

ARTSCAPE SERVICES

❖ Property Acquisition, Funding, Development & Management

Toronto Artscape's operations focus on the acquisition and conversion or development of buildings into usable arts space (studio, performance, rehearsal and exhibition spaces) for subsequent leasing at affordable rates to artists and non-profit arts organizations.

In addition, Toronto Artscape provides consultation services to arts organizations looking to develop their own sites, and interim project management to unincorporated artists' groups.

❖ Liaison/Information Services

Toronto Artscape acts as a liaison and spokes agency on work, live/work and housing space issues with all levels of government. This is done in consultation with all sectors of the arts community.

Artscape also participates on City planning, urban development and housing committees and acts as the representative for the City of Toronto to other cities and countries with relation to arts space/facilities issues.

❖ Consulting Services

Artscape provides consulting services to the arts community, the private sector, and all levels of government concerning all

aspects of artists' space development and property management.

❖ Resource Library

Artscape maintains a comprehensive collection of reference and technical data pertaining to artists' space, collected from counterpart organizations world-wide. Our library is publicly accessible (by appointment) during regular office hours.

❖ Short Term Space

60 Atlantic Avenue has a large space which is available on a short-term basis for exhibitions or rehearsal.

For more information on any of the items in this newsletter, please call the Artscape office at (416)392-1038

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ARTSCAPE

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EQUITY GROUPS CONTINUE TO MEET RESEARCH & GROW

In the last issue of our newsletter, we put out a call to Toronto area artists interested in the possibility of being involved in a limited equity co-op project, where artists would be able to own affordable units. A preliminary information session held at the Music Gallery turned up one group that had already formed, as well as a number of interested individuals who were both willing and able to begin working on a project immediately (since the information session, these individuals have joined forces to work on a project).

Artscape hosted a more intensive coordinating session in May for these parties, facilitated by Heather Urquhart of the City of Toronto Housing Department. At the session, issues discussed included: financial concerns raised by different ownership models, the pros and cons of involving a developer in a project, and how much time and money individuals would have to invest in a project. After this meeting, both groups began the search for suitable space to purchase and renovate. Artscape will continue to provide resource support where and when possible, and report on the progress of each group. If you would like to find out more about limited equity you can contact Richard at the Artscape office.

910 QUEEN STREET WEST

Construction is set to begin on what promises to be the City of Toronto's first legal live/work project for artists, with occupancy anticipated for the summer of 1995. There are a limited number of units available (20 subsidized and 2 market rate units) and tenant selection will be based upon need and demonstrated participation in the arts community at a professional level.

If you are not yet on our preliminary waiting list, time is running out to register your interest. Please call the Artscape office for more information.



Photos by Kate Austin



Existing Exterior and Interior
910 Queen St. West

BUSINESS GROUP LOOKS TO ARTS FOR URBAN RENEWAL

Metro Toronto's Cultural Affairs office has recently been asked by a Business Improvement Association in Toronto's west-end Parkdale area to look into the possibility of utilizing a soon-to-be vacant building on Queen Street West (between Lansdowne and Dufferin) for an artists' gallery/centre. The building, which is owned by the municipality of Metropolitan Toronto, was constructed in the 1930's as a police station, and has 15,000 sq. ft. of above grade space with a full basement. Its 100 ft. frontage on Queen Street places it prominently on the streetscape, making it an ideal location for exhibition space and an ideal focus for the community.

A project of this nature could go a long way in satisfying the existing demand for arts space in an area of the City with one of the highest concentrations of artists. At the same time, it will help to revitalize the Parkdale neighbourhood (an area which has been experiencing chronic urban difficulties and a debilitating image problem). What is particularly encouraging about this initiative is that it has been driven by the local business community who have recognized the potential benefits of having the arts within their neighbourhood.

(Continued - see Renewal on page 3)

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THE ARTS IN TORONTO'S INDUSTRIAL AREAS: FOCUS ON THE KING/DUFFERIN ARTS COMMUNITY

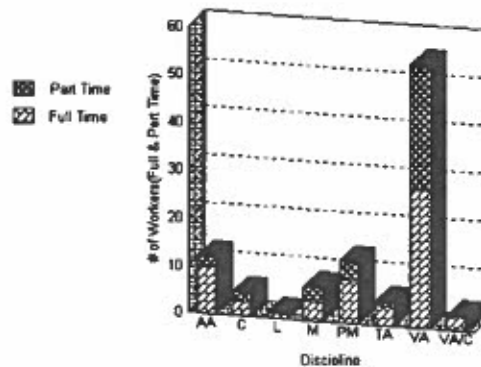
ARTSCAPE'S STUDIO SURVEY PROJECT

Over the course of the summer, Artscape conducted an extensive survey of arts activities in the King/Dufferin industrial area. Thanks to the efforts of our survey coordinator Kate Austin, we are confident that we will soon have a fairly detailed understanding of the number and type of artists who currently work in this area.

There were more than one hundred responses to our King/Dufferin survey, with the vast majority reporting to be visual artists (responses by discipline are shown in graph below). Not surprisingly, given the number of visual artists, the principal use of spaces was for studio purposes, with several indicating office, rehearsal and production uses. More detailed results of this survey along with the ongoing King/Parliament study will be presented in our next newsletter.

It is interesting to note some of the difficulties that we encountered in trying to determine the geographic distribution of arts workers in this area. While arts organizations are relatively simple to find, individual artists tend to occupy their spaces with virtually no external indication of their work activity. With only chance occurrences of signage and the rare presence of complete building directories, arts workers are easy to miss. Within industrial areas the difficulties are further compounded by locked buildings, and the occasional desire of some artists to remain somewhat anonymous and invisible. Extensive postering of the area, indicating the boundaries and purpose of the survey, word of mouth within the community and contact lists from several arts organizations all helped to overcome the above noted obstacles.

We would like to extend our thanks to all those who participated in this year's project. The response rate and the willingness of those contacted to assist the effort, made this endeavour particularly worthwhile. The work will undoubtedly



KING/DUFFERIN INDUSTRIAL AREA SURVEY RESPONSES BY DISCIPLINE	
AA=Arts Admin.	C=Crafts
L=Literary Arts	M=Music
PM=Photo/Media	TA=Theatre Arts
VA=Visual Arts	VA/C=Vis. Art/Crafts

serve to help everyone (especially our planners and politicians) better realize the spatial distribution of the arts workforce and how important the older industrial areas have become. With the success of this year's project, we hope to continue our research into other industrial areas of the City.

We would also like to thank the Ministry of Culture, Tourism and Recreation and the Management Board Secretariat for their continued support through their Summer Experience program.

ARTSWEEK'S THIRD RAIL '94

One of the best demonstrations of the arts community presence in the King/Dufferin area was the success of the 1993 Third Rail Festival, which emphasized the ongoing transformation of the area's previously traditional industrial character. Come early October, Third Rail is back once again with a most impressive variety of events and exhibitions. It is perhaps the best chance to get out and see not only great work, but also the environment in which it all happens.

Third Rail is a two day visual arts festival that takes place in the King-Dufferin area and encourages and aids artists of all kinds to exhibit their work and open their studios, homes and other non-traditional spaces, to

the public. This non-curated and non-juried event will also include street performers, open houses, an outdoor film screening and artist group projects such as the banners, and the walking art fashion show. The Opening night party will include music by Bungled Coup, Open Mind and Dinner is Ruined.

Last year in its inaugural year, the festival showcased a great number of local artists and organizations; proving itself to be an overwhelming success while encouraging a new profile for the King/Dufferin area.

This year, Third Rail will wrap up Artsweek '94, taking place on Saturday October 1st and Sunday, October 2nd. Studios will be open from 11:00am until 6:00pm each day.

In addition to the more than 70 visual artists opening up their studios and displaying their artwork, many local businesses are also getting involved:

Irwin Toys will be donating wall space for the giant mural project;

The **Academy of Spherical Arts** will be hosting the Third Rail Press Reception (an invitation-only gala for artists and businesses participating in Third Rail);

Artcast will be holding an open house explaining the lost-wax casting process, bringing insight to the stages a sculpture goes through;

YTV will be holding an open house event with DJs Phil, Aashna & Jenn;

Interference Hologram Gallery will be hosting an open house; and

Warehouse Grill & Liberty Street Cafe will be providing space for artists to show their work.

If you are interested in participating in this event, or if you would just like some more information, please contact the Third Rail Office (416)392-0573.

RENEWAL (continued from p.1)

With what appears to be a gradual resurgence of economic activity in Toronto after a lengthy slump, it is extremely important that every effort be made to provide permanent anchors for the arts. Recognizing this need, Artscape has been encouraging artists to become involved in development and renewal plans as full partners with municipalities and developers. First and foremost projects must offer security of tenure, to ensure that arts spaces are not merely a lost leader to development gentrification.

THE ARTSCAPE CONFERENCE

Thanks to all who responded to the survey we sent out regarding our plans to host a conference on developing arts space. Over 100 enthusiastic responses from all over the world have helped to define the content and to firm up our intentions to hold the event.

We are currently planning two days of workshops, panel discussions, displays and presentations to be given by individuals from across Canada, the United States and Europe. The focus will be on developing affordable, safe and legal work and live/work space for artists.

Timing for the conference is yet to be finalized. According to the survey responses, the best time for most people is in the fall. Artscape will be very busy in the fall of 1995 what with the opening of two new buildings (!) so the conference will probably move to September or October 1996.

SHORT TERM RENTAL SPACE STILL AVAILABLE AT 60 ATLANTIC

Artscape's short term rental space at 60 Atlantic Avenue will continue to be offered on a daily and weekly basis to Artscape tenants, individual artists and arts organizations. We had been considering using this 1000 sq. ft. space as a long term rental studio due to limited usage in recent months, however a recent increase in bookings means we will continue to make it available. For booking information contact Sandra or Richard.

ARTSCAPE LAUNCHES SPACE DEVELOPMENT CONSULTING SERVICE

Over the past few years Artscape has received an increasing number of requests for advice and assistance. Most requests still come from Toronto artists and organizations but more and more calls come from groups and organizations from farther afield. Artscape's resources and services are available free of charge to all City of Toronto artists and non-profit arts organizations (as time permits - given our small staff), made possible through our core funding support from the City of Toronto. Strictly speaking, we do have to limit the time we give to projects outside the City or projects which are not driven by the non-profit sector. On the other hand, we want to offer as much assistance as we can to artists and municipalities, developers and collectives - anyone interested in developing secure and affordable space for artists.

We have attempted to access some support at the Provincial level to allow us to work in a wider geographic area but these are not times when funding "pots" can be enlarged to accommodate new clients. Our core funding has remained City of Toronto specific.

The enquiries continue, however, and the answer is pretty obvious - charge a fee. The Artscape Board approved this idea and last spring we quietly began working on this basis - charging an hourly or daily consultation fee - with clients as they presented themselves.

We would be happy to hear from you if you have any questions or if there may be something we can help you with. A more detailed description of services offered will be forthcoming but, in the meanwhile, If you would like information on the services offered and the fees attached, please call the Artscape office.

Muriel Sherrin

In July, Artscape, along with the entire Canadian arts community, was greatly saddened by the sudden death of Muriel Sherrin. Muriel worked in every aspect of the arts over her many-year career including serving for six years on the Artscape Board. She will be sorely missed.

ARTSCAPE TENANT EVENTS

THIRD RAIL - Saturday October 1st and Sunday October 2nd, the Third Rail arts festival animates the King/Dufferin area with a vast array of events and open studios to choose from. For more information please refer to the preceding page or call 392-0573.

BUDDIES IN BAD TIMES - proudly announces the opening of its new home at 12 Alexander Street, celebrated in conjunction with the world premiere of Sky Gilbert's *More Divine*. Three galas mark the opening: *Black Tie & Sequins* (Oct. 12), *Masquerade* (Oct. 13), and *Black Leather* (Oct. 14). All galas include performances of the show. For ticket information and fashion advice, call 863-9455.

THE RED HEAD GALLERY - From Sept. 6 - October 1, 1994, "Teenage Wasteland Gazette", an exhibition of twenty-four mixed media drawings by Toronto artist David Sylvestre. The Red Head Gallery is located at 96 Spadina Ave., on the 8th Floor. Hours: Tuesday-Saturday, 12:00pm-5:00pm. For information, call the gallery at 863-1654.

EVA LEWARNE - Works can be viewed at Gallery Grange on McCaul St., across from the Ontario College of Art. For more information, phone Stan at 593-4881; or Eva at her Artscape studio, 769-8564.

CANADIAN ELECTRONIC ENSEMBLE - October 29, 8:00pm "SuperTrio": computer music with the CEE and Trio Collectif from Annecy, France. At The Music Gallery, 179 Richmond Street West, tickets are \$5.00. For information, call 516-9332.

DAVID GOLDBERG - Artscape is pleased to announce that the Herman Levy Foundation has added a David Goldberg Drawing to its permanent collection at McMaster University.

HENRY GORDILLO - From October 6 - November 3, 1994, "Henry Gordillo Photographs", an exhibition at the Justina M. Barnicke Gallery (7 Hart House Circle, University of Toronto). Hours: Monday to Friday, 11:00am to 7:00pm and Saturday to Sunday, 1:00pm-4:00pm. For information call (416)978-8398.

ARTS 94 VOTE

Arts Vote 94 is a non-aligned, multi-disciplinary group of artists, arts organizations and associations working to elect candidates for this November 14th Municipal election who support the arts. Metro Arts Organizations are asked to help ensure that our councillors understand and support the arts. Specifically, you can get involved by providing a list of your staff, board and membership, with addresses and phone numbers, to the Toronto Theatre Alliance to help create a ward by ward map of arts workers and by closing your office for business on election day (Monday November 14th) to spend the day on the phone getting people out to vote! For more information please contact our office.