

#002 TORONTO SUPER FUTURE





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Super Future. Richard Florida. Bruce Mau. Arisa Cox. OTA Live!. Modele. Ishi. Andrew Norton. SD&R. Stephen Trigeros. Bossy Girls. Jakes. Gavin Sheperd. Yonge & Dundas. Point Blank. Crown A' Thornz. Tone Mason. The Society. Zaki Ibrahim. Harold. Gairy. TIFF. The AGO. Manifesto.

Trung Hoang. Mila Victoria. Glenn Manucdoc. Shawn Smith. Risa Knight. Alex Avendano. Shan Sarwar. Felicia Mancini. Roberutsu. May Reese. Louise M.

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“I think Toronto’s in a crisis, which happens when a city becomes really important, but it doesn’t yet realize it. It’s like ‘Oh my God, now we are a world city.’”

Richard Florida
Source: The Varsity
January 29, 2008

"People keep going up to Vancouver and I'm like, 'Why? Are you a heroin needle? Why do you need to go there? Why don't you come to Toronto, the good city in Canada?'"

Toronto is one of the only cities a black, an Asian, an Indian, gay, straight, Italian, Portuguese, a Jewish or Muslim person can walk into a bar without a punch line happening after ... that's just what Toronto is."

- Russell Peters

Exerpt from cbcnews.ca article May 16, 2008



SUPER FUTURE

PHOTOS & MAKEUP: MILA VICTORIA
MODEL: SIMONE











RICHARD FLORIDA

AUTHOR - "RISE OF THE CREATIVE CLASS"

"I have admired Toronto since my twenties when I used to make weekend trips here. In those days the city was just shedding its image as old-fashioned and unadventurous, and looking to its diverse communities as a source of civic pride. I was struck by how festivals like Caribana were so quickly embraced by Torontonians from other backgrounds.

Today the city is not only statistically more diverse but more comfortable with its identity as an international city. The festivals are even bigger, the restaurants better, and the inter-ethnic turmoil that stymies other diverse cities is largely absent. It has become a place where someone from virtually anyone in the world can feel comfortable- I know this first hand.

And the city's ability to attract and retain people from all backgrounds, qualifies it as a leading urban center. The talented people who will be the economy's inventors, artists, and leaders are more likely to feel welcome here than almost anywhere in the world."

- Richard Florida
creativeclass.com

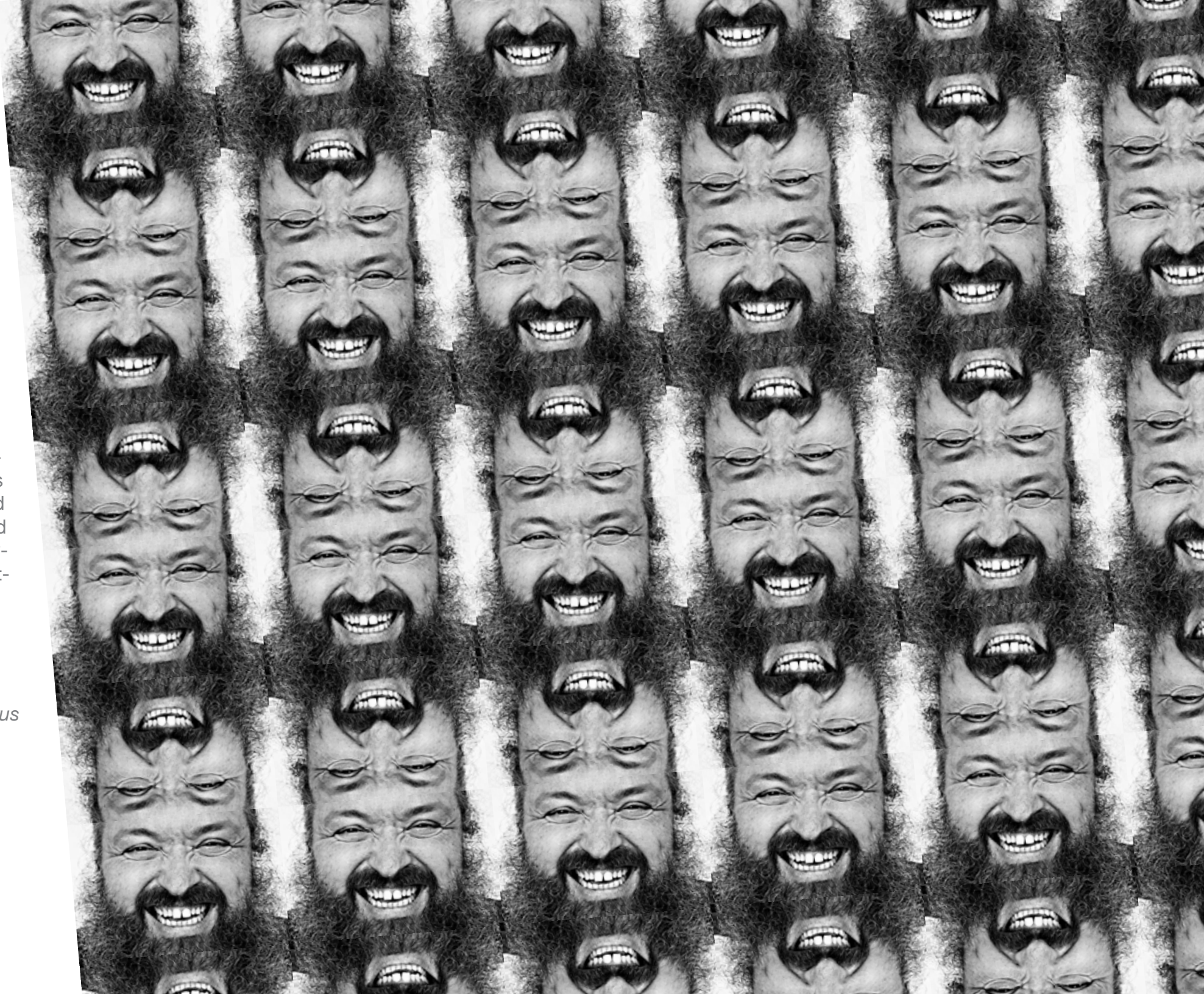
BRUCE MAU

DESIGNER / AUTHOR

“But what we need to be reminded of is our own potential. We have the power to make change on a global scale, to solve the problems we are facing today. We have the means to make the things we love more intelligent and more delightful. We have the imagination and the ability to invent new ways of sustainable living in advanced, courageous, and open societies.

All we need is the optimism to realize it. “

- Excerpt from “*Imagining the Future*”
as published in Dec/Jan 2007 issue of the *Walrus*
by Bruce Mau



ADAM VAUGHN
POLITICIAN

HAROLD
ARCHITECH

“Toronto is like a baby. It’s a growing place; it’s not as established as all the other cities. We’re very careful here and a little bit more cautious. But at the same time Toronto is really great because it relates a lot to retail photography, which is the kind of jobs that build your business financially.

So, it’s kind’ve like what do you want out of photography: do you want to be like an artistic kinda rock star, bohemian shooter or do you want to build a strong business and use financial means to gain more experience creatively and personally?... A lot of people want the Ws and Italian VOGUE the second they start. For me, all I really wanted to do was build a strong business, a strong financial foundation and utilize that to explore my curiosity. And that may be W one day, but for now it’s other things like travelling and gaining inspiration.

I have this belief that it’s not so much you, but the environment you work in, whether you’re succeeding or failing. People tend to blame the environment for not doing so well but sometimes it’s up to you to create a certain environment for you to feel great in so that you’re feeling inspired. I think people who have a desire to become whatever they want to be – depending on your goals – will leave the country.

If you wanna surf, you go to Bali or Australia, you don’t stay in Canada. It’s just the environment; it’s the way it is. People always think Canadians have no desire but that’s not true because there are tons of talented Canadians who moved off into New York, are in extremely high positions and who are very well respected.

I think 80 percent of people have told me I have to move to a certain place if I wanna do the work. I personally don’t believe in any of that; I believe that if people want something, they’ll get it and they’ll move their schedule around. It has happened to me time and time again and I think you have to believe that you can someday become a strong enough entity for people to respect you that much.”



PHOTO: ISHI [SELF PORTRAIT]



PHOTOS: TH



SD&R FASHION DESIGNERS

“Toronto is an international city, it should have more notoriety, unfortunately people are very safe. Unless someone is teaching them or creating those new dynamic experiences, they are fine with what is. But that might have to do with being Canadian.

We were able to sit on the outside and identify what the fashion culture was in Toronto. We took that outside approach, and we always tried to be dynamic. We have the ability to see people and make something for them as an individual. Accept how they are and just put our spin on it.

If we want to get into a global market and take our business to its ultimate level, we need to get into America. We need to get into bigger numbers. In a perfect world, we'd keep our base here, but build a bridge and be able to go back & forth to the states and other markets.

There's a lot of room to make a big mark. It's a great place for the birth of new and inventive ideas to put Canada on the map. Toronto is Canada's window to the world.”

- Kyle & Tyler
sdrclimbing.com

ARISA COX
WRITER / TELEVISION HOST

ZAKI IBRAHIM

SINGER / SONG WRITER

HIP HOP
ARTISTS **POINT BLANK**



“It’s ‘The Screwface Capital’ - full of haters. Everyone is trying to knock everybody. So if you make here, you can make it anywhere. “
- Imperial

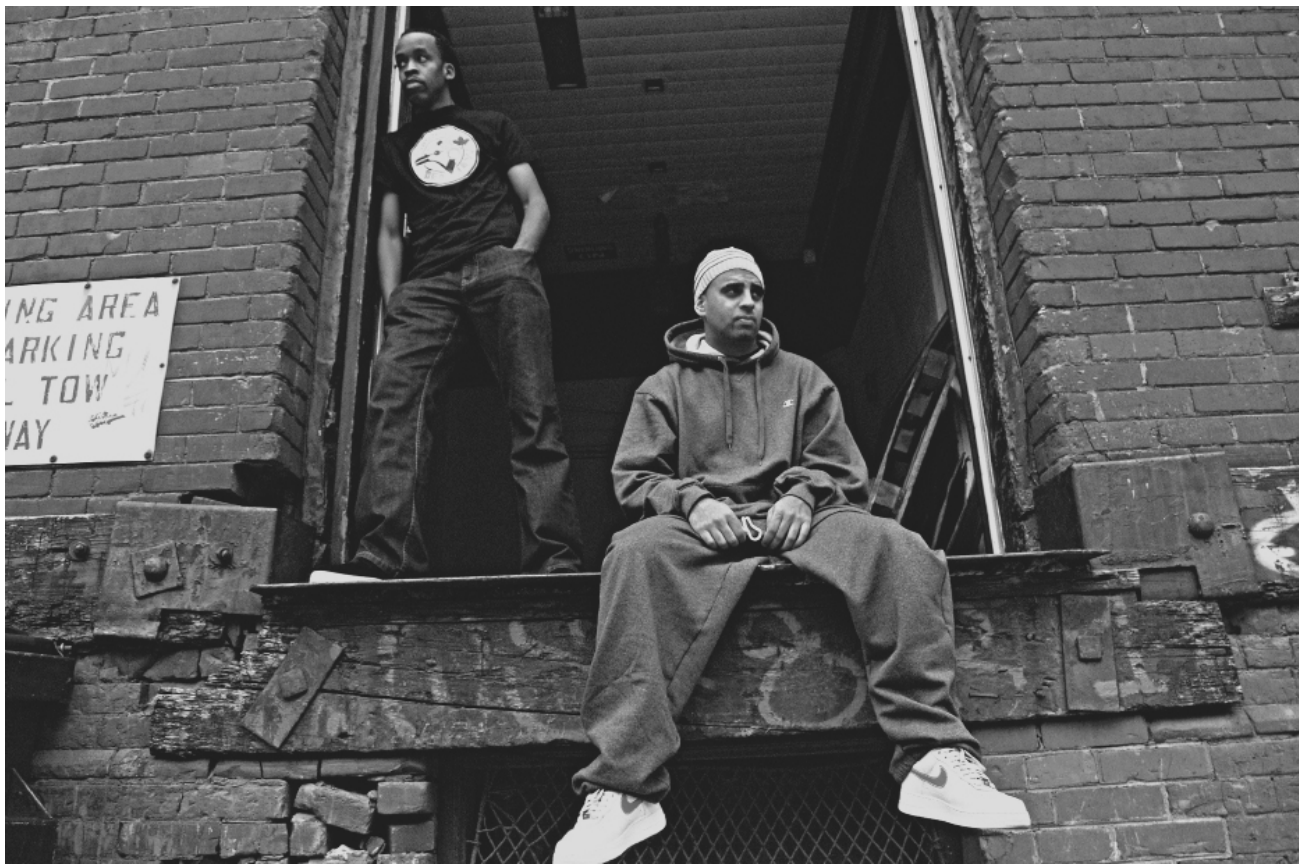
“A big city of dreams.” - Kidd

“I love my city just as much as I love Tiltrock Records.” - Trouble

“Home.” - Stump

tiltrockinc.com

PHOTO: GM



OTA Live! REZ DIGITAL & TY HARPER RADIO PERSONALITIES

"I was born and raised in Toronto. The only other place I've ever lived was Trinidad which helped flesh out my identity as a 1st generation Canadian. This city has such a rich Caribbean heritage but it's been understated and undervalued in great part because my people take for granted their historical contributions to Toronto's cultural identity.

I LOVE my city. Partly because it's all I've ever known, partly because I truly believe it's the greatest symbol of multiculturalism in North America, maybe even the world.

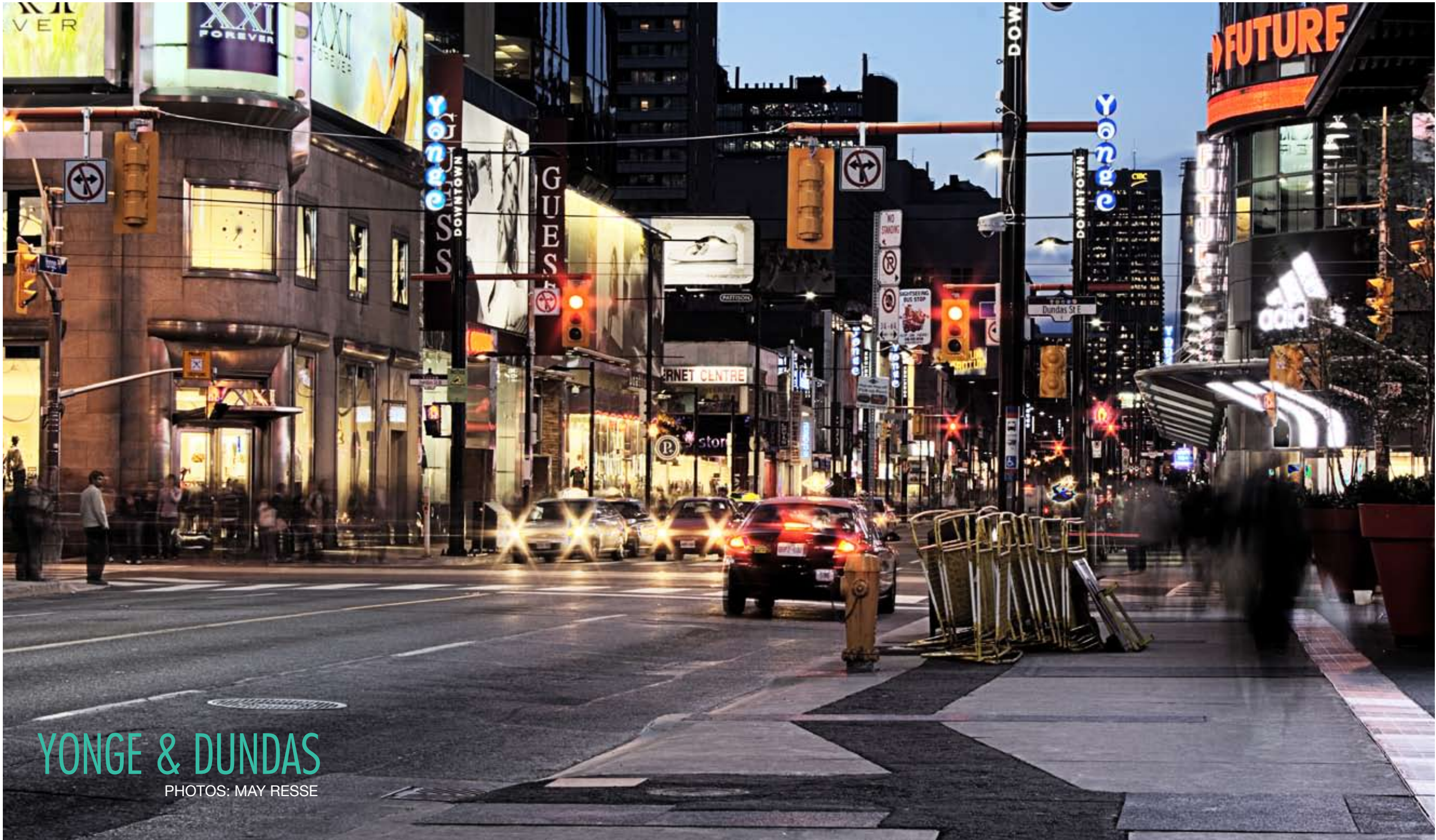
And for the record, multi-culturalism shouldn't be an excuse to forsake your own cultural origins. Multi-culturalism only works when we all confidently bring our individual identities to the table.

Oh, did I mention, I LOVE my city?"

- Ty Harper
otalive.com



PHOTOS: TH



YONGE & DUNDAS

PHOTOS: MAY RESSE

The Hard Rock

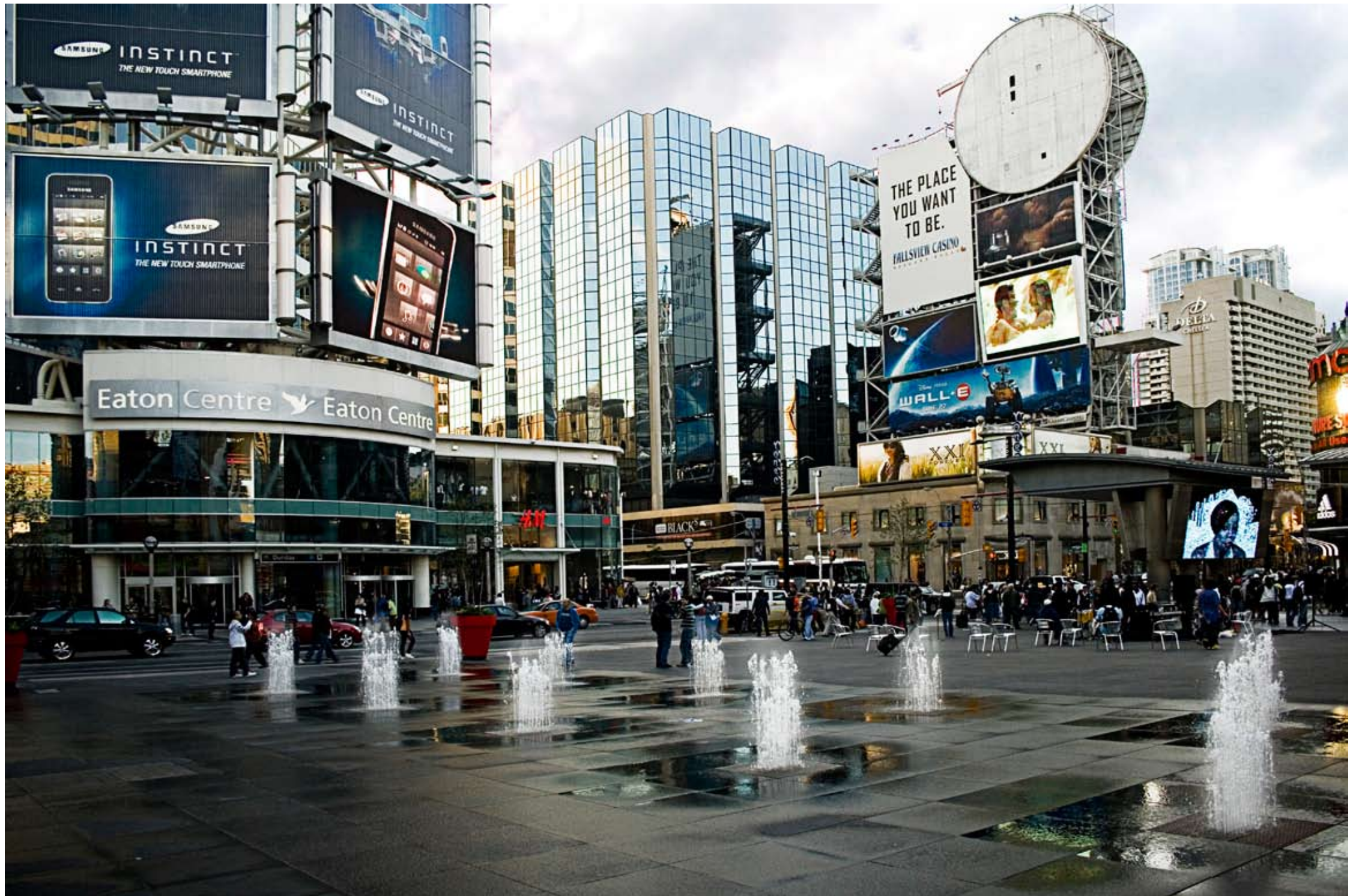




Dundas Square Stage



Eaton's Centre



Dundas Square



Yonge & Dundas



PHOTO: TH

GAVIN SHEPPERD

SOCIAL ENTREPRENEUR / THE REMIX PROJECT

“Toronto is a birthplace of creativity. We’re always branding, whether it’s an artist or an event, we’re always thinking about the brand. I think it’s time we start branding the city. It’s already the multicultural capital of the world, but now we’ve become the cultural capital of North America.

We’ve always had this little brother complex being so close to New York. Always looking to New York to see what’s cool and always making sure that we measure. You could even see it in the way kids dress in the hood. For a long time, everyone has had NY fitted caps, now you’re seeing Blue Jay’s fitteds everywhere. It’s these small subtle things that are happening that make you realize that cultural pride is seeping into the city. And that’s indicative of the new generation who are proud to be from Toronto. They’re the ones saying ‘Yo! I’m from Toronto, do you know who we are?’. I love that pride.

Toronto is a freezing cold paradise. We are incredible blessed. The more I travel, the more I realize how lucky we are. From the food, to the art, to the music, there’s options. Toronto is a city of possibilities. Maybe some haven’t realized it yet, but it is.

Everytime we go to another country or when they come here, they want to start a Remix project. Right now we’re helping open a media arts centre in Rio Dijinero Brazil, South Africa, Bogata Columbia, & Santiago Chile. The model is universal because the problems are universal, it’s just a matter of scale. The solutions are also universal because it’s about using art & culture in community development.

MODELE THE NEW NEW WAVE

“Toronto is definitely unique within its music and arts stature. Here you will find just about every style and then some, a booming place for new concepts and ideas. Stay tuned for the new new wave.”

modelemusic.com



PHOTO: DAVID WALDMAN

DJ / MUSIC
COLLECTOR **JAKES**

“It’s hard to make a living as a dj in Toronto. A lot of people have part time jobs, or work full time & do it on the side. I’ve been lucky and blessed to be able to make a living from something I love, playing music. But things have definitely changed in the choice of music, the way it’s played and the way it’s collected.

It seems today everyone’s a dj. With technology, it’s a lot more accessible for people. There’s so much out there that how do you know what is good anymore? To me a lot of it is junk, but it’s just being consumed and people are taking it as it comes. It’s crazy because now people are telling you what to play. Bartenders are buying Serato and hobby dj’s are out there under charging just to get on.

Regardless, I love Toronto. It’s my home. It’s a great city. It’s clean, it’s multicultural. I’ve been to other places and I always miss it.”



PHOTO: TH



TONE MASON MUSIC PRODUCERS

“Toronto’s the new. We have the innovative shit. Like my bredd’ren said, what’s hot, comes from the cold.

The good thing right now is, if your from Toronto it’s easier to shine. As opposed to being in New York where there’s a trillion other motherfuckers out there.

So if we’re the next media circle and we’re hot over here, we can stand out. It’s about being creative, and that’s the one thing we got. We have to bring something different to the table, we have to bring something innovative.”

- Don D, Aloysius, Mellenius
tonemason.com
clothing by ECKO

VILI & CAITLIN
STYLISTS **BOSSY GIRLS**

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tonemason.com



PHOTO: TAVIS GORDON

ANDREW NORTON
LIFESTYLE / SKATEBOARD PHOTOGRAPHER

CROWN A' THORNZ

HIP HOP ARTISTS / CREATIVE COLLECTIVE

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PHOTO: MV

GAIRY
PROMOTOER

MSTRKRFT
DJ'S / PRODUCTION TEAM

STEPHEN TRIGEROS

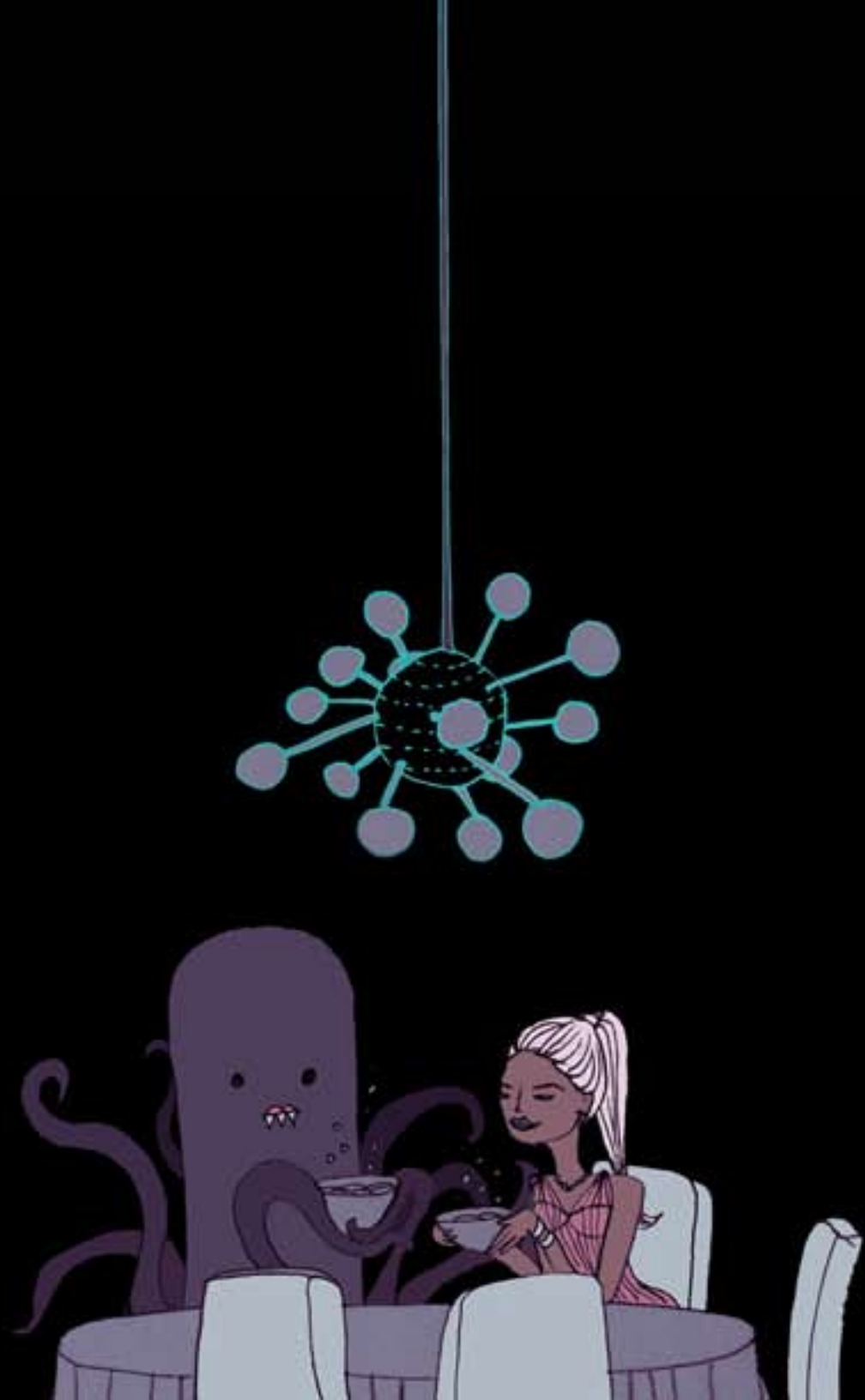
FASHION DESIGNERS

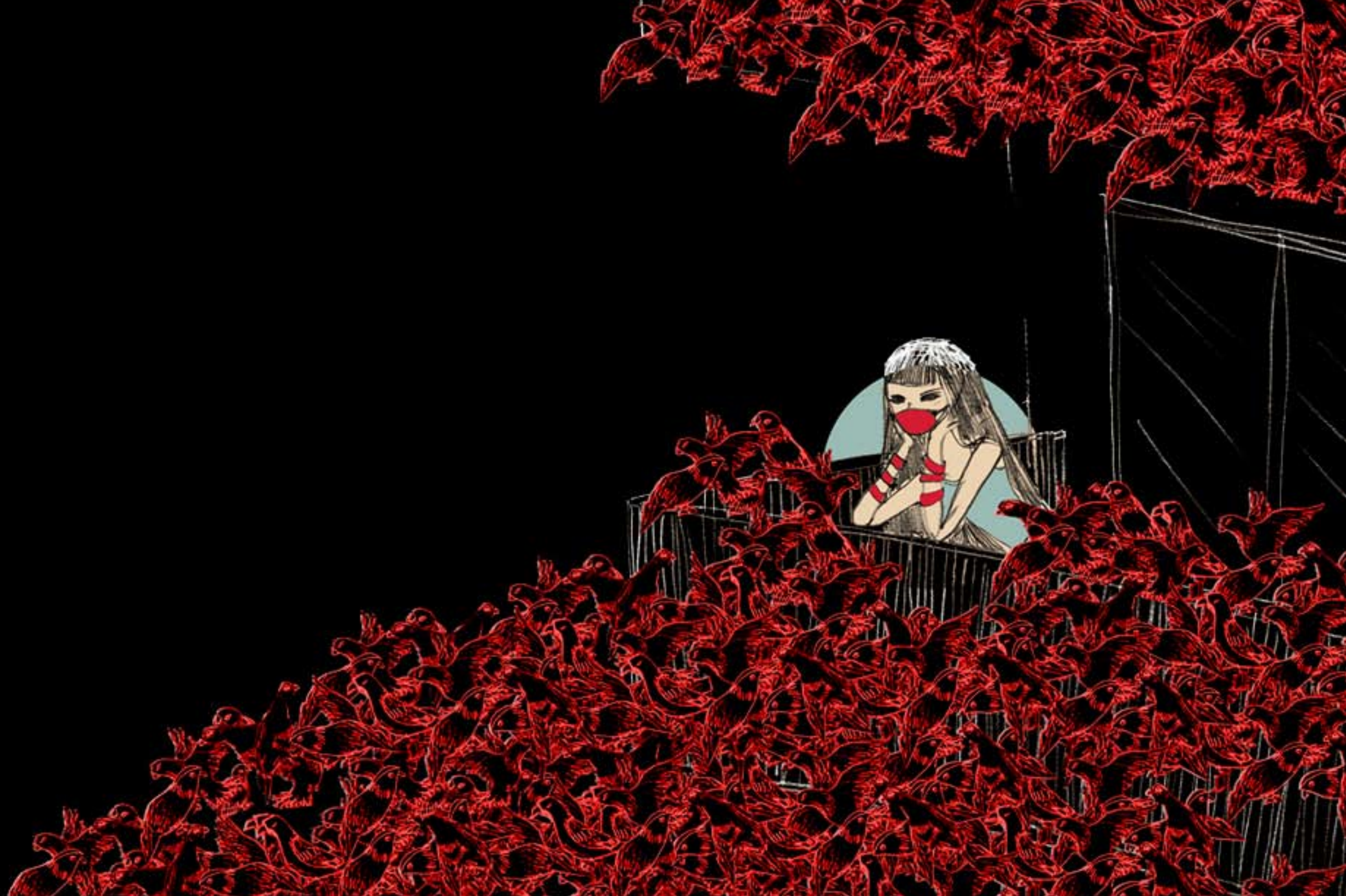


NIGHT GIRLS

ILLUSTRATIONS BY ROBERUTSU







THE AGO

ART GALLERY OF ONTARIO
TRANSFORMATION AGO - DESIGNED BY FRANK GEHRY



“The Art Gallery of Ontario is where I first experienced art as a child and it was Grange Park where I played, so this project means a great deal to me. The building we envision will connect the city and its people to great art and art experiences. “

- Frank Gehry on the AGO

TORONTO INTERNATIONAL FILM FESTIVAL - TIFF



"We have to give people a reason to pay attention to us once Toronto starts up..."
- Venice film festival chief Marco Mueller commenting on TIFF
Source: cbcnews.ca, September 4, 2008



MANIFESTO

MUSIC AND ART FESTIVAL



MORE MANIFESTO



PHOTOS: MAY REESE

