



For Immediate Release

TORONTO SAW, HEARD, FELT AND EMBRACED LUMINATO 2008

TORONTO, June 16, 2008 — Luminato, Toronto's Festival of Arts + Creativity, wrapped-up its second annual Festival yesterday after enjoying 10 days of widespread public participation and critical acclaim. Highlights of artistic, community, and educational outreach impact were shared today at a media conference held at Luminato's 2008 Media Hub (ROOTS 100 Bloor) hosted by Festival CEO Janice Price and Luminato Co-Chairs and Co-Founders Tony Gagliano and David Pecaut.

AUDIENCE PARTICIPATION

"We are pleased to report that the second installment of the Festival met all of our expectations for artistic excellence and community engagement, and fully represented Luminato's three programming pillars: collaboration, diversity and accessibility," said Janice Price, CEO. "The balance, depth and breadth of Luminato's program exemplify our vision for the future of Luminato as Toronto's annual city-wide celebration of arts and creativity."

"Visitors and Torontonians alike actively participated in a wide variety of free public events, while attendance at ticketed events rose 11% from last year's attendance numbers," said Price. She went on to report that many performances played to sold out houses, and enjoyed enthusiastic standing ovations from audiences.

The Distillery District hosted their highest attendance numbers ever on Saturday, June 14, with the first-time gourmet street food program *One City, One Table* proving to be an instant hit. On the same day, Harbourfront Centre equaled their annual Canada Day celebration attendance and, beginning on June 9, the Allen Lambert Galleria at Brookfield Place hosted busloads of visitors to the exhibition of Pierre Maraval's *Toronto's Mille Femmes*.

COMMISSIONS AND PREMIERES

The commissioning, co-commissioning and presentation of new works from local, national and international artists and companies is a key characteristic of the Festival. Luminato 2008 featured seven new commissioned programs. “From the Festival’s inception, investment in artistic creations for future presentation has been part of the program vision. Many of the commissioned pieces in the 2008 Festival are a result of the past two years of programmatic planning, and commissioning partnerships have already been formed with artists and arts organizations to create work that will be presented in 2009, 2010 and beyond,” said Price.

“These projects are examples of the legacy that will be created each season at Luminato, as many of these works go on to tour in Canada and beyond, or become a permanent part of the artists repertoire.” She added, “I’d like to thank the many Toronto and national arts partners whose participation contributes to Luminato’s program of over 80% Canadian presentations, allowing us to showcase to the world the best of our dance, music, theatre, visual arts, film, literature and, this year, culinary arts. I am particularly grateful to the Festival Advisory Committee for their year-round artistic counsel, for their early role in the creation of the Festival’s programming principles and content, and for their continuing contributions to Luminato’s long-term vision.”

FREE PUBLIC EVENTS

Luminato’s opening weekend celebrations garnered broad community participation as the many and varied free public events hosted enthusiastic crowds. Yonge-Dundas Square proved to be incredibly popular as the TELUS *Light on Your Feet* dance series grooved its way into participants’ hearts underneath the jubilant glow of KPMB’s transformative lighting installation.

Luminato’s Streetscape program, of which the Regent Park portion began eight weeks prior as a series of mentoring and workshop sessions. The in-depth program included extensive participation ranging from visits to installations by local and international artists, to partaking in guided tours conducted by Regent Park youth. The resulting artwork was a breathtaking community achievement, enjoyed by hundreds of tour registrants.

The Festival wrapped up its 10 days by inviting the public to Harbourfront Centre’s *Luminat’eau*, a celebration of diverse water festivals from around the world. At the Distillery District, the *One City, One Table* event presented participants with affordable gourmet street food creations, while the Young Centre for the Performing Arts also provided a full range of theatre and dance explorations throughout the District.

ILLUMINATIONS, LITERARY PROGRAMS AND COMMUNITY OUTREACH

Luminato's Illuminations series was extremely well attended and deeply appreciated by artists, participants and the public, offering opportunities for local and visiting artists and festival-goers to come together to partake in dialogues connecting the Festival's program motifs and cross-genre connections. In the Festival's closing weekend, the "Art in the Age of Terror" and "Life of Dance/Dance of Life" saw larger than anticipated attendance, culminating in lively discussions between artists, arts leaders and festival audiences.

Participation from school groups in workshops and matinees was high, with attendance at matinee performances of *Rocket and the Queen of Dreams* and *Sanctuary Song* totaling almost 2000 students. The wide variety of family programming presented at the Toronto Public Library and Ontario Science Centre was also well attended. Harbourfront Centre's kite-making workshops engaged an additional 900 young people.

VOLUNTEERS

Luminato's volunteer corps – numbering 583 participants this year – once again fulfilled their mandate to warmly welcome and actively engage the Festival's participants. Diverse in age and ethnicity, these Luminato ambassadors greeted Festival-goers and distributed helpful information throughout the 10 days of the Festival. Manulife Financial was the sponsor of this year's volunteer program, and members of Manulife's staff enthusiastically joined the Luminato team as ambassadors.

TORONTO'S MILLE FEMMES EXTENDED FOR ONE WEEK

Though the 10-day Festival came to a close yesterday, Janice Price announced the extension of Pierre Maraval's monumental visual art installation, *Toronto's Mille Femmes*. Visitors to the iconic Calatrava Atrium at Brookfield Place to view the installation have exceeded Festival organizer's expectations, and numerous requests from the public for additional opportunities to view the work led to the decision to extend the exhibit. Maraval's "human landscape" will remain in the Allen Lambert Galleria at Brookfield Place (formerly BCE Place, 181 Bay Street) until Sunday, June 22.

Tony Gagliano and David Pecaut concluded the conference by thanking Luminato's funders, donors, corporate supporters, and volunteers.

For media inquiries regarding Luminato, please contact:

Laura Erika Barron

Public Relations Coordinator

lbarron@luminato.com (416) 368-3100 ext. 242

Bill Bobek

Director, Communication & Media Relations

wbobek@luminato.com (416) 368-3100 ext. 246

ABOUT LUMINATO

For 10 extraordinary days in June, the vibrant city of Toronto's stages, streets and public spaces are illuminated with arts and creativity. Luminato is an annual multidisciplinary celebration of theatre, dance, classical and contemporary music, film, literature, visual arts, design and more. **Luminato 2008 is June 6-15.**

For more information on both free and ticketed Luminato events, including dates, locations and schedules, visit www.luminato.com. Tickets are available through all Ticketmaster outlets (call 416-872-1111 or visit www.ticketmaster.ca).

The Festival's first donors, called Founding Luminaries, were vital to the visioning and success of the inaugural Festival and establishing a world-class annual celebration of arts, culture and creativity. The Festival's Luminaries ensure Luminato continues to present Canadian and World premieres, innovative new work and unexpected collaborations that result in memorable moments of artistic excellence.

Luminato gratefully acknowledges the generous support and vision of its Luminaries; corporate sponsors, particularly our presenting sponsor, L'Oréal; our dedicated government partners, especially the Government of Ontario, the Government of Canada through the Department of Canadian Heritage, and other supporters.

Founding Luminaries – Mohammad and Najla Al Zaibak, Charles and Marilyn Baillie, Avie Bennett, Helen Burstyn and David Pecaut, Kate Alexander Daniels and David Daniels, Joan T. Dea and Lionel F. Conacher, Ian and Kiki Delaney, John Donald and Linda Chu, The Duboc Family Foundation, Margaret and Jim Fleck, Linda Frum and Howard Sokolowski, Kevin and Roger Garland, Anthony and Helen Graham, Lucille and Urban Joseph, Michael and Sonja Koerner, Chetan and Clara Mathur, Judy and Wil Matthews, Robert and Cheryl McEwen, Pierre L. Morrissette, Sandra and Jim Pitblado, Jonas and Lynda Prince, Richard Rooney and Laura Dinner, The Slight Family, Marisa and Edward Sorbara, Larry and Judy Tanenbaum, and Robin and David Young.

Luminaries and Corporate Luminaries – Tony and Anne Arrell, David and Stacey Cynamon, Lonti Ebers and Bruce Flatt, The Ira Gluskin and Maxine Granovsky

Gluskin Charitable Foundation, Jay and Barbara Hennick & Family, Joan and Jerry Lozinski, Joseph Mimran and Kimberley Newport-Mimran, David and Audrey Mirvish, Nancy Pencer, Geoff and Megan Smith, The David & Stacey Cynamon Family Foundation, and Falls Management Company.

Founding Corporate Luminaries – BMO Financial Group, Ivey Foundation, MacLaren McCann, Manulife Financial, RBC, St. Joseph Communications, TELUS, and Tourism Toronto.

SuperNova Program Development Fund – Margaret and Jim Fleck, Rob and Cheryl McEwen, Sandra and Jim Pitblado, and Gretchen and Donald Ross.

Luminato 2008 Sponsors – L'Oréal, TELUS, CTV, The Globe and Mail, Cineplex, St. Joseph Communications, BMO Financial Group, OLG, National Bank Financial, Manulife Financial, Toronto Star, Scotiabank Group, Toronto Life, The Weather Network, Waterfront Toronto, Mill Street Brewery, and Four Seasons Hotel Toronto.

Government Partners – The Government of Ontario, the Arts Presentation Canada program of the Department of Canadian Heritage, Tourism Toronto, The Ontario Trillium Foundation, Ontario Cultural Attractions Fund, Canada Council for the Arts, the Ontario Arts Council, and the British Council.

Corporate Supporters – The Boston Consulting Group, Endeavour Marketing, The George Partnership, MyThum Interactive, PricewaterhouseCoopers LLP, Stikeman Elliott LLP, Strategic Counsel, and ThinData.

Foundations

J.P. Bickell Foundation, Hal Jackman Foundation, Imperial Tobacco Canada Foundation, The McLean Foundation, Sidney Lee Dream Foundation, Inc., and the Toronto Community Foundation.

This list represents commitments as of May 20, 2008. Additional Luminaries, sponsors, government partners, and individual donors will be announced shortly.

Luminato™ is a registered trademark of the Toronto Festival of Arts, Culture and Creativity.