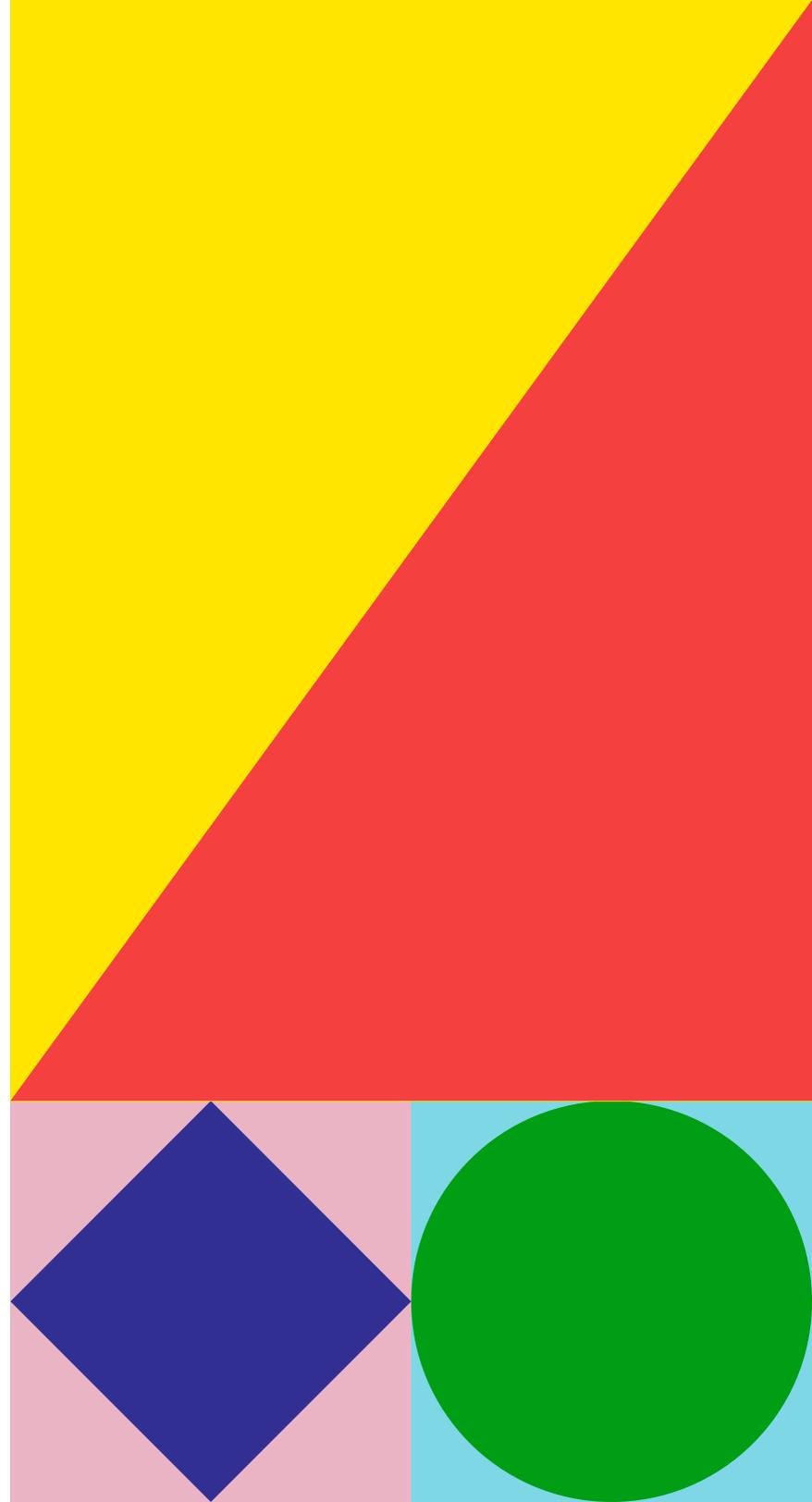


TORONTO
BIENNIAL
OF ART

**2019
BY THE
NUMBERS**



THE NUMBERS ARE IN AND IT'S TIME TO CELEBRATE!

The entire Toronto Biennial of Art team is thrilled by the students, artists, critics, enthusiasts, and public who travelled across the Greater Toronto Area, Canada, and world to experience our event's inaugural edition. Amplifying the city's vibrant and dynamic arts community, Toronto's first-ever Biennial drew an unprecedented number of visitors and resulted in:

296,691

Unique Visitors

\$29M \$15M

in Visitor Spending
Economic Impact

in Direct Impact
on the Toronto GDP

161

Artists, Participants
& Performers

82

Creative,
Promotional &
Venue Partners

29

Commissions

215

Public Programs,
Performances
& Events

100s

of Artworks

1000s

of Students & School
Groups

VISITOR EXPERIENCE

Why visit a Biennial? Visitors shared their top reasons for attending our inaugural event.

- To expand perspectives
- To learn something new
- To actively participate in the arts
- To make connections with local, national, and international artists

“The Biennial has increased awareness and strengthened public reception of contemporary art in Toronto. Because it was free...it was very accessible in a way other contemporary institutions might not be.”

— Visitor Comment

93%

of visitors agreed that we should continue to showcase the arts through the Biennial

91%

of visitors discovered new artists

84%

of visitors felt it was important the Biennial was free

81%

of visitors thought the Biennial increased access to the arts

48%

of visitors attended their first Biennial in Toronto



2019 Biennial artist Curtis Talwst
Santiago & Canadian Art Associate
Editor Yaniya Lee in conversation at the
Biennial's Programs & Learning Hub.

REACH & AUDIENCE

Our 2019 edition was met with overwhelming critical reception from arts and culture publications, as well as the mainstream media. Local and international outlets and broadcasters from 24 countries published a total of 313 Biennial-related editorial items in anticipation of and during the inaugural event.



The New Red Order (NRO), *Never Settle*, 2019, multimedia installation. Commissioned by the Toronto Biennial of Art (2019).

“From colonization to industrialization, the exhibition tackles complex local issues with international ambition.”

— David Balzer, *Frieze*

“It is just as the Biennial suggests: the more you look, the more you’ll find. And there is so much looking to do.”

— Chris Hampton, *Toronto Star*

“Toronto Biennial is bringing the world to Toronto and Toronto to the world”

— Kate Taylor, *The Globe and Mail*

“Finally, a Biennial That Does Justice to Indigenous Narratives”

— Maximiliano Durón, *ARTnews*

“The Best Public Art of 2019”

— *Artsy*

“Toronto Biennial of Art Emphasizes Homegrown Talent in its Ambitious Debut”

— David D’Arcy, *New York Observer*



Embassy of Imagination, *Sinaaqpagiaqtuut/The Long-Cut*, 2019, procession and mixed-media installation. Co-commissioned and co-presented by the Toronto Biennial of Art and The Bentway. Produced by PA System.

The Biennial cultivated audiences across digital, print, broadcast, and outdoor advertising channels, and drew almost 300,000 visitors to its inaugural event. Overall, the Biennial’s earned media, owned media, partnerships, and advertising resulted in 531,080,271 gross impressions.

THE 2019 LEGACY

Artworks exhibited in the inaugural Biennial have been championed and acquired by leading Canadian museums, international institutions, and dynamic private collections, resulting in more than \$500,000 in sales.

And it doesn't stop there. Artist projects commissioned for the 2019 Biennial will continue to travel and be exhibited throughout 2020, reaching new audiences and expanding their impact.

- New Red Order, *Never Settle*, will be included in the collective's exhibition at MOCA Detroit (Detroit, USA)
- Elements of Curtis Talwst Santiago's *J'ouvert Temple* will be exhibited at The Drawing Center (New York, USA)
- Dana Claxton's lightboxes will be included in an exhibition at the Art Gallery of Alberta (Edmonton, Canada)
- New Mineral Collective's film *Pleasure Prospects* will be exhibited at the Sami Center for Contemporary Art (Karasjok, Norway)



New Mineral Collective,
Pleasure Prospects, 2019,
single-channel video, 4k.
Commissioned by the Toronto
Biennial of Art (2019).



Curtis Talwst Santiago, *J'ouvert
Temple*, 2019, mixed-media
installation. Commissioned by the
Toronto Biennial of Art (2019).

LOOKING FORWARD

The Biennial's objective throughout the next two years is to

- Maintain our free and accessible exhibitions and public programming
- Expand our existing reach to cultivate wider local, national, and international audiences
- Continue school group, education, and learning initiatives during 2020
- Extend our commissioning program and artist collaborations for the 2021 edition
- Host programs and workshops for a broader range of students from school boards across the GTA



Ramin Haerizadeh, Rokni Haerizadeh & Hesam Rahmani, *Lo'bat*, 2017-19, On view at 259 Lake Shore Blvd E as part of the Toronto Biennial of Art (2019).



Arin Rungjang, *Ravisara*, 2019, multi-channel video installation. Commissioned by the Toronto Biennial of Art (2019) and co-presented with Harbourfront Centre.

2020 & BEYOND

The inaugural Biennial would not have been possible without the generous support of our funders, donors, and sponsors! In 2020, we look to you for continued leadership and commitment as we plan exciting ongoing programming, projects, and research, building the foundation for our 2021 edition.

The Toronto Biennial of Art is an international contemporary visual arts event as culturally connected and diverse as the city itself. For 10 weeks every two years, Toronto and surrounding areas are transformed by exhibitions, talks, and performances that reflect our local context while engaging with many of today's pressing issues. In an effort to make contemporary art available to everyone, the Biennial's free, citywide programs aim to galvanize individuals, bridge communities, and contribute to global conversations from a variety of perspectives.



**For more information on or
how to support, please contact:**

Patrizia Libralato
Executive Director
plibralato@torontobiennial.org

158 Sterling Road
5th Floor
Toronto, ON M6R 2B7

torontobiennial.org
info@torontobiennial.org
[@torontobiennial](https://www.instagram.com/torontobiennial)