

## CASE STUDY: TORONTO FESTIVAL OF ARTS AND CREATIVITY / LUMINATO - REVOLUTION & TRANSFORMATION (2012)

# LUMINATO FESTIVAL

PARTNERS IN CREATIVITY L'ORÉAL

## ABOUT THE ORGANIZATION

Luminato has become one of the preeminent arts festivals in North America, having commissioned over 66 new works of art, and featured 7,500 artists from 40 countries.



## PROJECT DESCRIPTION

"Revolution and Transformation" was a special project and major enhancement to the programming line-up during Luminato 2012 that took place in Toronto from June 8 to 17. Luminato presented a remount of "Einstein on the Beach", as part of an international tour. The Festival was also a commissioning partner for Robert Lepage and Ex Machina's theatrical project "Cards", and presented the North American premiere of the new work "Sadeh21". Finally Luminato significantly enhanced the first and closing nights of its free concert and performances series at David Pecaut Square which included performances by Feist and the Toronto Symphony Orchestra. Total attendance was 1,100,000 over a ten day period between June 8th and June 17th.

## OCAF CONTRIBUTION

\$ 150,000 (14.7% of project expenses).      \$ 75,000 repaid  
(50% of contribution).

## HOW OCAF HELPED

"OCAF funds were invested in marketing and promotional initiatives. With this cash spend Luminato was able to leverage advertising dollars to create significant in-kind additional support both regionally and out-of-market".

"OCAF support allowed Luminato to venture into untried program waters which proved to be highly successful. The success of these events, both ticketed and free, becomes a demonstrative reference for other future private partners and donors. Funders are risk-adverse and so through events like those supported by OCAF, Luminato is slowly building brand allegiance amongst audiences and partners".

"Public sector support is often viewed as an early 'stamp of approval', acting as the catalyst to securing additional private support. Having the OCAF approval prominently included on our materials helped lend validity to securing additional corporate and media partners".

## ECONOMIC IMPACT OF PROJECT SPENDING (BASED ON THE TREIM MODEL)

GDP GENERATED = \$ 4,181,072

LABOUR INCOME GENERATED = \$ 2,879,108

DIRECT PROVINCIAL TAXES GENERATED = \$ 473,743

TOTAL PROVINCIAL TAXES GENERATED = \$ 702,325