

MEDIA ADVISORY**The Artist Project Celebrates Five Years of Supporting New & Emerging Artists**

(Toronto, January 16, 2012) From seasoned collectors and first time art buyers, to gallerists and interior designers, The Artist Project offers visitors a rare opportunity to meet and purchase work directly from Canadian and international artists. This face-to-face approach allows patrons to experience the thrill of discovering new talent and take home a great story along with their artwork. Special features such as Art Chats, the Untapped Emerging Artist Competition and expert-led tours also give visitors an insider's view on new trends in the art world.

This March, The Artist Project marks its fifth anniversary with yet another exciting show featuring original works by a juried selection of over 200 independent contemporary artists. The fair has grown dramatically through the years – from 90 to over 200 artists, and more than 12,000 visitors are expected to attend in 2012. For four days (March 1-4, 2012), artists from a variety of geographic and creative backgrounds will converge and connect with patrons looking to get a glimpse of tomorrow's Art Stars.

WHAT'S ON AT TAP:

Opening Night Preview Party Thursday, March 1, 7-10 PM (restricted19+) – Be among the first to view and purchase original works of art from top independent contemporary artists. Enjoy a decadent evening of art, music, and 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 – 17 of the best up-and-coming emerging artists will be invited to participate in this special exhibition for FREE. Visitors are asked to vote for their favourite Emerging Artist and the winner will be awarded a free booth in the Main Section for 2013!

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

The Energy Competition – Every artist in the show will have the opportunity to create a piece in their medium based on this year's theme: *energy*. Winners will be selected by a panel of judges and awarded cash prizes. There is also a People's Choice Award!

"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 works. Editions will be available for purchase at the show.

"Artists-at-Work" Presented by SONY – With the help of SONY's latest camcorder, which features a built-in projector, five artists will document their artistic practices, their studios and techniques. The videos will be projected in the form of an installation in the "Artists-at-Work presented by SONY" feature space.

ART CHATS Series – Features a variety of engaging and inspiring seminars hosted by leading art and design experts. This year, the series features topics such as *The Art Detectives* by writer Joshua Knelman and an artist panel hosted by Canadian Art editor Richard Rhodes.

Art Walks – Docents take visitors on an informative exploration of the show where they will meet the artists and ask the questions that visitors never think to ask! Art Walks are complimentary with admission and last approximately 30 minutes.

Event Details

WHEN: March 1 – 4, 2012

WHERE: Queen Elizabeth Building, Exhibition Place - 180 Princes' Blvd | Toronto, ON

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

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: www.theartistprojecttoronto.com