

INFORMA CANADA ANNOUNCES EMILY-JEAN ALEXANDER AS DIRECTOR OF ART TORONTO AND ARTIST PROJECT

Toronto, ON (March 3, 2026) – **Informa Canada** is delighted to announce the appointment of **Emily-Jean Alexander** as Director of [Art Toronto](#) and [Artist Project](#), effective immediately.

In her new role, she will lead Canada's premier international art fair, Art Toronto, alongside Artist Project, its sister fair dedicated to independent artists. She will oversee the artistic and strategic direction of both platforms, guiding their continued growth while strengthening relationships with galleries, artists, collectors, sponsors, and institutional partners across Canada and internationally.

Emily-Jean Alexander is an accomplished arts leader with more than 13 years of experience across the Canadian and international art market. She has played a senior role in delivering multiple editions of *The Other Art Fair Chicago* and *The Other Art Fair Brooklyn*, as well as eight editions of Art Toronto and six editions of Artist Project. During her tenure in the U.S., she led several of the company's highest-performing fairs, achieving repeated record-breaking revenue and attendance growth.

She began her career working under **Linell Rebenchuk**, contributing to Art Toronto's pivotal 2015 rebrand from Toronto International Art Fair. She now returns to lead Canada's national art fair platforms with both institutional knowledge and international market experience. In addition to her fair leadership, she has held strategic roles within municipal cultural services and national arts non-profits.

"Emily-Jean combines deep expertise in the Canadian and North American art markets with demonstrated operational excellence and a strong commitment to the cultural ecosystems we support," says **Aman Gupta, President, B2C North America at Informa Connect**. "Art Toronto and Artist Project are cornerstone events within the country's cultural and commercial landscape. We are confident that under her direction, both fairs will continue to evolve, grow, and strengthen their impact for galleries, artists, and collectors alike."

Alexander succeeds **Mia Nielsen**, whose six-year tenure helped solidify Art Toronto's international positioning and reinforce Artist Project's role within Canada's art ecosystem.

"Having been part of Art Toronto's evolution earlier in my career, it's incredibly meaningful to return in this new capacity," says **Emily-Jean Alexander**, Director of Art Toronto and Artist Project. "I'm energized by the opportunity to build on its legacy while strengthening both Art Toronto and Artist Project as dynamic platforms that create meaningful opportunities for artists and galleries, and that inspire the next generation of collectors."

Artist Project will take place March 26 – 29, 2026 at the Enercare Centre in Toronto. Art Toronto returns October 29 – November 1, 2026 at the Metro Toronto Convention Centre.

Media images, visit [HERE](#). Photo credit, Sarah Sabo Photography

About Artist Project

Artist Project is a contemporary art fair showcasing works exclusively from independent artists. The fair provides a platform for artists to connect directly with collectors, curators, and art enthusiasts, supporting career development and strengthening Canada's creative economy. For more information, visit theartistproject.com.

About Art Toronto

Founded in 2000, Art Toronto is Canada's leading international fair for modern and contemporary art. Held annually in Toronto, the fair brings together leading Canadian and international galleries, presenting a curated selection of works alongside programming that engages collectors, curators, institutions, and art audiences from across North America and abroad. For more information, visit arttoronto.ca.

About Informa Canada

Informa Canada is part of Informa PLC, a leading international events, digital services, and academic research group. Through its portfolio of exhibitions and industry platforms, Informa connects communities, drives business growth, and supports cultural exchange across sectors.

Media Contact

Deanne Moser
DMPUBLIC
deanne@dmpublic.com
+1 647-888-9388