

THE TORONTO INTERNATIONAL FILM FESTIVAL GOES BEYOND THE THEATRE WITH ITS NEW *FESTIVAL STREET* INITIATIVE

TORONTO — The Toronto International Film Festival® goes beyond the cinema with this year's new Festival Street initiative. From September 4 to 7, King Street West between Peter and University Streets will be transformed into a pedestrian promenade featuring art works across multiple disciplines, pop-up performances, a music stage, food trucks, relaxed seating areas, and much more. Everyone is welcome to take a stroll and refuel with drinks or a quick bite, enjoy art installations by notable artists, kick up their heels to live music, and even play fun games.

"The Toronto International Film Festival is excited to extend the energy of the Festival out onto King Street," said Cameron Bailey, Artistic Director. "By providing opportunities for all film lovers to share the fun of the moving image in unique ways, cinema enthusiasts from all over the world can come together and take away memorable experiences."

TIFF Festival Street brings the Festival to the people with film-inspired activities and curated programming designed to immerse downtown Toronto in a celebration of cinema that everyone can participate in. Learn more and see the full schedule by visiting tiff.net/festivalstreet.

TIFF Festival Street Programmes

Telefilm Canada's Live Game Show

Hosted by etalk, Telefilm Canada is holding its first-ever live game show on Festival Street. This year's TIFF Rising Stars will battle it out with well-known Canadian talent for bragging rights. The two teams will compete in hilarious games to put their knowledge of Canadian cinema to the test. And they'll need help from the crowd...

Black Flags

Marlo Yarlo, a Toronto-based artist who is interested in exploring the representation and function of the image related to materialism, presents an installation of two sets of four flags with reflective accents that allude to the design of the Black Flag logo — a well-recognized symbol of punk subculture and DIY anarchistic aesthetic.

Toronto International Film Festival presents:

Festival Street's Rdio Music Zone and the Steve and Rashmi Gupta Family Stage

From 6pm nightly on Festival Street, step into the Rdio Music Zone and check out a high-energy slate of bands on the Steve and Rashmi Gupta Family Stage that are sure to have audiences dancing. Get close to the action or hang back and enjoy a frosty premium lager at Grolsch Open House — the comfortable lounge hosted by our official beer sponsor. Performers include:

- Absolutely Free
- Adrian X
- DJ Misty
- Elaquent
- Jason Collett
- John Kong
- Maylee Todd
- Rich Aucoin



Performers co-presented by Festival Music House include:

- BADBADNOTGOOD
- Bobby Bazini
- Diana
- Eon The Soul Proprietor
- Reuben And The Dark

Snakes & Lattes Presents: The Board Game Concierge

Take a seat near the Peter St. entrance and let a trusty Board Game Guru from Snakes & Lattes help you pick the best game for your mood and time frame.

Festival Collectibles

Don't just walk Festival Street, go on a treasure hunt! Hidden along the street are a slew of Festival Collectibles curated or created by notable filmmakers Don McKellar, Guy Maddin, Andrea Dorfman, Ingrid Veninger, and Josh Solondz. Tweet your #TIFF14 discoveries and compare treasures with your fellow hunters.

Re-Sounding the Films of Norman McLaren with Absolutely Free

Co-Presented by the National Film Board of Canada

In celebration of the 100th anniversary of the birth of Norman McLaren, founder of the National Film Board of Canada animation studio and one of Canada's most legendary artists, Festival Street and the National Film Board of Canada present an outdoor screening of his short films with original scores written and performed live by Toronto pop/psychedelic/experimental group, Absolutely Free.

Rearview Mirror

Go to TIFF Bell Lightbox and look way up! Winners of last year's Best Canadian First Feature Film for their film *Asphalt Watches*, filmmakers/animators/artists Seth Scriver and Shayne Ehman, whose work has been exhibited at the MOCCA (Toronto), Art Basel Miami and Tokyo Wondersite, have super-sized one of their favourite characters for your viewing pleasure.

HAL9000 Photo Booth

TIFF has partnered with Toronto-based creative agency Young Offenders' Fezz Stenton and Adam Belanger to create a larger-than-life interactive Photo Booth version of HAL9000 from Stanley Kubrick's sci-fi classic *2001: A Space Odyssey*, in anticipation of TIFF's fall Stanley Kubrick Exhibition, opening October 31 at TIFF Bell Lightbox. Find HAL9000 on John St. and have a chat with him, get him to snap your photo, enter to win tickets to upcoming events, and keep your eyes peeled for Kubrick's most iconic characters roaming Festival Street.

Shed Plays

Co-Presented by the Toronto Fringe

An annual favourite at the raucous Fringe Club patio at the Toronto Fringe, Shed Plays offer movie-themed micro-plays performed by vanguard indie theatre artists, mischievous clowns and divine divas, deceased authors, and award-winning comedians, all inches from your face inside a shed.

Film Festival Therapy

Film Festival Therapy is the help you want, not the help you need. Share your feelings with Film Festival therapist Amanda Burt and receive expert care, film festival guidance and a prescription for happiness at #TIFF14.

Check Mates

Hit Festival Street with a game plan: especially if you plan to play chess on our massive board.

TIFF Bell Lightbox | Reitman Square, 350 King Street West, Toronto ON Canada M5V 3X5 | T 416-599-TIFF or 1-888-599-8433 | tiff.net

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Festival Street Piano

In between scheduled performances, come and release your inner Rachmaninoff on our public piano, imaginatively painted by local artist Jonathan Petersen.

Light Tunnel

Enter Festival Street from University Ave and take a walk through the world's most soothing red carpet. *Light Tunnel* is a light and sound art installation by Nathan Whitford of Urban Visuals, consisting of custom LED fixtures with over 3,200 LEDs. The lights are programmed to a multi-channel soundscape composed by John Kameel Farah, and dedicated to the memory of Nadia Farah.

Festival Seating

When it's time to take a break during all the action, make a stop at one of our Festival Seating areas. Do some business; catch up with old friends; play a game; listen to a street-side concert; or grab a quick bite before continuing your festivities.

Popup Performances

Dancing Phil

Phil Villeneuve danced his way onto *The Ellen DeGeneres Show* and now he's hitting Festival Street to grind a path into your hearts. Join him and then watch the videos on tiff.net!

Fresh Kils

Sound Battle Royale Champion, JUNO nominated producer and engineer and prolific MPC maestro Fresh Kils will get pedestrians dancing down the promenade with infectious hip-hop and underground beats.

Mammalian Diving Reflex – Socialist Games

Created by research-art atelier Mammalian Diving Reflex, Socialist Games calls on strangers to play with strangers in wave after wave of summer-camp style activities — minus the summer camp, plus the awkwardness, and double the hotness.

déVAH

déVah invents a rich texture of sound utilizing various non-acoustic modifying tools creating different tones and dimensions to music, continuously evolving and recreating itself with hopes of innovating the quartet world through electric string creativity.

Bob Wiseman

Juno award-winner Bob Wiseman is a CBC Lifetime Achievement award-winning composer and songwriter. A 2010 nominee for the Governor General's Media Arts Award, he has collaborated with Mary Margaret O'Hara, Serena Ryder, Basia Bulat, Maylee Todd and Richard Underhill.

The Di Palmas

The Di Palmas play the finest in country and western, or re-imagine tunes that weren't originally country and western as country and western. All covers, all the time (at least so far) because there are tons of good songs out there.

Marker Starling

Toronto's Marker Starling AKA Chris Cummings graces the piano with his Rhythm Ace to deliver his deep soulful tunes that will surely stop you in your tracks.

Bryan Holt + Lisa Tahara

Classically trained cellist Bryan Holt and pianist Lisa Tahara treat Festival Street pedestrians to inspired interpretations of cinematic music.

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HARKthegirl

HARKthegirl (AKA Marnie Herald) is a songwriter whose intimate lyrics and soothing melodies channel the legendary songwriters of our time - Townes Van Zandt, Joan Baez, and Jeff Tweedy. Herald is on a mission to sing us all to a place of peace, love, and understanding, and splits her time between Los Angeles and Toronto.

Mustafa the Poet & FrancisGotHeat

Rousing young poet Mustafa is joined by producer/musician/multi-instrumentalist FrancisGotHeat on the street-side piano to touch and inspire hearts and minds.

Sponsor & Partner Activations

Grolsch Open House

Check out art installations and enjoy a Grolsch Premium Lager at the public lounge area while taking in the free music programming from the Steve and Rashmi Gupta Family Stage.

Bell Local Calls

Local Calls is Bell Local's video phone booth that invites film-goers to share their Festival experiences by answering questions based on the theme of the day on video, which will be broadcast on a weekly show on Bell Fibe and Youtube.

McCafé Sampling Vehicle

Come visit the McCafé Coffee Sampling vehicle beside Metro Hall, where visitors can enjoy a complimentary McCafé coffee and great music and entertainment, and have the chance to enter to win prizes.

Express Pop-Up Closet

The Express Pop-Up Closet will feature a customizable Festival-inspired DIY bag station, a photo booth where Festival-goers can strike a pose in their Toronto International Film Festival look, and the chance to enter to win an Express gift card, Festival swag bag or tickets to a Festival screening.

Airbnb Backyard

Airbnb Backyard offers Festival visitors a chance to enter to win a \$1,000 travel credit towards an Airbnb reservation in one of 190 countries by nominating a dream destination they would like to visit.

Restaurant Row Patio Extensions

All 14 street-level eateries along Restaurant Row extend their patios along King Street, allowing more space for Festival-goers to enjoy all the Entertainment District has to offer — and recharge before their next screening.

City of Toronto INFOTOGO Visitor Information Centre

The City of Toronto's INFOTOGO Visitor Information Centre offers brochures, maps, guide books, and more to help visitors make the most of their time on Festival Street and Toronto.

TIFF Membership Tent

Stop by for a visit and learn about membership, year round programming and how the power of film comes to life, 365 days a year.

The 2014 Toronto International Film Festival Official Film Schedule was released today and is available at TIFF Bell Lightbox or by visiting tiff.net/festival. Copies will also be distributed in the *Toronto Star* and *Metro* on Thursday, August 21. A section about the Festival will appear in the *Toronto Star* on Thursday, August 28, and will include the full film schedule.

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Purchase Festival ticket packages until August 20 while quantities last. Single Tickets are on sale from Sunday, August 31 to Sunday, September 14. Purchase packages and tickets online 24 hours a day at tiff.net/festival, by phone at **416.599.TIFF** or **1.888.599.8433**. Festival Box Office located at 225 King Street West opens on August 31.

TIFF prefers Visa.

Social Media:

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#TIFF14

Facebook.com/TIFF

About TIFF

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Government of Canada, the Government of Ontario, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit tiff.net.

The Toronto International Film Festival is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris and Visa, and Major Supporters the Government of Ontario, Telefilm Canada and the City of Toronto.

Festival Street is generously supported by Presenting Partners the Government of Ontario and the City of Toronto.

Special Thanks to the Toronto Transit Commission and the Toronto Entertainment District BIA.

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For information, contact the Communications Department at 416.934.3200 or email proffice@tiff.net.

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