



CONTACTING TORONTO: TOMORROW IS YESTERDAY
TRANSFORMS THE TTC COMMUTER EXPERIENCE

Bubble clouds, futuristic environments, cinematic moments and the realm of fiction enchant TTC commuters.

Toronto, Ontario [April 21, 2011] – Art for Commuters and Onestop Media proudly present *Contacting Toronto: Tomorrow is Yesterday* to more than one million Toronto Transit Commission (TTC) commuters daily throughout the month of May during Scotiabank CONTACT.

An official public installation of Toronto's annual photography festival, *Contacting Toronto: Tomorrow is Yesterday*, successfully highlights and addresses the exploration of the photographic image as a construction of figure and ground, the “gestalt” of the landscape and McLuhan's notion of media ecology.

Ideally located throughout the TTC subway system, curator Sharon Switzer effectively utilizes the network of Onestop LCD screens to transform the commuter experience. *Contacting Toronto: Tomorrow is Yesterday* features the works of Bill Finger (Seattle, USA), Diana Thorneycroft (Winnipeg, MN), David Trautrimas (Toronto, ON) and Alex McLeod (Toronto, ON).

Contacting Toronto: Tomorrow is Yesterday is presented as a series of 30-second slideshows that will play every 10 minutes on the network of 300 Onestop LCD screens in 60 stations throughout the TTC. New to the festival this year, dedicated Onestop ‘Art Zone’ screens will offer uninterrupted play of *Tomorrow is Yesterday* in three downtown stations for the first week of the exhibition. ‘Art Zone’ screen locations: Bloor Station on the north and southbound platforms, Dundas Station southbound platform near the DWA, and St. Andrew Station southbound platform.

“We are very pleased to participate in Scotiabank CONTACT, it's our fifth year presenting a curated exhibition.” said Sharon Switzer, Curator and Director, Art for Commuters. “The man-made environment of the TTC is perfect for presenting the imaginary spaces of *Tomorrow is Yesterday*, and CONTACT is the ideal forum.”

Tomorrow is Yesterday positions the landscape as an ominous fantastical space where the figure is implied, but never quite apparent. Bill Finger's practice involves constructing elaborate fictions. The artist juxtaposes childhood memories with haunting cinematic moments to stage enigmatic miniature sets.

While the lack of any actor in Finger's work is suggestive of doom, a humorous yet dark underbelly is present in Diana Thorneycroft's work. Her carefully crafted dioramas both reference and subvert the iconic power of Group of Seven paintings, by awkwardly recreating scenes of haplessness and disaster.

Alex McLeod's images of other worldly realms lack humanity and have an impenetrable stillness and hyper-real details - bubble clouds, marshmallow trees and plastic rivers - created using CGI software. Also utilising computer software, David Trautrimas constructs intricate images of sinister hybrid machine-objects that inhabit bleak and apocalyptic landscapes. Trautrimas' works are distinguished by his technically superb micro-photography and sheer creative wit.

Combined the four artists push the viewers understanding of landscape into the realm of fiction, revealing how the imaginary can disrupt reality.

Co-produced by Onestop Media Group and Art for Commuters, in partnership with Scotiabank CONTACT. Sponsored by Scotiabank and supported by the Ontario Arts Council.

About Art for Commuters (A4C)

Art for Commuters is a non-profit arts collective that initiates unique, thought-provoking projects in the public realm. As Onestop Media Group's community arts programming partner, A4C brings urban art festivals and competitions to more than 1 million people daily on the Onestop network of screens throughout the TTC subway system. Projects include: Contacting Toronto, Earth Day 'Every Day Heros' Film Competition, The Toronto Urban Film Festival, DRIFT (part of Nuit Blanche) and Stroll City. Art for Commuters was founded in 2007 by Sharon Switzer. For more information visit: www.art4commuters.com

About Onestop Media Group

Onestop Media Group (Onestop) is a world leader in the development, operation and innovation of Digital Out-of-Home (DOOH) Media. As a division of Pattison Outdoor Advertising (Canada's largest out-of-home media company servicing 90 markets coast-to-coast), Onestop owns and operates Canada's largest portfolio of DOOH properties, collectively reaching a Canadian audience of over 2,000,000 viewers daily. For more information visit: www.onestopmedia.com

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