

Nuit Blanche

BLOOR NIGHTLIGHT

BIG

Bloor Improvement Group is a not-for-profit coalition of Bloor Street based organizations including community groups, recreation centers, BIAs, service providers and politicians. B.I.G. advances the economic, physical, cultural and social life of the B.I.G. Bloor Street by creating opportunities and events that improve and celebrate the area.

www.bigonbloor.com

DMP

Dyan Marie Projects, a cultural space for Art, Architecture and Landscape Architecture presents curated and solo exhibitions that explore urban issues, ideas and reflections on contemporary cultural experience.

www.dyanmarie.com

DIG IN

Dupont Improvement Group initiates inclusive community and cultural plans and actions that contribute to sustaining neighbourhoods that are GREEN • CLEAN • SAFE • CIVIL by fostering improvements in the areas of its social, environment, cultural, economic and physical make up.

www.digin.ca

BLOOR NIGHTLIGHT, a festival of lights along Bloor Street from Margueretta to Lansdowne unleashes a dynamic series of artworks that work to vitalize this at-risk area for Nuit Blanche. BIG: Bloor Improvement Group, with initiating artist Dyan Marie, and dozens of contributing artists, – offer **BLOOR NIGHTLIGHT** – an event that will involve wide local support and participation within this multi-problemated community. The event will work to help build a better Bloor. The 2 block-area **BLOOR NIGHTLIGHT** location between Lansdowne Ave and Margueretta Street is best known recently for its negative press coverage: 94 crack dealers charged in Oct. 2006, toxic lands, struggling and vacant storefronts... Our event intends to be an overall catalyst to start to change all that. It is a Nuit Blanche project to “take back the night” and works from now until September to clean, repair and improve the street and help local business. **BLOOR NIGHTLIGHT** invites the city to witness the start-up of the vitalization of Bloor. The Artworks will create lighting, lighting events and activities along Bloor that will encompass the street in a creative glow that provides an exciting, beautiful and lively night as part of Nuit Blanche.

BLOOR NIGHTLIGHT | Ten transformative projects

Individual street light sculptures – Exhibited overhead fixed to street light poles, each one made by different artists to create to street-long exhibition of contemporary light art.

Two: Light House – A projection house, created of ice, with host artist Joe Fleming’s videos that glow through its walls.

Three: Body Light – Fashion show at the Lancaster focused on the theme of - body and clothing - as a source of light.

Four: Clouds of Doubt – Objects and lights sculpted together and wrapped into place create lingering clouds that reference the cultural here.

Five: Bloor Bike Light – Bruce’s bike decked out for the night.

Six: Store Sculptures – Storeowners will be encouraged to commission light sculptures for their storefront windows with the support of the Bloordale Business Association and the BLOOR NIGHTLIGHT committee. We will contact storeowners and connect them to participating light artist including artists working in neon, blown glass, light installations....

Seven: Upper Floor Windows along Bloor – We will produce a handout and offer encouraging support to residents to creatively light their widows above the stores in this Bloor Street area. We want to involve the local community: creating a lighting event in their own apartment windows offers one way for local residence to contribute.

Eight: Light Hand Sculptures – Small light sculptures, powered by watch batteries and able to be fixed to any metal surface by magnets enable lights to be dispersed through out the area in unexpected places.

Nine: Wearable Light – Light jewelry developed for BLOOR NIGHTLIGHT and worn by viewers and participants animate the event.

Ten: Floating Light – Floating sculptures of light and helium filled balloons attached by string drift high in the air above the street.

Thank you for your interest, we encourage your support and participation,

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