

# Natural Wonders

*Moving Art of Nature and Sound*

*Transforming Toronto's public places and spaces with film, music and story*

**Cabbagetown  
Festival  
Sept 8, 2018**

*Join us as we turn Parliament St. into a spectacle at one of Toronto's biggest neighbourhood parties.*

**Metro Hall  
Rotunda  
Oct 11, 2018**

*Join us as we transform one of the city's most iconic spaces into a moving art, film, music concert and public reception for sponsors*

**Presented by**

**new  
arts**

EXPANDING THE HORIZONS OF YOUTH & CHILDREN THROUGH  
ARTS, EDUCATION, AND INNOVATION

[Watch the 1m trailer](#)

[www.newarts.biz](http://www.newarts.biz)



**Expanding the horizons of children,  
youth and communities through arts,  
education and technology**

## **About NewArts Inc.**

NewArts Inc. is a non-profit organization that creates educational films and performances involving live music and actors to leave a lasting impact on its audiences. We perform in schools, festivals and community events. We provide training for young apprentices who participate in the creation and delivery of our projects so they can develop new skills. Our projects seek to expand the horizons of diverse children and youth through the creation of innovative new arts and educational projects to assist and inspire young people to pursue the many opportunities beyond their immediate environment and explore their world.

## **About the Project**

Utilizing high-quality film footage and photos, combined with original soundtracks, narrated and performed live by some of Toronto's iconic artists, this art meets nature in public spaces project is intended to educate, entertain, and create a desire in audiences to explore nature in a larger context and within their own communities. We want to tell a story and create a dialogue about climate change. We intend to do this by instilling a sense of awe of the spellbinding natural beauty of Toronto's and its surrounding regions, to move our audiences to make positive choices about their environment.



Toronto Metro Hall Rotunda Oct. 11th 2018

## Spectacular Imagery

Utilizing high quality film footage and photos, combined with original soundtracks, narrated and performed live, this art meets nature project is intended to educate, entertain, create a desire in audiences to explore, preserve and instil a sense of awe of the spellbinding beauty and natural treasures, that all Canadian's can feel proud of in its national parks.

Natural Wonders will perform at the Cabbagetown Festival in Toronto on Sept 8, 2018 with an estimated combined audience of 83,000+ and media exposure of over 6 million. A public exhibition and special reception for sponsors and prominent politicians and celebrities will be held at Metro Hall Oct 11, 2018 where we will illuminate the dome ceiling. The event is designed for flowing audience of several thousand throughout the entire day and will feature live theme music and a podium for sponsor speaking opportunities.

## Government Support

City of Toronto for providing use of Metro Hall gratis

# What People Are Saying

## Estimated Audience Size & Profile

All our events are free, handicap accessible and close to TTC.

**Cabbagetown Festival attendance 80,000**  
**Metro Hall attendance 3,000 - Total attendance 83,000**  
**Media exposure over 6 million people**

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## **42nd Annual Cabbagetown Cultural Festival**

One of Toronto's largest festivals with attendance that has exceeded over 11,000 and continues to grow. Natural Wonders will be a main feature throughout the 2018 festival. While audiences come from across the city, the residents are primarily home owners with average incomes of \$80,000 +. Festivities will kick off with invited prominent politicians and celebrities including the Mayor, MPP and MP of Toronto Centre.

## **Toronto Metro Hall Rotunda**

We anticipate an audience of over 2,000 throughout the day for a public performance of film and music that utilizes the planetarium style ceiling to project the northern lights. Prominent politicians and celebrities will lead guests on a circular tour allowing constant audience flow from 12 noon till 9 PM. A special reception for sponsors and VIPs will be held in the special cordoned off section of the room.