



## Distinguished Toronto Art Fair Goes #BehindTheArt



Amey Lai

TORONTO, ON (February 05, 2018) – Artists from a variety of disciplines will come together February 22<sup>nd</sup> to 25<sup>th</sup>, 2018 to showcase their work at the 11<sup>th</sup> installment of the [Artist Project](#) - a contemporary art fair hosted in Toronto at the Better Living Centre. This year's event will take collectors and curators, gallerists and designers **#BehindTheArt** for an intimate shoppable experience, connecting them with **over 250** curated Canadian and International artists. In addition, visitors will enjoy **interactive installations, live performances, artist competitions and engaging talks on the industry's hot topics.**

The four-day show commences with a ticketed, Opening Night Party celebrating the diverse world of art, and will feature music by [Matthew Romeo](#) and [Flavia Abadia](#). As guests enter, they will be welcomed by an illuminative installation from Nathalie Sanche. *SHINE ON* will feature carefully manipulated paper shapes that resemble a chrysalis or a shell or a trumpet, arranged in large, eye-catching sculptures. The reflective aluminum sculptures are pure form - light, white and ephemeral - but at the same time, possess a density and a fluidity that will catch the viewer by surprise.

### Installation Zone

A main attraction for visitors, the Installation Zone highlights work from a variety of artists working in different mediums. A must-see participant this year is *Take A Picture; Toronto* by **Max Hart Barnwell** - a 10-foot mural that will bring to life a collection of images captured by Torontonians via disposable cameras found around the city's streets as part of an interactive art experiment.

### Art Chats

The *Artist Project's* Art Chats engages guests and offers an insider's look into the art industry through the lens of experts in the field. A curated selection of special guests will share their knowledge from a variety of sectors in the creative community, imparting fresh perspectives and invaluable advice. This popular seminar series of interactive discussions will be hosted by some of the industries brightest minds and explore today's prevalent subject matter. Topics and speakers are listed below.

### Art Battle

Back by popular demand, [Art Battle #638](#) returns to the exhibition floor on the evening of Friday February 23<sup>rd</sup> from 7:00 p.m. to 10:00 p.m. This interactive, live painting competition will showcase 14 artists selected from the fair to create the best work they can in 20 minutes. As they paint, visitors can move around the easels, closely watching the creative process **#BehindTheArt**, and are encouraged to vote for their favourite painting and bid in a silent art auction.

### UNTAPPED Emerging Artists Competition

Dedicated to supporting the development and success of students, new graduates and self-taught artists, the UNTAPPED Emerging Artist Competition, presented by DeSerres, is a juried competition that awards 20 emerging artists from all mediums the opportunity to exhibit at a professional-level art fair at no charge in a dedicated feature space. This program aims to provide a platform for young artists to launch their artwork to a public audience, make connections within the arts industry and gain experience in the contemporary art world.



Andrew Watch



Cam Champ



Raquel Da Silva

## **TIME FLIES**

Presented by Swatch, this year artists are invited to submit an original work based on their interpretation of the theme “**TIME FLIES**”. All competition entries will be presented in a feature exhibit at the show for guests to enjoy. Winners will be selected by a panel of jurors to receive a cash prize. Show-goers can also vote for their favourite entry in the competition to receive the People’s Choice Award and be automatically entered to win \$250 towards a work of art and a pair of tickets to the Opening Night Party at *Artist Project* 2019.

### **Performance Art**

[OCAD University](#)’s Centre for Emerging Artists & Designers partners with *Artist Project* to present *Under Construction* by [James Knott](#). This installation explores the notion of “constructed realities”, particularly from a queer perspective, with the use of absurdity and camp theatrics as a coping mechanism.

Drawing inspiration from the paintings of Mike Smalley (a 10-year veteran of *Artist Project*), Ariel Adkins, Art & Social Media Maven and Founder of [@ArtfullyAwear](#), will paint garments on live models creating a juxtaposition between art and life, fashion and function. Sponsored by [Art Collectif](#), 10 per cent of sales raised through the auction of completed garments will be donated to [Red Door Shelter](#) – an organization providing safe shelter for women and families in need.



James Knott

Ariel Adkins

### **Ticket Information**

Tickets are now on sale for the Early Access Preview and the Opening Night Party held on Thursday February 22, 2018. Early Access visitors will be among the first to preview and collect works of art, while indulging in specialty cocktails, complimentary hors d’oeuvres, music and art performances. *Artist Project* has partnered with [Artbound’s Creative Deeds Program](#), a charitable organization that helps build and support arts-focused community initiatives, to donate a portion of ticket sales proceeds to the organization.

Early Access Preview	(19+)	\$50
Opening Night Party	(19+)	\$30

Regular Admission (Free re-admission)

Valid any day between Friday February 23<sup>rd</sup> to Sunday February 25<sup>th</sup>

Adult admission		\$15
Group adult tickets	(10+ people)	\$12 Each
Senior admissions	(65+)	\$12
Youth admissions	(13-17)	\$12
Children	(12 or under)	Free

\*Star Collectors Program Packages Available

---

**Who:** Claire Taylor, Show Director, *Artist Project*  
Patti Stewart, Executive Vice President, [Informa Canada](#)

### **Art Chats:**

#### **10 Art Buying Tips for New Collectors - Saturday February 24<sup>th</sup> 1 p.m. to 2 p.m.**

You’ll never forget the first piece of original art that you buy. Ask any art collector and they’ll be able to share their first art buying experience in detail and with great passion. Many new collectors aren’t sure where to start. This talk will give you 10 tips for buying art under \$2,500. This talk will discuss the elements that make art valuable, how the art market works and end with the answers to 10 questions that each new collector has but is afraid to ask. Join art appraisers from the International Society of Appraisers for an informative and engaging talk lead by Kelly Juhasz, President of the Canadian Chapter.

### **THE PASSION PROJECT: Exploring Art, Fashion and Identity - Saturday February 24<sup>th</sup> 3 p.m. to 4 p.m.**

Join Erika Floysvik, Founder of Art Collectif, an online destination for contemporary art, in conversation with Ariel Adkins, Art & Social Media Maven and Founder of @ArtfullyAwear, as they explore the thread between art, fashion and identity.

### **Curator Confidential – Saturday February 24<sup>th</sup> 5 p.m. – 6 p.m.**

The art world can be an intimidating place but, Mia Nielsen, long time curator and Director of Art + Culture at The Drake, is here to shed some light. In this animated talk she'll let you in on what the art world won't tell you about starting a collection, becoming a curator or developing a career as an artist.

### **Brilliant! Brilliant! - Sunday February 25<sup>th</sup> 1 p.m. to 2 p.m.**

How do artists take the dynamism of life and illuminate it in art? With digital tools at their fingertips, why are painters still invested in the materiality of paint and the handmade gesture? Anda Kubis, Artist and Associate Professor at OCAD University, will engage these questions and more with *Artist Project* exhibitors Sherry Czekus and Joanna Gresik in a free-range conversation about contemporary painting, creativity and the path to realizing artistic achievement in a busy and distracting world.

### **How to Protect Your Art Physically + Digitally - Sunday February 25<sup>th</sup> 3 p.m. to 4 p.m.**

Protecting art requires careful planning and it starts from the moment art is created. Learn how to protect your art physically and digitally from the experts at ArtMoi, Emily Glover and Sarah Gurevich. Olivia Cinqmars from AXA ART will be joining the discussion offering a unique perspective within the fine art insurance industry. This will be a Q&A style discussion moderated by arts marketing specialist Michelle Bouchard.

#### **Speakers:**

Kelly Juhasz, President of the [International Society of Appraisers Canadian Chapter](#)

Erika Floysvik, Founder of [Art Collectif](#)

Ariel Adkins, Art & Social Media Maven and Founder of [@ArtfullyAwear](#)

Anda Kubis, Artist and Associate Professor at [OCAD University](#)

[Sherry Czekus](#) and [Joanna Gresik](#), *Artist Project* exhibitors

Emily Glover and Sarah Gurevich, [ArtMoi](#)

Mia Nielsen, curator and Director of Art + Culture at [The Drake](#)

#### **When:**

Early Access Preview	Thursday, February 22	5:00 p.m. – 10:00 p.m.
Opening Night Party	Thursday, February 22	7:00 p.m. – 10:00 p.m.
Artist Project Show	Friday, February 23	11:00 a.m. – 10:00 p.m.
<a href="#">After-Party: Artist Project + Art Battle Crash Gladstone Karaoke</a>	Friday, February 23	10:00 p.m. – 2:00 a.m.
Artist Project Show	Saturday, February 24	11:00 a.m. – 8:00 p.m.
Artist Project Show	Sunday, February 25	11:00 a.m. – 6:00 p.m.

#### **Where:**

Better Living Centre  
195 Princes' Boulevard, Exhibition Place, Toronto, ON

#### **ABOUT ARTIST PROJECT/INFORMA CANADA**

*Artist Project* is a meeting ground for artists, art collectors, dealers and enthusiasts and is produced by Informa Canada. As one of the largest trade show producers in the world, Informa Canada 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, Informa Canada's experienced staff of art fair coordinators are also credited with Art Toronto, the One of a Kind Shows, and the Interior Design Show. [www.theartistproject.com](http://www.theartistproject.com)

High-res images of last year's show and a preview of artwork from this year's show can be accessed below:

<http://www.theartistproject.com/#media>

Password: BEHINDTHEART

###

For more information, media accreditation or interviews please contact:

Kayla Matos, Faulhaber Communications, 416.504.0768 ext. 228 [km@faulhabercommunications.com](mailto:km@faulhabercommunications.com)