
From: Stephanie Trendocher [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=STEPHANIE.TRENDOCHER]
Sent: 9/18/2012 8:09:28 PM
To: Andrew Davies [andrewmldavies@gmail.com]
CC: Dina Graser [Dina.Graser@metrolinx.com]; csaid@no9.ca; Nancy Pogue [Nancy.Pogue@metrolinx.com]
Subject: RE: Nuit Blanche

Hi Andrew,

I think it's a good opportunity to get exposure for the project and to engage people who are coming into Toronto to see great art. Interesting discussion sparked in the video comment forums following the docents being on board the Supercrawl trains.

We have special Nuit Blanche service on 6 of our 7 lines that will feed in people to Union Station. The trains will be arriving around 6:45 – 7:00 pm and departing around 2:00 – 2:30 am so the timing would work really well. It could be the first or last art exhibit riders see. This would make for a memorable experience.

In terms of promotion we have sent out creative for our ads already. However we are running an ad in Metro, and their editorial team is open to us supplying editorial that they could run adjacent with the ad. This would be about 350 words with some photos. If you could supply us with some photos by Sept 20, we could generate content around the event at Union.

Thanks
Stephanie

From: Andrew Davies [mailto:andrewmldavies@gmail.com]
Sent: Tuesday, September 18, 2012 3:51 PM
To: Stephanie Trendocher
Cc: Dina Graser; csaid@no9.ca
Subject: Re: Nuit Blanche

Stephanie

Not sure it makes sense to have Jennifer and Daniel there but I have sent them the opportunity anyway and am waiting to hear back from them. I am trying to get a lecture for them through the Canadian Art Foundation which I think would be a better venue for them to present to the public. We could have two docents there on an 7 hr shift from 7:00pm to 2pm if Metrolinx wants this. Is there a plan to promote that the train will be available for viewing? If not not sure a lot of people will show up to see it. Are there a lot of other events going on at Union Station for Nuit Blanche? Recap if you want to activate the train the time would be from 7pm to 2pm.

Best
Andrew

On 18-Sep-12, at 3:36 PM, Stephanie Trendocher wrote:

Hi all,

Just following up on my email. Rail Operations would like us to confirm the times we would like the Art Train stationed at Union for Nuit Blanche. They have proposed bringing it in on the special trip coming from Richmond Hill, arriving at 6:50 pm. They need to know what time we would like it at Union until for public viewing.

Please let me know if you would like to pursue this asap, as they need to work out crewing, scheduling.

Thanks
Stephanie

From: Stephanie Trendocher
Sent: Monday, September 17, 2012 1:23 PM
To: Andrew Davies (andrewmldavies@gmail.com)
Cc: Dina Graser; csaid@no9.ca
Subject: Nuit Blanche

Hi Andrew, Cara,

I had a chance to meet the docents on Friday. They were doing a great job engaging folks on the train.

For the night of Nuit Blanche, would you like to station the Art Train at Union and invite people to come view the project and engage with the docents? Might be a good opportunity for the public to speak to Jennifer and Daniel about the work. If so, rail ops has suggested using the same platform as the media launch but will need to know during what time we would like the train to be there.

Please advise.

Thanks,

STEPHANIE TRENDOCHER

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