and researchers or creators working in other disciplines relevant to the theme, are welcome and encouraged to apply.

HOW YOU CAN PARTICIPATE

- Open Call Project Program
- Independent Projects Program

OPEN CALL PROJECTS

Nuit Blanche 2024:
Bridging Distance



Selected by Nuit Blanche Toronto's Artistic Director, Curators and City of Toronto staff for inclusion in a City-produced exhibition

Geography & Location Details

A confirmed venue is not required to apply but site specificity is important.

Please describe the type of location you are seeking (for example: a park, alleyway, courtyard, storefront, etc.) as well as the reason behind your site/venue choice. Information on the choice of neighbourhood should also be included if important to the project.

All Nuit Blanche projects must be physically accessible. Please articulate how accessibility is considered in relation to the site, venue and/or design of the project.

OPEN CALL PROJECTS



Open Call projects are produced by the City of Toronto, and receive support in the form of:

- Artist Fee
- Permits and venue selection
- Equipment rental and materials
- Staffing and Security
- Project Infrastructure
- Full integration into Exhibition

INDEPENDENT PROJECTS



Self-produced installations by Toronto-based artists, collectives, and organizations at venues and sites across the city.

INDEPENDENT PROJECTS



Independent Projects are “self-produced” and are responsible for:

- Securing a Venue or Location*
- Permit Applications
- Staffing and Security
- Project Infrastructure (ex. barricades)
- All costs related to project creation

ELIGIBILITY



OPEN CALL vs. INDEPENDENT PROJECTS

ELIGIBILITY

Open Call Program:

- Open to professional artists or collectives
- Toronto-based and Canadian artists are encouraged to apply; the program is also open to international artists
- Concept proposal and resulting work must be contemporary art (or contextualized as such)
- Proposals should respond to event-wide theme Bridging Distance
- Project must be open all night, free, and publicly-accessible
- All project expenses must fall within the allocated range of \$15,000

Independent Projects Program:

- Open to Toronto-based professional artists, collectives, educational institutions and neighbourhood groups
- Proposals should be contemporary art with strong visual & durational component
- Project must be self-produced: all costs related to the creation and presentation of the installation are the responsibility of the artist
- Proposals should respond to event-wide theme Bridging Distance
- Project must be open all night, free, publicly-accessible, and located within the city of Toronto

AREAS OF ASSESSMENT



- Connection to Contemporary Art Practice
- Merit, Presentation, and Originality
- Audience Engagement
- Feasibility
- Relevance to Theme
- Project Contributors

AREAS OF ASSESSMENT



Selection Process

→ Open Call and Independent Projects applications are reviewed by Nuit Blanche's Artistic Director and Curators in consultation with City of Toronto staff.

BENEFITS OF

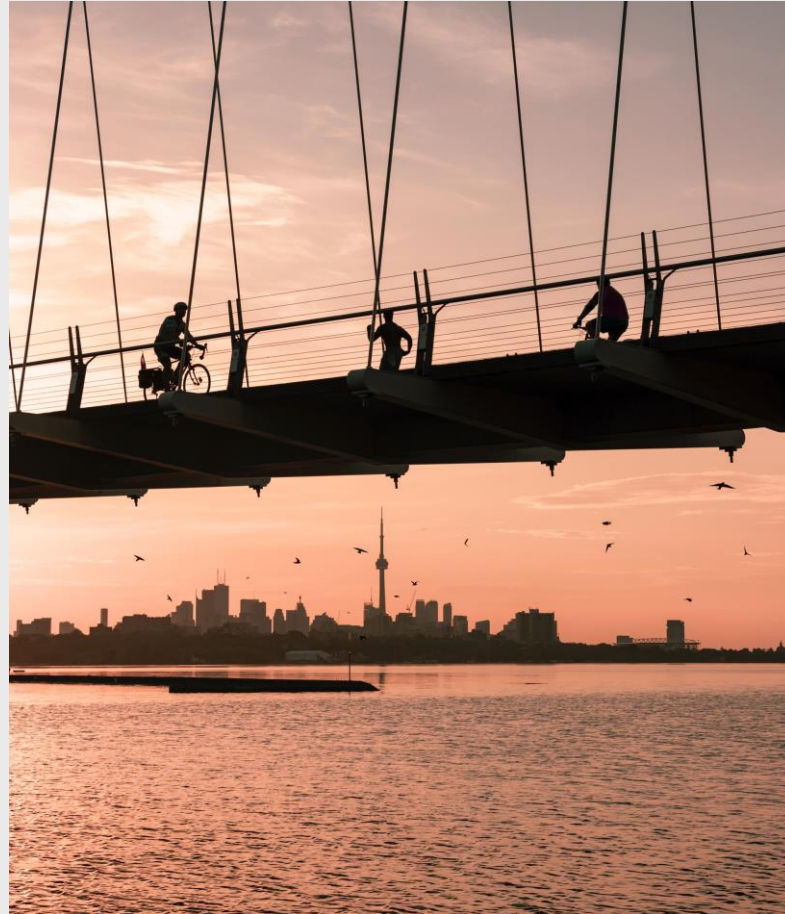


PARTICIPATION

BENEFITS OF PARTICIPATION

- Financial Support
- Production Support
- Venue Matching
- Insurance
- Marketing & Publicity
- Audiences / Engagement

BENEFITS OF PARTICIPATION



Financial Support

Open Call

→ Production budget of up to \$15,000 CAD which includes artist honorarium.

Independent Projects

→ Honorarium of \$1,750 CAD

BENEFITS OF PARTICIPATION

Production, Venue & Insurance



Open Call

- Dedicated production support in development and execution
- Support in locating and securing appropriate venue or site
- Inclusion in General Liability insurance

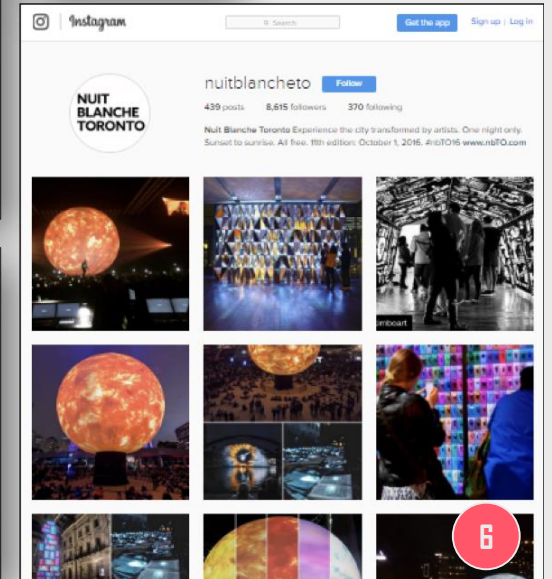
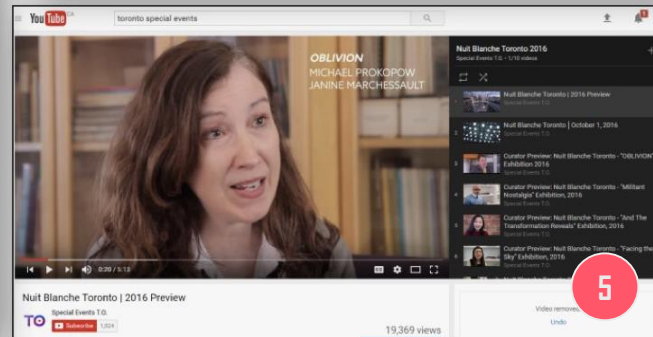
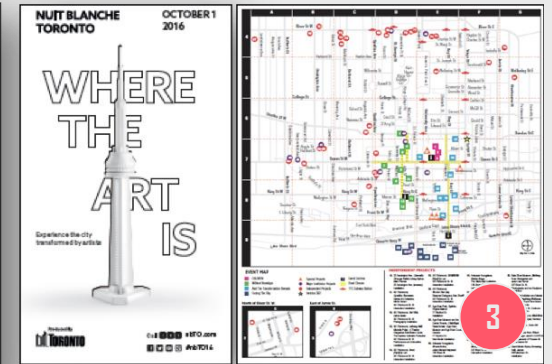
Independent Projects

- Consultation on processes such as permits
- Recommendations on safety and installation
- Venue matching and facilitation
- Inclusion in General Liability insurance

BENEFITS OF PARTICIPATION

Nuit Blanche 2024:
Bridging Distance

1. NB Facebook page
2. Advertising
3. Event Map
4. Website
5. NBTO YouTube
6. Instagram #nbto



BENEFITS OF PARTICIPATION

Audiences & Engagement

→ High satisfaction rating of 82%

→ 59% of audience view
10 or more projects

→ 32% of audience view
20 or more art projects

Who comes to the event?

→ Attracts over
1.2 million/year
78% local 22% visitors

→ 29% 18 - 24 years of age

→ 66% under 34 years of age

→ 82% under 44 years of age

Who has heard of the event?

→ 64% of GTA

→ 18% of Ontario

→ 27% of Montreal

→ 1 in 10 NYC residents

* Based on 2016 Ipsos Reid survey results

PROJECT CONSIDERATIONS



Durability & Safety

- Weather (rain or shine event)
- Longevity (durations for entire 12 hours)

Staffing / Volunteers

- Crowd management vs. facilitators
vs. technicians

Funding Sources

- Sponsorship or Donations
(confirmed vs. projected)
- Public Funding (plan)

PROJECT CONSIDERATIONS



Private Funding Sources

- Go Fund Me Campaigns and private donations
- Sponsorship
 - prospective vs confirmed
 - project funders vs event sponsors
 - terms and recognition

PROJECT CONSIDERATIONS



Public Funding Sources

If you plan to apply for grants to fund any part of your project through the Toronto Arts Council, Ontario Arts Council, or Canada Council for the Arts, please check that you will receive notification of funding before the end of June 2024, to ensure the project can be achieved to the adequate scope and scale.

We encourage you to apply now, in tandem with putting an application forward to Nuit Blanche Toronto.

PROJECT CONSIDERATIONS



Applications should include:

1. Project Information
2. Project Description
3. Project Contributors
4. Location Details
5. Budget
6. Support Materials

It is strongly advised you prepare your materials in advance of starting the online application process.

Please refer to the Application Guidelines at toronto.ca/nbto

PROJECT CONSIDERATIONS



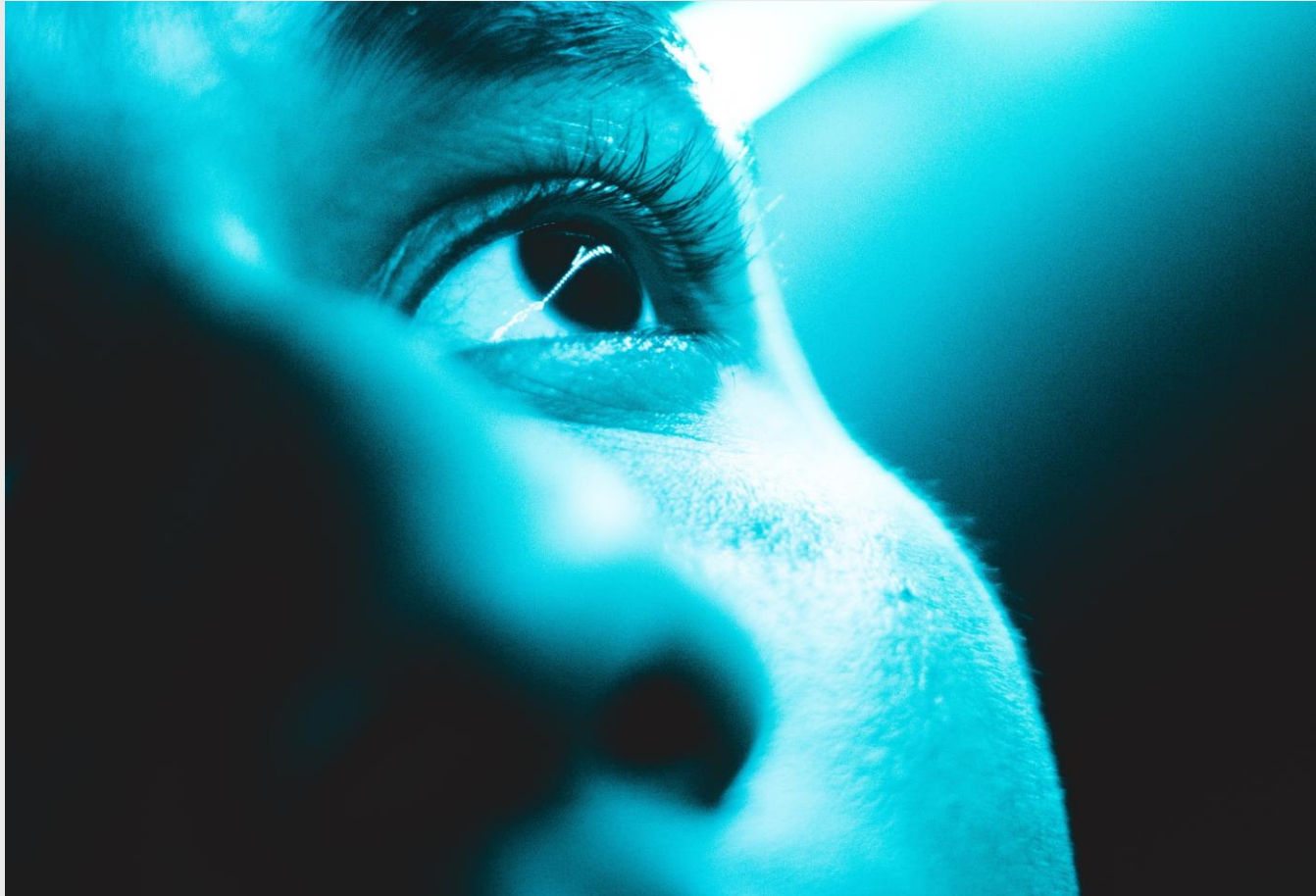
Project Descriptions should include:

- Concept
- Production details
- Relation to theme(s)
- Anticipated audience experience

Writing Tips:

- Be clear and articulate in your descriptions
- Use concise language
- Have someone review to verify the right details are being communicated

PROJECT CONSIDERATIONS



Budget:

(expenses and revenues must balance)

→ Expenses

- Be clear and articulate in your descriptions
- Use concise language
- Have someone review to verify the right details are being communicated

→ Revenues

(Independent Projects Only)

- IP Honorarium
- Arts Council Funding
- Funders/ Private Donations

PROJECT CONSIDERATIONS



Support Materials:

- Up to 5 image, audio, or video files to support your application including:
 - at least 1 mockup or rendering of proposed project
 - at least 2 samples of any past work especially relevant to the proposed project and/or your artistic practice

Please Note:

- Uploaded files to a size of 5mb each are preferred
- Files over 5MB must use a hosting site (YouTube, Vimeo)
- File name structure: ArtistName_01.jpg; ArtistName_01.pdf

DEADLINES & NOTIFICATION

→ Open Calls

→ Deadline: Sunday, January 21, 2024 @ 11:59p.m.

→ Results: No later than February 23, 2024

→ Independent Projects

→ Deadline: Sunday, January 21, 2024 @ 11:59p.m

→ Results: No later than February 23, 2024

All results will be confirmed by email

HOW TO APPLY

Apply online at toronto.ca/nbto

Artists may apply as both an Independent Project and an Open Call (with the same project), but must submit separate applications



QUESTIONS?

→ Open Calls

Rachel Fender
rachel.fender@toronto.ca

→ Independent Projects

Gabrielle Johnson
gabrielle.johnson@toronto.ca