

# Art Toronto

October 23-26, 2025

Metro Toronto Convention Centre

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# Art Toronto: Canada's Art Fair

For over 25 years, Art Toronto has brought the Canadian art scene together – connecting collectors, curators, galleries, and artists from across the country and around the world.

This is the most significant art market event in Canada, with an annual attendance of over 20,000 and onsite sales of \$10,million+.

Collectors and curators return each year to meet Canadian and international exhibitors and take part in the fair's coveted VIP programs, exclusive events and parties, as well as private and corporate art collection tours.

In 2025, Canada's art fair will take place at the Metro Toronto Convention Centre from October 23 – 26, with 100+ galleries from across Canada and around the world.

[View our 2024 Press Release here](#)

# Art Toronto's Impact

20,000+

art lovers in attendance onsite at the Fair

110+

exhibitors from across Canada and around the world

12,000+

email subscribers, with an average open rate of 52%

\$10million+

in onsite sales in 2024

76%

of galleries report selling to new clients and collectors

2200+

VIPs with an average \$35K annual art spend; 59% purchased art onsite or via follow up with galleries





# Connecting Art and Audiences

Art Toronto provides extraordinary access to artists on the rise, showing works by Lotus L Kang, Kent Monkman, Brian Jungen, Sara Cwynar and more.

Curatorial programs like the *Focus Exhibition* and *Curators in Conversation* ensure the fair is attended by the senior curatorial teams of all major institutions across Canada. Works are often acquired by National Gallery of Canada, Ottawa; AGO, Toronto; Musée d'art contemporain, Montréal, McCarthy Tétrault, RBC bank, as well as private collectors such as Dr Kenneth Montague and influential advisor David Moos.

The growing market of works by indigenous artists hold prominence at Art Toronto with over 30% of galleries showing indigenous artists In 2024.

*"In 2024, Indigenous art saw a surge in mainstream recognition, with major moments at the Venice Biennale, record-breaking auction results, and top galleries like Hauser & Wirth adding Indigenous artists to their rosters. Experts believe this growing global attention will have a lasting impact."* (Source: [ARTnews](#))

# Art Toronto Exhibitor Offerings

Art Toronto is pleased to offer a range of booth options, each designed to showcase distinct perspectives within the art world.

**Verge:** For galleries within their 10 years, showcasing dynamic and innovative programming.

**Generations:** Curated program featuring up to four artists across different generations, fostering dialogue between artistic practices.

**Discover:** Presented by RBC, *Discover* is dedicated to showcasing emerging artistic voices set within curated exhibitions.

**Booth Sharing:** Designed for collaboration, these booths may be shared by two galleries, provided that at least one is based entirely outside of Canada. Each gallery must apply separately and reference their partner gallery in the exhibition description.

Exhibiting galleries have opportunities to be considered for installation spaces, VIP Lounge installations, inclusion in the Focus Exhibition and more.





# Discover, presented by RBC

Discover, presented by RBC, offers galleries exhibiting at the fair unparalleled opportunities to spotlight emerging artists, as well as artists who are reemerging, to new audiences. In 2024, eight galleries from across Canada and the United States forged meaningful connections between their emerging artist programs and influential audiences such as curators and collectors, providing invaluable opportunities for their artistic journey.

*"Being part of the DISCOVER program on our debut participation at Art Toronto was truly encouraging and enlightening. It was an unparalleled opportunity... offered incredible exposure to these young artists starting out in their careers, most of whom having never exhibited in Ontario. We hope many more galleries will be lucky enough to benefit from this outstanding program."*

-Tianmo Zhang, TIAN Contemporain



# Focus Exhibition

The Focus Exhibition at Art Toronto is a key curatorial program inviting notable curators to present concept-driven group exhibitions. Recent editions by Marie-Charlotte Carrier's *held open* on human/non-human relationships, Kitty Scott's *Good Foot Forward* (2023) on land sovereignty and labor, and Rhéanne Chartrand's *The Place to Which We Belong* on home and displacement. This program consistently engages VIPs and attendees, showcasing impactful contemporary works that resonate with collectors and institutions.

*Each year, the curatorial vision brings a new perspective, creating a context for complex and ambitious works. We are pleased to collect from this section, including Nadia Belerique's 'How Long Is Your Winter' acquired for the TD Bank Corporate Art Collection in 2022. I was familiar with the artist's work, however the Fair presented an opportunity for a monumental piece to be viewed to truly understand the artist's oeuvre, contextualized and was finally acquired by the Collection."*

Stuart Keeler, Senior Curator, TD Bank



# Focus Exhibition 2025

All galleries showing at Art Toronto will be considered for inclusion in the Focus Exhibition, led in 2025 by [Dr Zoé Whitley](#), London-based, US-born curator and writer. With a 20-year history in Britain's leading museum collections and exhibition-making galleries, projects to her credit include co-curating the acclaimed touring exhibition *Soul of a Nation: Art in the Age of Black Power* (2017-2020), curating the British Pavilion at the Venice Biennale (2019), and editing the major monograph on Barkley L. Hendicks, *solid!* (Skira, 2024).

*In her words "I am perpetually excited by the contemporary artistic practices and creative thinking nurtured in Canada, reverberating globally. Whether serving on the Sobey Art Award jury in 2024 - a particular privilege as the only non-artist juror - or working closely with artists such as Lotus L. Kang and Abbas Akhavan abroad, it's thrilling to be able to work with Art Toronto on an international showcase that brings together Canadian artists and voices across the globe in the context of multicultural Toronto."*





## THE ART NEWSPAPER

### Art Toronto offers moments of connection, catharsis and commerce for Canada's art world

The country's biggest art fair, with more than 100 exhibitors, is both a centre of commercial activity and a sprawling diorama of a national aesthetic

## Media Attention and Marketing

- PR campaign to reach local, national and international audiences
- 150 million earned media impressions for Art Toronto 2024
- Coverage in The Globe and Mail, Frieze, CP24, The Toronto Star, CBC, Financial Times, and The Art Newspaper
- Strategic partnerships and advertising spends gain 31 million impressions
- Significant audience reach with 52% open rates for Art Toronto general audience emails

# VIP Program

Art Toronto is more than an art fair. We host exclusive year-round events, building meaningful relationships with our VIP audiences. In 2024 we hosted over 600 art collectors, curators, and philanthropists in the homes of visionary art collectors, curator-led museum tours, and VIP trips to visit fairs in New York and Miami. With over 2000 VIPs on our Mailing List, they attend the shows as ambassadors for the art world.

Examples of previous events:

- Exclusive visit to the home of internationally renowned private art collectors Brigitte and Henning Freybe Vancouver
- VIP trip to New York City for The Armory
- Corporate Collection visit with Torys LLP in Toronto
- VIP trip to Art Basel Miami
- Curator-led tour of Musée des Beaux-Arts  
Champagne breakfast and exhibition preview at MOCA Toronto



# Mia Nielsen, Director of Art Toronto + Public Art Curator

For over 20 years Mia Nielsen has produced exhibitions and performances where audiences connect with the art of our time. Animating public spaces, art fairs and traditional galleries, she creates meaningful cultural experiences for wide audiences.

As Director of Art Toronto, Nielsen has brought a curatorial focus to the fair, with timely programming and led the expansion of a VIP program that engages collectors year-round.

Her curated projects have been featured in galleries, music festivals, boutique hotels in North America and Europe. With coverage in

In addition, Nielsen has programmed for the Toronto International Film Festival, the City of Toronto, Nuit Blanche, Toronto Sculpture Garden, and the Pan Am Games.



# Submit Your Proposal

Art Toronto welcomes applications for curated presentations showcasing the work of emerging, mid-career and established artists, as well as historical programs for the fair's 2025 edition.

## Planning Your Proposal:

Exhibitions to be considered for acceptance must align with the intention and quality found in the curated sections of major fairs, showcasing dynamic artists—both past and present—whose works embody the strength and evolution of art.

All galleries accepted to Art Toronto will be considered for inclusion in the [Focus Exhibition](#), led by London-based curator [Dr. Zoé Whitley](#).

**[Click here](#)** for our application form



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@Art\_Toronto