

SAVE THE DATE / CALENDAR LISTING

The Artist Project – 200 Artists, 4 Days, 1 Venue

(Toronto, November 2011) Now in its fifth year, The Artist Project is celebrating this important milestone with another exciting showcase featuring the original works of over 200 carefully juried independent contemporary artists. Since its early days at the Liberty Grand to its current home at the Queen Elizabeth Building at Exhibition Place, the fair attracts hundreds of artists and thousands of visitors year after year. When it first opened its doors in 2008 the show hosted around 90 artists, and for 2012 that number has grown to over 200 with 12,000 people expected to attend.

Over the past five years, The Artist Project has grown dramatically, continually pushing the envelope to create a unique and inspirational forum for artists and art lovers to discover different mediums in an interactive and accessible way. From first time home buyers and interior designers to emerging/seasoned collectors and gallerists, the four-day fair provides a rare opportunity to interact with and directly support Canadian and international artists.

WHEN: March 1 – 4, 2012

Thursday, March 1: 7 PM – 10 PM (Opening Night Party, access: 19+)

Friday, March 2: 12 PM – 9 PM

Saturday, March 3: 11 AM – 9 PM

Sunday, March 4: 11 AM – 6 PM

WHERE: Queen Elizabeth Building

Exhibition Place - 180 Princes' Blvd | Toronto, ON

Come by: TTC, GO, or car (Paid Parking on-site)—[MAP](#)

WHAT'S ON AT TAP:

Opening Night Preview Party Thursday, March 1, 7-10 PM (restricted 19+) –Be among the first to view and purchase original works of art from top independent contemporary artists. Enjoy an evening of art, music, and decadent treats! A portion of the ticket proceeds from the Opening Night Party will be donated to the Canadian Art Foundation. For media passes, please RSVP to Sheryl So at sso@artcom.ca.

Untapped Emerging Artist Competition – The Artist Project is proud to support the development of young artists through the *Untapped* Emerging Artist Competition. Selected from hundreds of applicants, the best up-and-coming artists are invited to participate in this special exhibition for FREE.

Installation Alley –Explore large-scale sculpture, conceptual art, and installations from the country's most exciting emerging artists!

Take-12 SONY Studio – TAP is pleased to welcome back SONY as the creator of the brand NEW "Take-12 SONY Studio" featuring the SONY A77 Translucent Mirror Camera, which takes 12 shots per second. This year, five photographers will use this revolutionary camera to develop exciting new works, each piece consisting of 12 sequential frames. Editions will be available for purchase at the show.

Art Chat Series – The Art Chat series offers a variety of engaging and inspiring seminars hosted by leading art and design experts. Past topics have included *Five Things About Contemporary Art* and *What's Your Art Style*.

DETAILS:

Admission: \$14 (adults)

\$10 (seniors / students)

Free: Children 12 years of age or under

Free Re-Admission

\$25 Opening Night Preview (open to 19 + years of age)

ONLINE DISCOUNTS ON TICKETS

About the Artist Project:

The Artist Project is a meeting ground for artists, art collectors, dealers and enthusiasts and produced by MMPI. As one of the largest trade show producers in the world, MMPI is committed to the continued development and enhancement of the art world through collaboration and partnership. As international purveyors of fine art, craft, and design exhibitions, our experienced staff of art fair coordinators are credited with Art Chicago™, Volta, The Armory Show, and NEXT. MMPI Canada is also responsible for Art Toronto, the One of a Kind Shows, Interior Design Show and IIDEX/NeoCon Canada.

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For media inquiries and accreditation, please contact:

Sheryl So | sso@artscom.ca | 416-966-3421 ext. 206

For tickets / info about the show, visit: theartistprojecttoronto.com