

CONTACTING TORONTO 2012

WE'RE IN THIS TOGETHER



Contacting Toronto: We're in This Together A photographic dialogue about Toronto by Toronto on the TTC

Toronto, ON – April 20, 2012 - Pattison Onestop and Art for Commuters are delighted to present *Contacting Toronto: We're in This Together* to more than one million daily Toronto Transit Commission (TTC) commuters throughout the month of May for Scotiabank CONTACT.

An official public installation of Toronto's annual month-long photography festival, *Contacting Toronto: We're in This Together* is a two-part exhibition that features a photographic dialogue about Toronto. Created especially for the TTC subway system, curator Sharon Switzer makes strategic use of both Pattison subway platform posters and the network of Pattison Onestop LCD screens, transforming this public space and the commuter experience. Dedicated Pattison Onestop 'Art Zone' screens will offer uninterrupted play of *We're in This Together* in three downtown stations for the first week of the exhibition. 'Art Zone' screen locations: Bloor Station on the north and southbound platforms, Dundas Station southbound platform near the DWA, and St. Andrew Station southbound platform.

"I am so pleased to be able to use the TTC as a vehicle for public dialogue about our city. I am balancing the 'live' presentation of digital images with a curated selection of poster-sized photographs by artists that each take up the discussion in an important way." said Sharon Switzer, Arts Programmer and Curator, Pattison Onestop.

Subway platform posters in 60 stations will feature the work of six Toronto-based photographers, each with a unique view of the city's strengths and weaknesses, beauty and secrets. Reflecting Toronto's multiplicity, each work connects to the concept of community. Alyssa Bistonath's portraiture exudes warmth and shared intimacy; Ruth Kaplan photographs people within communities of acceptance; Aaron Vincent Elkaim's street photography illuminates but does not define the people he photographs; Brent Lewin makes images about social issues and cultural conditions; Debra Friedman's double portraits allow for both tenderness and tension; and Robert Poulton makes photographs that focus on cultural transitions.

The photographic dialogue continues on the subway LCD screens, showcasing images submitted by the public considering the meaning of *We're in this Together*. The images selected from this open call reflect upon personal relationships, the city's myriad and ever-shifting communities, current political and economic realities, geographical boundaries, and ecological uncertainties. A different photo will be featured once every five minutes on more than 300 locations across the TTC throughout the day, with new images added to the mix daily. *We're in this Together* allows us all to share our impressions about what it's like to live together in Toronto. Images can be submitted to the Contacting Toronto group on Flickr until May 30, 2012.

www.flickr.com/groups/contactingtonto

For more information: www.contactingtonto.ca

This exhibition is financially supported by the Ontario Arts Council.

About Scotiabank CONTACT Photography Festival - www.scotiabankcontactphoto.com

CONTACT is an annual festival of photography in Toronto, during the month of May, with over 1000 local, national and international artists exhibiting at almost 200 venues. Founded as a not-for-profit organization 16 years ago, and now a charitable organization, the festival is devoted to celebrating, and fostering the art and profession of photography. It stimulates excitement and discussion among a diverse audience that has grown to over 1.8 million. CONTACT is the largest photography event in the world, and a premiere cultural event in Canada.

About PATTISON Outdoor Advertising - www.pattisonoutdoor.com

PATTISON Outdoor Advertising is Canada's largest Outdoor, Transit and Digital Advertising company with 25 sales offices coast to coast. Headquartered in Mississauga, Ontario, PATTISON Outdoor Advertising is a division of The Jim Pattison Group.

About Pattison Onestop - www.onestopmedia.com

Pattison Outdoor Advertising is Canada's largest Out-of-Home advertising company, serving over 100 markets coast-to-coast. Pattison Onestop, a division of Pattison Outdoor, is a world leader in the development and operation of Digital Out-of-Home Media (DOOH) for mass transit, mall, retail, hospitality, residential, office, and outdoor environments.

About Art for Commuters - www.art4commuters.com

Art for Commuters is a non-profit curatorial collective that initiates unique, thought-provoking projects in the public realm. As Pattison Onestop's arts programming partner, they bring urban art festivals and exhibitions to over one million people daily on the network of TTC subway platform screens. Art for Commuters was founded in 2007 by Sharon Switzer.

For more information contact:

Marie Nazar, Arts Publicist, Pattison Onestop – 416-762-7702 or mnazar@idirect.ca

