



Call for Artists & Makers

TOAF59: July 10-12, 2020

Accepting artist applications until March 9, 2020 (11:59 PM)

Be part of Canada's longest-running contemporary outdoor art fair! Visual artists of all backgrounds are invited to apply for the 59th Toronto Outdoor Art Fair, taking place at Nathan Phillips Square in Toronto from July 10-12, 2020. Apply to show your work alongside 360 juried artists and makers, welcoming 130K art enthusiasts and collectors from around the world for an art-filled weekend.

WHY APPLY TO TOAF?

- **Grow your network:** TOAF is the best attended art fair in Canada with 130,000 visitors and 360+ fellow artists and makers over one weekend. Engage fellow art-lovers & buyers, artists, and the arts community at large.
- **Be part of a juried showcase:** Be part of this legacy event which has hosted iconic artists like Edward Burtynsky and Barbara Astman in their early careers.
- **You are the artist-entrepreneur:** You retain 100% of the sales that you make. TOAF visitors spend \$2 million buying art over the weekend, with more spent post-Fair.
- **Win one of our prestigious awards:** We award over \$40,000 in monetary prizes and in-kind benefits annually – the largest awards program for art fairs in North America.
- **Don't break the bank:** Budget-friendly booths – as an organization run by artists for artists, TOAF strives to be the most affordable art fair of this size and calibre in North America.

WHO CAN APPLY?

Mid-career, established, and emerging artists working in all mediums (ex. photography, sculpture, painting, etc.), as well as makers in craft & design (ex. glass, wood, textiles, jewelry, etc.) from across Canada and beyond are invited to submit. We are inclusive, accessible and radically welcoming to all artists and art enthusiasts.

* Our venue at Nathan Phillips Square is fully accessible. Artists who require accessibility support can be eligible for additional assistance through our Art Encounters program. Please contact us directly for more information.

WHAT DO WE OFFER?

- **Ongoing professional development:** Get access to support from our dedicated team, including App and Booth Camps, and an Artist Handbook.
- **Onsite resources & support:** A team of 200 volunteers to assist you over the weekend and professional, secure onsite artwork storage (limited spots available)
- **A successful & comprehensive marketing campaign:** Our multi-platform national marketing campaign garnered 69 million media impressions from 2019's campaign.
- **A vibrant community:** TOAF is dedicated to creating an inclusive environment for all artists and makers, with a focus on accessibility and special initiatives for artists in priority groups.

"My first year showing at TOAF as a student was definitely a life changing experience. I sold my 3 largest works to a local gallerist within the first hour of the show, and the rest were gone by noon the next day. These were the first paintings I had ever sold... The whole experience was thrilling, but most importantly gave me a huge boost of confidence to keep working hard and to believe in the work that I make." - Cristine Yunyk, emerging artist

HOW TO APPLY

Apply early! Visit our website at torontooutdoor.art and click on "Call for Artists" for full application guidelines. Read our tips on how to submit a successful application and our FAQs page on the website for more information.

Early Bird Application Fee: \$50 Regular / \$30 Students until March 1, 2020 (11:59 PM)

A late fee of an additional \$50 applies beginning March 2, 2020.

Final Deadline: March 9, 2020 (11:59 PM)

Questions? [Contact us.](#)

Application Support - Feedback Fridays

Call us any Friday between 11 AM and 2 PM to have us take a look at your application and assess image quality, consistency and written statement before submitting. Call us at 416-408-2754.

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