

TOGETHER!

How we, the people of Toronto, took our city back.

A photographic book/multi channel proposal to capture Toronto's triumph over COVID-19
Prepared for Councillor Michael Thompson

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TOGETHER!

Background

Toronto is a metro community of 6-million.
Together, we represent an unyielding force against one virus.

The universal threads of hope, of will and of selflessness
will bind Toronto's citizens in unison against a common foe.

These threads reveal themselves everyday in the faces of our emerging front line heroes,
in random acts of kindness, in the unsung, unspoken language of humanity that makes Toronto truly great.

Toronto deserves to capture, remember and celebrate the unsung and unspoken.
TOGETHER! a table top book, exhibition and social media platform will ensure our city captures what it deserves.

With its Recovery Plan, the City of Toronto will lay the foundation for certain victory.
Our ability to recover-and perhaps emerge beyond recovery-will be our legacy.
TOGETHER! will document, preserve and inspire us to remember that legacy.

Content, timing and access will ensure we capture our city during this pandemic (PHASE 1) and after (PHASE 2).

All that we require at this stage is official permission.

'Permission' takes the form of a letter, of staff support for permits, of cooperation with City-owned properties and non-City entities that will be influenced by Toronto's official support.



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The approach

We will venture throughout Toronto's 25 wards with professional gear with minimal, if any additional lighting.

We propose shooting over two weeks during the COVID-19 period.

Our lead photographer and assistant(s)-a maximum crew of three in total, will wear protective PPE and follow social distancing protocol.

We will focus on capturing the epic and the intimate.

Shots of our emerging heroes at fire stations, grocery stores, hospitals and TTC drivers will accompany monumental shots of structures currently empty (PHASE 1) and then teeming with Torontonians in PHASE 2.

A child's sidewalk drawing thanking first-responders, arrows on the floors of grocery stores, Plexiglas barriers protecting cabbies, will comfortably sit next to Yonge and Dundas and the Scarborough Bluffs.

We will create a series of photographic before and afters.

Roy Thompson Hall empty on a Saturday night,

a quiet Mosque during Ramadan,

a less than rushed Union Station during rush hour,

will be juxtaposed with the same locations at the same times of day once we return to normal.

In so doing, we will visibly showcase the spirit of a place that only our people can imbue.

The resulting photographs and video (if appropriate) will create material for:

a significant table top book ready for sale in October just in time for Christmas.

100% of the profits from the sales of TOGETHER! will be donated to a cause related to our City's rebirth.

an exhibition (CONTACT PHOTOGRAPHY FESTIVAL in May 2021).

Social media throughout.



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Official status gets us the shots that people will remember.

As designated City of Toronto photographers with City coordination (permits) we will gain access to buildings and locations not accessible to the public. This access and credibility is essential for us to create a world class story. Here are the locations that we're thinking to get us started:

DURING AND AFTER SHOTS

A CHURCH, A MOSQUES, A SNOGOGUE
 MOVIE THEATRE
 KENSINGTON MARKET
 SOBEY'S DISTRIBUTION CENTRE
 NATIONAL BALLET
 AMAZON DISTRIBUTION CENTRE
 WOODBINE RACE TRACK
 TORONTO ZOO
 CITY COUNCIL

CLASSROOM
 BINGO HALL
 DANCE CLUB
 MOVIE SET/STUDIO
 NATHAN PHILLIPS SQUARE
 EMPIRE SANDY
 CASA LOMA
 ROGERS CENTRE
 SPADINA BRIDGE

YMCA POOL
 LIBRARY
 TV STUDIO
 VOLLEYBALL COURTS
 ROLLER RINK
 CENTRE ISLAND
 RESTAURANTS/CAFES
 SCOTIA CENTRE
 UNION STATION

ELGIN THEATRE
 FOOD COURT
 BOWLING ALLEY
 ROY THOMSON HALL
 PEARSON (GTAA)
 ROM
 ROYAL YORK LOBBY
 ST. LAWRENCE MKT
 KIDS' SWINGS

INTIMATE MOMENTS

TTC STREETCAR DRIVER
 REPORTER WITH BOOM MIKE
 HOMELESS WITH CUP EXTENDOR
 GROCERY STORE ARROWS
 POLICE LENDING A HAND

EMS AMBULANCE
 COVID-19 HOTEL
 LAKESHORE RUNNERS
 FIRE STATION RETURN
 WINDOW THANKYOUS

GAS PRICES
 MASK DISPOSAL
 SOCIAL DISTANCING
 FOOD BANK SMILES
 BALCONY WORKOUTS

STREET DRAWINGS
 SHIELD STORAGE
 UBER BIKERS
 OPEN SIGNS!



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Oh! is a brand strategy company intent on inspiring organizations to discover their true potential. We emphasize what we call, permission to believe, a balance of head and heart values that leverage substantive proof points to grant 'permission' for audiences to 'believe' that a brand is worth their time, trust and money. Oh! has had the privilege to have worked with Telus, Canada Council for the Arts, MasterCard, TBWA, AGF, the town of Marathon, Ontario, Fundserv, UBS Bank (Canada), The City of Toronto, 123Dentist, Brookfield Properties, and various advertising and marketing agencies.

Our photographic division, Take Your Seat, has created exhibitions and books worldwide for Japan, Turkey, Hong Kong, Canada and the United Arab Emirates. Currently our work covers 13 countries. Our first photographic book was published for Turkish Airlines. Our second is due this fall from Indigo. Embassies, Consulates and private corporations have shared our work with audiences as intimate as 20 and as large as 1200. Current projects include Canada and Thailand with both Embassies, Brookfield Properties and the McMichael Canadian Art Collection for our Take Your Seat with the Group of Seven series. We were awarded the Canadian Ethnic Media Association's Innovator of the Year in 2019 and by the Turkish Journalists' Association for our work in unifying Canada and Turkey also in 2019.

