



**DANFORTH
EAST
ARTS
FAIR**

**SEPTEMBER
14+15**
SAT. 10am to 4pm | SUN. 10am to 3pm
EAST LYNN PARK
1949 Danforth Avenue



MEDIA KIT 2019



DANFORTH EAST ARTS FAIR KICKS OFF FOR THE 11TH YEAR

15+ new vendors, emerging artists program and extended shopping hours

Toronto, ON (August 28, 2019) - The popular Danforth East Arts Fair is back for its 11th year, once again bringing together an eclectic mix of local Toronto artisans to showcase their work to the community. The family-friendly and free event will be held September 14 - 15, 2019 at East Lynn Park, rain or shine, and feature over a dozen new artist exhibitors plus extended shopping hours on Saturday.

"The Danforth East Arts Fair has become a signature event that brings the community together and offers local artists the opportunity to showcase their creations," said Shawna Cotton, one of the event's volunteer organizers. "The family-friendly and inclusive atmosphere is welcoming for all and we think that has positively contributed to making the event successful year after year."

Visitors to the Danforth East Arts Fair can browse the 50+ vendor booths while listening to live acoustic music performances scheduled throughout the weekend. With everything from jewelry to sculptures to edible treats, there's something for every budget and style.

New artists to highlight include:

- Delicate, handcrafted minimalist jewelry from **Flora Lea Jewellery** made from 14k metal is on-point for the fashion-forward crowd
- You won't be able to resist the lovable stuffed-monster and fabric slipper creations of **CGMonsters**. Their custom, handmade creations are all one of kind using patterned fabric and textures
- **PottsieCo.** handmade vintage inspired kimono-style robes will be a hot-seller with their bright prints and on-trend shape

Returning favourites:

- **Denise Sayers** of **Harold & Ollie Designs**, winner of the 2018 People's Choice Award, returns with her on-trend chainmail bracelets and earrings
- Tasty homemade dog treats from **Naked Dog Bakery** will entice the pet-lovers in the crowd. Their perfect blend of all natural, gluten and corn-free treats means only the best for our four-legged friends

For the photography lovers, you will recognize the work of **Culture Snap** and their memorable images of Toronto street scenes

The **Emerging Artists** program gives young artists an opportunity to bridge the academic world of artistic study with professional practice. This year's booth will feature the work of visual artist Alice Gong and the handcrafted jewelry of Wexford Collegiate student Juliet Sears.

For the littlest members of the family, the Danforth East Arts Fair will offer free children's activities and crafts throughout the weekend. The children's tent is made possible through the time and generosity of **Common Threads, Fresh Paint Studio, Silly Goose Kids** and **DeSerres**.

Neighbourhood favourites **Celena's Bakery, Cumin Restaurant** and **East of York** will offer their mouth-watering treats to visitors.

The Danforth East Community Arts Fair is made possible by the generosity of **Trust Realty Group, Common Threads, Small Business People Inc., Create Art Studio, MPI+D Interior Design** and **DeSerres**.

The Danforth East Arts Fair will be open from 10:00 a.m. – 6:00 p.m. on Saturday and 10:00 a.m. – 5:00 p.m. on Sunday.

-30-

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ARTIST HIGHLIGHTS

Danforth East Arts Fair 2019



CG MONSTERS

CGMonsters is a unique design line of Stuffed Monsters and Baby Shoes, all handmade, sewn with an eye for detail, colour and patterned fabric. Each monster's personality comes from the patterned fabric chosen, the eye colour and hand-sewn smiles or teeth.

HAROLD & OLLIE

*Harold & Ollie designs mixes handmade chainmail technique with colours and textures for one-of-a-kind layered creations. **People's Choice Award Winner 2018.***



POTTSIECO

Custom, bespoke handmade kimonos made from expertly sourced silk, rayon and vintage fabrics. Made with love in East York.



KARIN MCLEAN

Inspired by her walks around the East Danforth neighbourhood, McLean captures our urban landscape with oil and acrylic on canvas. Her works find beauty in old buildings that have seen the passage of time and are rapidly disappearing.

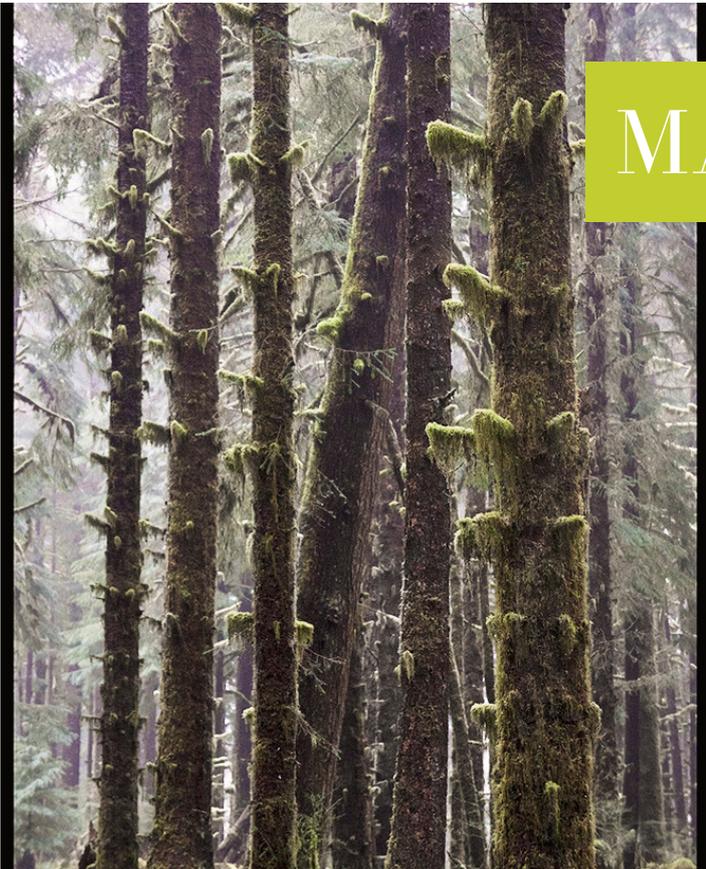
EMERGING ARTIST

Alice Gong is a #DECAF19 emerging artist. Alice is a self-taught Hamilton resident, focusing on technique and fine details in her miniature nature and landscape pieces.



SUYIN WAI

Suyin Wai is an abstract artist, born in Montreal, and trained in Graphic Design at George Brown. Her vivid creations apply the unique technique of oil pastels and India ink on chalk paint mounted on paper or wood.



MARIA DRAZILOV

Maria Drazilov is a multi-disciplined artist whose work often centres around photography. She likes to digitally alter her images, pushing the boundaries of photography into a hybrid realm, which incorporates the elements of painting and drawing with pixels.

FLORA LEA

Flora Lea Jewellery offers handcrafted delicate minimalist jewellery with a bohemian feel, inspired by nature through texture and form. Hand cut and formed from wire and sheet metals in silver, copper, brass and 14k gold incorporated with natural gemstones and found beach glass.



CURIOUS BIRD

Handmade pottery meant to be used every day. Curious Bird designs use clean lines and strong forms combined with intricate surface texture or glazes with interesting depth to produce impactful creations.

CULTURE SNAP



Culture Snap, a Danforth East and Toronto favourite, captures layered street scenes, and peak moments of life and beauty from around the world, creating photos that stir hearts and minds.

A full list of exhibitors can be found at:
<https://deca.to/danforth-east-arts-fair/for-visitors/exhibitor-list/>

DECA

DANFORTH EAST COMMUNITY ASSOCIATION

About the Danforth East Arts Fair (DECAF)

Celebrating 11 years on September 14-15, 2019, the Danforth East Arts Fair (DECAF), is one of Toronto's largest not-for-profit, volunteer-run arts fairs. Our acronym includes a "C" to represent "community", a key to the fair's focus on local east end Toronto artists, food vendors, and entertainers. The fair is an initiative of the Danforth East Community Association.

About the Danforth East Community Association (DECA)

Founded in 2007, the Danforth East Community Association (DECA) is a not-for-profit residents association dedicated to making the Danforth East a more vibrant, walkable, and safe neighbourhood. DECA's annual events include the East Lynn Farmer's Market, the Danforth East Arts Fair, a Young Leaders scholarship, the East Lynn Park Festival of Lights, the Danforth East Yard Sale, plus various community-building special events and initiatives. Find out more at <https://deca.to/aboutus/>