

2016 Annual Report



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“Luminato began as a dream that each year Toronto would invite the world to join us in celebrating creativity. A dream where the best artists in the world and the best artists in Canada fill the stage that is Toronto with new and wonderful creations. Today that dream has become the reality of a boisterous festival sprawling all over the city with music, theatre, dance, visual arts, literature, film and celebrations of all kinds.

Luminato is a hugely personal and collective enterprise. It is a shared spectacle. The dream of Luminato is that each of us can discover and share our innate creativity, and in doing so, connect with one another as a community in the most powerful way we know.

— David Pecaut, Festival Co-founder, June 2009”



Photo by David Leyes.

This Annual Report celebrates our 10th anniversary but it is actually the first time Luminato has published an Annual Report, so it also reflects the company's first decade as a whole rather than just focusing on our 2016 festival.

Our 10th anniversary festival was the last under the artistic and program direction of Jorn Weisbrodt, to whom I am very happy to pay a warm tribute for the way he took Luminato into distinctive new territories during his five years as Artistic Director, building on the achievements of founding Artistic Director Chris Lorway. Our 10th anniversary festival was unique in almost every way. It was our only festival to have been resident in a single building; our only festival to run for 17 days instead of the usual 10, and with an Arts Partner Program in celebration of our 10th anniversary welcoming into Luminato a wider range of Toronto's cultural organizations and audiences and communities than any previous festival.

Those special anniversary aspects of our planning in 2016 will all influence our thinking about future festivals though probably none of them will recur in exactly their 2016 form, so we will look back on our widely admired 10th anniversary celebration as a special,

From CEO Anthony Sargent

once-only kind of Luminato. In addition to much media acclaim we were very proud the 10th anniversary Luminato achieved the highest level of earned income in the festival's history, our biggest single philanthropic donation and the highest total of individual donations, with 40% of our corporate partners supporting us for the first time and the festival's economic contribution to our Province up 26% on 2015.

Just in time for the 2016 festival we were also delighted to welcome our new Artistic Director Josephine Ridge, bringing a formidable breadth and depth of festival leadership understanding from her native Australia (in Sydney and Melbourne), as well as a rich reserve of wider arts leadership experience and an admired global reputation in all of those areas. There are fascinating similarities between Melbourne and Toronto, and already Josephine's fresh thinking promises a launch of the festival's second decade that will add many exciting new threads and strands to the foundations of the first ten years. Luminato in 2017 will see the artistic world through fresh eyes, ensuring Luminato is loved by our audiences and local communities as much as it is valued as a collaborative, responsive partner by Canada's arts community. This is also

a period of rapid development in Toronto's arts landscape overall, and our own fresh thinking about Luminato's place in our city comes at a perfectly synchronised moment as many of our peer arts organisations are also experiencing the excitement of fresh leadership.

I hope this report will give you a vivid sense of the journey of Luminato's first ten years and of the unique approach we took to celebrating our 10th anniversary – a decade on from Luminato's 2007 birth as one of Toronto's most distinctive and ambitious city-building initiatives. In recent months we have also been working on longer-range strategic planning to underpin the growth and development we want Luminato to achieve in our second decade. We are looking forward to saying more about that in the coming months, and also to unveiling our plans to launch our second decade with an excitingly re-focused 2017 Luminato festival.

Anthony Sargent, CBE
CEO, LUMINATO



Mayor John Tory with Board Chair Tony Gagliano. Photo by **George Pimental**.

From Board Chair and Co-founder Tony Gagliano

It is such an honour and an achievement to mark a decade of Luminato. We began with a bold ambition: to invite the great artists of the world to Toronto every June to collaborate with Canada's great artists and have them light up the city for the world to see. After ten years, I'm incredibly proud of all that we've accomplished and remain inspired by the potential of what's yet to come.

Luminato has a powerful opportunity to contribute financially, culturally and socially to our city's fabric in a profound way – this festival is a perfect platform for Toronto to celebrate our diversity, encouraging diverse cultures to present the best in their community – and more and more, it is clear we need to experience the best that every culture is capable of.

We wouldn't be where we are today without the hard work, dedication and vision of our inestimable team: founding CEO Janice Price and our current leader Anthony Sargent, past Artistic Directors Chris Lorway and Jorn Weisbrodt, and new visionary, Josephine Ridge, Executive Producer Clyde Wagner, Vice Chair Lucille Joseph, our passionate Board of Directors, and the many producers, marketers, fundraisers and arts administrators who have been part of our family over the years. It is also important to thank all the Luminaries who have supported the festival from the beginning; all government officials, at all levels, especially our founding partners the Province of Ontario and our many corporate partners, including long time lead partners in creativity from L'Oréal. To the countless artists of stage, music, dance, literature, visual arts and more, we do what we do because of your creativity. And last, but certainly not least, thank you to the public who have enthusiastically supported this dream.

After ten years as at the helm, my focus will shift to my next important decision regarding Luminato: working closely with the Board of Directors and CEO Anthony Sargent to start the process of appointing a successor to me as Board Chair. The key will be finding and naming the ideal person for the next phase of growth and development for Luminato as it moves into its second decade.

I can't wait to see what the future will bring.

Tony Gagliano

BOARD CHAIR AND CO-FOUNDER, LUMINATO

2007–2015

In 2003, Tony Gagliano and David Pecaut met for the first time at Grano restaurant. Over calamari, pasta, and wine, the two passionate city-builders found their mutual beliefs in the transformative power of the arts, and Luminato was born. Luminato was founded in 2006 and launched its first festival the following June, and has been held annually in venues across the city since then.

Artists, volunteers, staff, board members and partners share their favourite memories and moments of the last 10 years.

“We all need a little more creativity in our lives and Luminato offers a wide menu from which to choose uniformly unforgettable experiences. My favourite Luminato production was the National Theatre of Scotland’s *Black Watch* (2008). I was so excited to be a part of bringing to Toronto and loved it more and more each time I saw it.”

Mitchell Marcus

Associate Producer, Luminato, 2006–2012

Black Watch (2008). Photo by Manuel Harlan.

“Luminato is important because it shows work that would not otherwise be seen. It’s a window for artists to showcase their work for an international public.”

Robert Wilson

Director, *Einstein on the Beach*, 2012



Einstein on the Beach (2012). Photo by Lucie Jansch.

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“We’ve worked with plenty of specially adapted spaces around the world with *Unsound*, but the Hearn is one of the most remarkable. It was a huge feat for Luminato to produce the first *Unsound Toronto* there in 2015, and it really did feel like an adventure for all involved — including, I think, the audience.”

Mat Schulz

Curator of *Unsound Toronto*, 2015–2016

Unsound Toronto (2015). Photo by David Leyes.

“We were fearless and bold: from Cirque du Soleil on the waterfront to Mark Morris’ *L’Allegro* to Robert Lepage’s *Lipsynch* to one-off celebrations from thousands dancing in Yonge-Dundas Square to the unprecedented Music Mob at the ACC. Having the opportunity to be part of Canada’s own Rufus Wainwright realizing his ambition to write an opera, producing *Prima Donna* in partnership with the Manchester Festival and Sadler’s Wells, is something I never would have experienced without Luminato. Artists from around the world that had never performed in Toronto performed alongside our own brilliant local and national talents.

Janice Price

Founding CEO, Luminato, 2006–2015

Cirque du Soleil (2009). Photo by Mark O’Neil.

“June 12, 2009 was a memorable night at the festival. The biggest story of the evening was at Yonge-Dundas Square where Goran Bregović was playing a free show. It was one of our largest crowds to date at Luminato, with thousands of fans showing up, causing the closure of both Yonge and Dundas streets. At one point, a bunch of guys started climbing the production scaffolding and I had to go on stage and coax them down as the police were threatening to shut down the show. In the end, sanity prevailed and everyone had a great time. As I walked down Yonge St. following the show, a group of very drunk fans yelled from across the street, ‘Thank you, art director!’ A proud moment indeed.”

Chris Lorway

Artistic Director, Luminato, 2006–2011



Goran Bregović (2009). Photo by Mark O'Neil.

“As its co-founders, Tony Gagliano and David Pecaut imagined Luminato is a festival that presents and celebrates creativity, culture and the arts in every form. During the festival, Toronto becomes the cultural capital of the world. I'll always remember the inaugural festival. Countless productions and performances stand out for me — *Pulse Front*, *Black Watch*, *Joni Mitchell at Massey Hall*.”

Helen Burstyn

Luminato family member,
Founding Luminary, Board of Directors

Joni Mitchell at Massey Hall (2013). Photo by Mark O'Neil.



"I remember standing on the waterfront on a perfect summer night on June 1, 2007, watching people hold sensors, seeing their heartbeat in spotlights against the night sky in *Pulse Front*. It was actually happening – the dream of Luminato had become a reality!"

Lucille Joseph
Founding Luminary,
Vice Chair, Board of Directors

Pulse Front (2007). Photo by Mark Bradshaw.

"Of many Luminato highlights, *The Red Ball Project* was my favourite. The city was so engaged in wondering where it would turn up next. It was a simple description of performance and movement."

Urban Joseph, O.C.
Founding Luminary



The Red Ball Project (2009). Photo by Erin Seaman.

LUMINATO FESTIVAL.COM

"I felt complete acceptance from the audience and I felt like being at home in Toronto. What I love most about Luminato is definitely its international program: including cutting-edge works from different fields from theatre to dance to music."

Marina Abramović
Artist, *Life and Death of Marina Abramović*, 2013

Life and Death of Marina Abramović (2013). Photo by Lucie Jansch.

By the Numbers

A Snapshot of the Last 10 Years

14,278

artists have participated in over 3,500 performances in venues across Toronto

52

World premieres

83%

of participating artists were Canadian

20

North American premieres

17%

of participating artists were from 40 countries around the world

37

Canadian premieres

4,596

volunteers

95

project commissions in total, at a total investment of \$9.7 million

42,726

total volunteer hours

65

Canadian new project commissions, with a total investment of \$5.4 million

“

Together with our partners at other levels of government, the City of Toronto has been pleased to support Luminato over its first decade. The roll-out of the founding vision of city-builders David Pecaut and Tony Gagliano has helped to build Toronto's reputation as a global city of culture. The festival's array of local, national, and international artists and companies have entertained and inspired Toronto residents and visitors each June. Concerts celebrating Canadian icons such as Joni

Mitchell, Leonard Cohen and composer R. Murray Schafer have created lasting memories. Visual artists, dance and theatre companies from Toronto and around the world have engaged audiences and have added to an already vibrant civic life. Last year, Luminato's programming at the Hearn brought many people to discover a part of Toronto's history and a reimagined future. The City of Toronto congratulates Luminato for its first 10 years and wishes it continued success over the next decade.

— Mayor John Tory

”

Photo by Stephanie Berger.

“

As a founding partner, I'm pleased that our province has been able to continue supporting Luminato as it builds on a decade of renowned events that bring people together and shine a light on Toronto. I look forward to seeing Luminato's next steps, particularly as it follows up the tremendously successful Hearn Generating Station project, which celebrated Luminato's 10th anniversary by transforming a decommissioned power plant into a cultural hub and vibrant tourist attraction.

”

—The Honourable Eleanor McMahon,
Minister of Tourism, Culture and Sport

“

The Luminato Festival is a prime example of the kind of innovative cultural experience we're proud as a government to support. Its multidisciplinary programming pushes boundaries, encourages engagement with audiences, and provides a unique platform to promote artists from Canada and around the world. Housing the 10th edition of the festival in a readapted industrial space like the decommissioned Hearn Generating Station speaks to Canadians' readiness to embrace new forms of artistic expression, and also reflects Toronto's evolution as a cultural centre and place where artists can thrive.

”

—The Honourable Mélanie Joly, Minister of Canadian Heritage

Photo by Jonathan Castellino.

2016

The 10th anniversary Luminato festival took place from June 10 to 26, 2016. It was the festival's first-ever residency, in the decommissioned Hearn Generating Station, featuring 238 events and installations from 850 artists, including 22 local arts organizations featured as arts partners.



Photo by David Leyes.

Daniel Cahill and Steven Miller rehearsing for *The James Plays* (2016). Photo by Jonathan Castellino.Rufus Wainwright rehearsing for *Rufus Does Judy* (2016). Photo by Jonathan Castellino.

771,000

arts lovers from Toronto and around the world experienced Luminato's 10th anniversary festival.

\$1.44 Million

of income earned from ticket sales, food and beverage and merchandise. 2016 saw the highest earned income in Luminato's history.

\$1.3 Million

The highest giving total of the last five years with the biggest, single, individual cash donation Luminato has ever received.



Tony Gagliano, Toronto Mayor John Tory, Anthony Sargent, Premier of Ontario Kathleen Wynne, Jorn Weisbrodt, Rufus Wainwright. Photo by George Pimental.



2016 Big Bang Bash Co-Chairs, Mark and Vanessa Mulroney, and Jonas and Lynda Prince. Photo by George Pimental.



Jorn Weisbrodt, Anthony Sargent, Minister of Canadian Heritage Mélanie Joly. Photo by George Pimental.

\$870,000

raised at Luminato's Big Bang Bash – our highest earning fundraising gala to date.



Photo by George Pimental.

\$1.135 Million

in Corporate Partner contributors with 40% of 2016 Corporate Partners investing in Luminato for the first time.



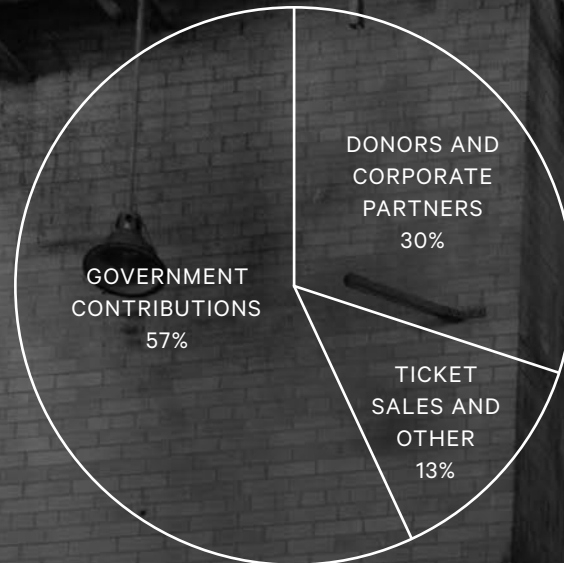
542
volunteers donated
8,500 hours of their
time over **17** days.



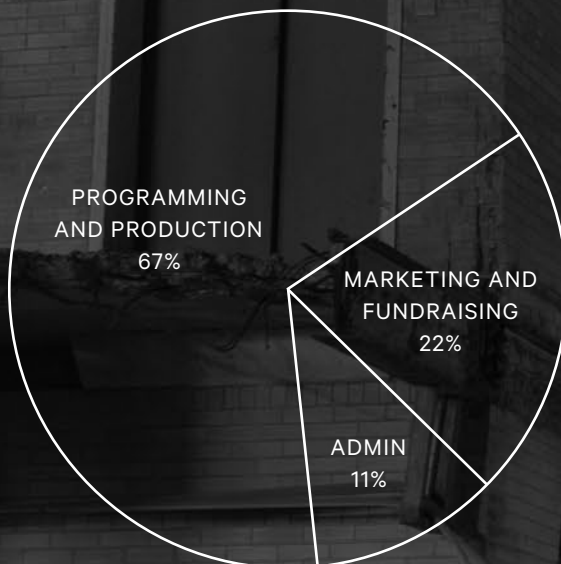
Financial Overview

for the period ended July 31, 2016

REVENUES (TOTAL: \$11,048,791)



EXPENDITURES (TOTAL: \$11,038,530)



The 2016 audited financial statements are available upon request.

Charitable Registration Number: 81163 7347 RR0001

Luminato was launched in 2007 in the wake of Toronto's SARS outbreak, as an affirmative statement of the city's creative energy and cultural ambitions and its international positioning.

The Province of Ontario was Luminato's visionary founding Government partner, investing annual revenue in the festival and also launching Luminato with a start-up commissioning and programming fund which Luminato used to support major programming initiatives throughout the first decade. Luminato is also very grateful to the Federal and City governments for their encouragement and support, partnering the Province as significant Government investors. Luminato's other central start-up pillar was the family of Founding Luminaries – local philanthropists, arts lovers and civically motivated community leaders who partnered the province with major investments of their own to launch Luminato. We are also very grateful to L'Oréal Canada who for the greater part of the first decade were the festival's first lead corporate partner.

During Luminato's first decade its annual expenditure averaged \$11.3m of which Government funding overall averaged just over \$6m – a proportion typical of similar festivals around the world. That reflects the costs specific to this kind of multi-disciplinary international arts festival with its spending on importing productions from around the

world, commissioning and co-commissioning new projects, and presenting programmes of international quality free to local people. As the festival stands on the threshold of its second decade Luminato's Board is now developing an evolved business model for the future building on all the experiences and successes of the first ten years. In several respects Luminato's 10th anniversary edition in 2016 anticipated some of the features of that new business model, with the highest earned income in Luminato's history (35% higher than the average over the 9 previous years); the largest single cash donation the Festival has ever received; the highest Individual Giving total of the past five years; 37% of Individual Giving coming either from lapsed supporters who returned or supporters who stepped up significantly from their usual giving, and 40% of this year's Corporate Partners investing in Luminato for the first time.

Those focuses on increasing directly earned, donated, and corporate revenue will be increasingly important as Luminato develops during its second decade, while the continuing strong triple core of Government investment reflects the many different kinds of value Luminato returns to Canada, to the Province of Ontario and to the City of Toronto.

Anthony Sargent, CBE

CEO, LUMINATO

Early funding and support, from 2007 and onward, came from a wide range of governmental, individual and corporate partners:

A group of Founding Luminaries (individuals and corporate partners) who donated to the start-up costs of the Festival: art patrons and civic builders who share the vision of making Luminato one of the most important annual multi-arts festivals on the world stage.

L'Oréal Canada, the Festival's partner in creativity and lead corporate partner for eight years. In 2015 and 2016, Luminato did not have a single lead partner.

In Luminato's second year, the province granted the company a single start-up resource of \$15 million, which the company used to support artistic programming for the next 10 years as part of an internally restricted reserve fund. In 2015, the last of that funding was used toward festival programs, which marks Luminato's shift to a new business model.

Luminato is happy and proud to recognize our festival donors. For the past 10 years, they have helped us develop, support and showcase extraordinary art for diverse and curious audiences. More importantly, they have kept many of our programs free for everyone to enjoy. For Luminato’s 10th anniversary, a number of individuals and families have once again pledged their support to ensure the continued strength and potential of Luminato. We are so grateful for their commitment.

Founding Luminaries

From the very beginning, donors have been at the heart of Luminato. Among the first to stand behind the Festival were the Founding Luminaries: arts patrons and civic builders who share the vision of making Luminato one of the most important annual multi-arts festivals on the world stage. We remain truly grateful to the following individuals and organizations for their generosity.

Mohammad and Najla Al Zaibak*
Tony and Anne Arrell
Salah Bachir
Charles and Marilyn Baillie*
Avie Bennett*
Helen Burstyn and David Pecaut*
The David and Stacey Cynamon Family Foundation
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Cam and Alexandra di Prata
John Donald and Linda Chu*
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The Ira Gluskin and Maxine Granovsky Gluskin Charitable Foundation
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Ian Ihnatowycz and Marta Witer
Lucille and Urban Joseph*
Patrick and Barbara Keenan
Michael and Sonja Koerner*
Tiana Koffler Boyman and Marc Boyman
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Chetan and Clara Mathur*
Judy and Wil Matthews*
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Pierre L. Morrisette*
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Sandra and Jim Pitblado*
Jonas and Lynda Prince*
Richard Rooney and Laura Dinner*
Gary and Donna Slaight*
Geoff and Megan Smith
Howard Sokolowski and Senator Linda Frum*
Marisa and Edward Sorbara*
Larry and Judy Tanenbaum*
Phil and Eli Taylor
The Roy Thomson Family
Taylor Thomson
John and Liz Tory
The Hon. Hilary M. Weston and W. Galen Weston
Robin and David Young*

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BMO Financial Group
Dancap Productions Inc.
Falls Management Company
Ivey Foundation
MacLaren McCann
Manulife Financial
RBC
St. Joseph Communications
TELUS
Tourism Toronto

FOUNDING PARTNER IN CREATIVITY
L’Oréal Canada

* These visionary donors supported the Luminato Festival before its inaugural season.

2016 Festival Donors

Our donors helped us create a milestone Festival, one that celebrated the inventiveness of the city that gave birth to Luminato. The 2016 Festival will leave an unforgettable legacy because of their investment in imaginative programming, in our residency at the Hearn Generating Station and in our vision for the future of Luminato. We are honoured to begin our second decade with their support.

SUPERNOVA SUPPORTERS

Anonymous
Lucille Joseph and Urban Joseph, O.C.
Joan and Jerry Lozinski
Jonas and Lynda Prince
Gretchen and Donald Ross
St. Joseph Communications
Phil and Eli Taylor

10TH ANNIVERSARY CIRCLE

Mohammad and Najla Al Zaibak
John and Leanna Bayliss
Avie Bennett
David W. Binet
Ms. Susanne Boyce and Dr. Brendan Mullen
Helen Burstyn and Family
Janice Lewis and Mitchell Cohen
Holly Coll-Black and Rupert Duchesne
Doris and Ed Daughney
Victor and Maureen Dodig
Glenna and George Fierheller
Margaret and Jim Fleck
Roger and Kevin Garland
Goring Family Foundation
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Sandra and Jim Pitblado
La Fondation Sackler/The Sackler Foundation
Anthony Sargent CBE
Sylvia Soyka
Liz Tory
Jorn Weisbrodt and Rufus Wainwright
Robin and David Young

PATRON CIRCLE

Marina Abramović
Charles and Marilyn Baillie
Rena Bedard and Bill Dillane
Diane Blake and Stephen Smith
Helen Burstyn and Family
Wendy M. Cecil
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Matteo Corvino and Jérôme Zieseniss
Gail Drummond and Bob Dorrance
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The Hayden Family Foundation
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Janice Price and Ian Findlay
Colleen Sexsmith
Greg and Kate Sorbara
Elen Steinberg
William Thorsell
Antoinette Tummillo and John Carter
Carol Wilding
Peter Wilkinson - Manulife

FOUNDATION PARTNERS

La Fondation Emmanuelle Gattuso
Hal Jackman Foundation
The Lloyd Carr-Harris Foundation
McLean Foundation
McLean Smits Family Foundation
The Pottruff Family Foundation
The SOCAN Foundation

BIG BANG BASH GALA June 9, 2016

CO-CHAIRS:
Mark and Vanessa Mulroney
Jonas and Lynda Prince

HONOURARY CO-CHAIRS:
David and Angela Feldman
Tony and Lina Gagliano

Board of Directors

As of June 30, 2016

Tony Gagliano (Chair)	Mohammad Al Zaibak	Rupert Duchesne	Roberto Martella	Greg Sorbara
Lucille Joseph (Vice Chair)	John Bayliss	Anthony Graham	Chetan Mathur	William Thorsell
	Helen Burstyn	Peter Herrndorf	Mark Mulroney	Carol Wilding
	Doris Daughney	Frank Kollmar	Jonas Prince	Peter Wilkinson

Luminato Laureates

Salah Bachir	Jim Fleck	Javier San Juan
Avie Bennett	Susan McArthur	Gary Slight
Julia Deans	Rob McEwen	

2016 Festival Staff

EXECUTIVE & ADMINISTRATION

Anthony Sargent , CBE CEO
Marcia McNabb , CPA, CA Vice President, Finance & Administration
Winston Tang Office & Human Resources Manager
Daniel He Financial Coordinator
Erin Michel Executive Assistant to the CEO

MARKETING & COMMUNICATIONS

Shawn Hernden Senior Director, Marketing & Communications
Ashley Ballantyne Director of Communications
Alison Uttley Associate Director, Marketing

PROGRAMMING & PRODUCTION

Jorn Weisbrodt Artistic Director
Clyde Wagner Executive Producer
Naomi Campbell Director, Artistic Development
Veronica Barton Producer
Nicole Hurtubise Assistant to the Artistic Director

Stephen Barber Ticketing Manager
Seowon Bang Interactive Marketing Manager
Alexandra West Marketing Manager

DEVELOPMENT

Tenny Nigoghossian Vice President, Advancement
Natasha Udovic Senior Director, Corporate Partnerships
Martha Haldenby Associate Director, Development
Sarah Jarvis Associate Director, Corporate Partnerships
Tim Whalley Associate Director, Government & Community Relations
Leah Schoenmakers Development Associate, Individual Giving and Foundations
Matt Irving Development Associate, Corporate Partnerships

Seasonal Staff

Kafi-Kemba Gibson Production Accountant	Derek Andrews Curator, Music	Matthew Lederman Production Manager	Lindsay Paquette Production Coordinator
Karan Singh Junior Accountant	Denyse Karn Producer	Peter Eaton Production Manager	Jeremy Forsyth Coordinator, <i>Trove</i>
Chiara Lacey Events Specialist	Jennifer Stein Producer	Bob Mitchell Production Manager	Saskia Rinkoff Volunteer Manager
Lindsey Williams Gala and Events Coordinator	Caroline Hollway Producer	Sean Richards Production Manager	Nicole Culp Volunteer Coordinator
Coman Poon Government & Community Relations Assistant	Tanya Hart Producer	Sue Konynenburg Company Manager	Cam McKinnon Artist Liaison/ Assistant Transportation Coordinator
	Swapnaa Tamhane Producer	Stephanie Tonietto Production Coordinator	
	Tyler Shaw Associate Producer		

Festival Partners

Luminato Festival 2016 was generously supported by the following partners:

FOUNDING GOVERNMENT PARTNER



MAJOR PARTNER



PRESENTING PARTNERS



PROGRAM PARTNERS



OFFICIAL PARTNERS



GOVERNMENT PARTNERS



CORPORATE SUPPORTERS OF THE FESTIVAL

Aimia, LRI Engineering Inc., President's Choice® Black Label Collection, Stikeman Elliott LLP, Waterfront Toronto, 3M Canada

A nighttime photograph of a waterfront scene. On the left, a tall, white smokestack with red lights at the top stands behind a line of dark trees. The water in the foreground is calm, reflecting the sky and the lights. On the right, a bridge or structure with bright, warm lights is visible, with their reflection clearly seen in the water. The sky is a deep blue with some light clouds.

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416 368 3100

Cover photo by Jonathan Castellino.

