

LUMINATO FESTIVAL TORONTO

Media Release

Luminato launches *Creative Current*: A year-round programme of intimate experiences in unexpected places

August 27, 2020 (Toronto, Canada) – Luminato Festival Toronto is pleased to announce the launch of Creative Current, a year-round programme of intimate performances in unusual places, designed for culturally curious millennials. Creative Current will deliver the same wonder and excitement Toronto audiences expect and enjoy every June during the Luminato festival. These unique experiences will be informal opportunities for connection and conversation, immersive performance and other activities designed to surprise and delight.

“Over the fall, winter and spring, Creative Current puts the programming reins into the hands of a group of brilliant young Torontonians who, led by Luminato staff members Alex Rand and Anne Rawn, will design intimate evenings chock full of surprises and provocations. I am excited to be part of the Creative Current audience and see what the team comes up with. And I really hope these events become a new habit for folk on the lookout for something fresh and different,” Naomi Campbell, Luminato’s Artistic Director.

Creative Current is guided by a committee made up of some of Toronto’s brightest producers, leaders, and arts supporters, including: Adam Meghji, Alex Derry, Amy Burstyn Fritz, Craig Follett, Deanne Moser (Co-Chair), Dina Awad, Emmanuel Obyemi, Gave Lindo, Jamie Jia Shen, Jason Maghanoy (Co-Chair), Krystal Abotossaway, Lili Pach, Melody Mansubi, Renée van der Avoird, Salimah Ebrahim, and Stefan Williamson.

“This is an exciting initiative at an important time to support and showcase the incredible artistic talent Toronto has to offer” and “we are thrilled to collaborate with Luminato to bring inventive cultural experiences to people across the city,” said Creative Current’s Co-Chairs Deanne Moser and Jason Maghanoy, respectively.

Luminato’s first Creative Current event will take place on the evening of Saturday, September 19 throughout Toronto’s Junction Triangle neighbourhood. A partnership between Luminato and Artery - a community and platform designed to bring people together for intimate cultural experiences – the event will take the audience, on bicycles, to hidden public spaces, to discover some of the city’s hottest up-and-coming artists. Exact locations will be revealed to the lucky participants who secure one of the 30 available tickets, which will be released at luminatofestival.com/CreativeCurrent on Wednesday, September 9 at 12 noon.

Event: Creative Current: Junction Triangle

Date: Saturday, September 19, 2020

Time: 6:30 pm onward

Location: Various – Junction Triangle

Cost: Pay what you can (suggested donation of \$20)

Tickets: Available on Wednesday, September 9 at 12 noon at:
luminatofestival.com/CreativeCurrent

“Artery and Luminato are natural partners,” said Salimah Ebrahim, Artery’s Co-Founder and Creative Current Committee Member. “We both co-create memorable experiences in unique spaces while showcasing the immense talent of emerging and established local, national and international artists.”

Creative Current adheres to COVID-19 health and safety guidelines, and a full outline of our communal expectations will be communicated to audiences prior to the event. For more information about Creative Current visit luminatofestival.com/CreativeCurrent

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Luminato is very grateful for the generous support from visionary individual, foundation, corporate and government supporters, including:

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About Luminato Festival Toronto

Luminato Festival Toronto is Toronto’s international arts festival dedicated to performance, media and visual arts, and programming that cuts across traditional artform boundaries and aspires to the highest level of artistic excellence. The annual June festival invites the world to celebrate creativity through a multi-disciplinary celebration of art and culture by presenting larger than life large-scale events, ‘unexpected encounters with art’ and performances in non-traditional spaces. Luminato works closely with Canadian artists to support the development and creation of distinctive new works, as well as presenting today’s most exciting artists from around the world. Luminato was founded in 2007 and will be celebrating the 15th anniversary of the Festival in 2021. For more information visit <https://luminatofestival.com/> or follow us on Twitter: [@Luminato](https://twitter.com/Luminato) | Facebook: [LuminatoFestival](https://facebook.com/LuminatoFestival) | Instagram: [@LuminatoFestival](https://instagram.com/LuminatoFestival) | LinkedIn: [Luminato](https://linkedin.com/company/Luminato) | Youtube: [LuminatoEvents](https://youtube.com/LuminatoEvents)

About Artery

Artery is a community and platform designed to bring people together for intimate cultural experiences. Last year, the Artery community in Toronto co-created over 1,200 intimate performances using the platform, with thousands of paying attendees every month. Artery is tackling the next frontier of the sharing economy – culture. The platform allows anyone to open their private spaces and self-organize intimate performances (music, dance, theatre, food, wellness, talks) that happen in their living rooms,

backyards and storefronts. The concept is as old as sitting around a fire, but technology has allowed us to scale this like never before. During the coronavirus pandemic, Artery is applying its expertise in intimate gatherings to collaborate with communities and organizations around the world. For more information visit: www.Artery.is

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