



November 2, 2007

Erich Genseberger/ CEO
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Erich,

As President of The Magenta Foundation, I would like to personally thank you, Craig, and the rest of the EcoMedia Direct staff for your outstanding support, and professionalism, in helping us to create and launch such a dynamic Flash Forward 07 Program, this year.

There is still a buzz in the air and on the street in the Financial District in the City of Toronto following our October 4th Launch, and from the more than 600 invited guests who attended the Opening, who saw the Flash Forward Magenta SilverBox Recycling Bin in front of the Gallery. This year's decision to partner with EcoMedia Direct to help profile Artists and their Art on the sides of Public Space Recycling Bins to be seen by thousands of people, has been a huge success.

Both Martinrea International and the TD Bank should also be congratulated and thanked for their respective contribution towards making this such a great program. This is the third year for our friends at TD Bank, and they are clearly establishing their company as a leader in the arts.

We hope to achieve even further success as we set our sights on Flash Forward 07 in New York City, and hope EcoMedia Direct will continue to share the spotlight with us on 'Broadway' as we make final preparations to launch the program next month.

On a longer term basis, we remain committed to growing Flash Forward, to further enhance our mission to develop the talents of photographers, and further develop our environment with the beauty of these 'pieces of thought-provoking art'.

Congratulations on your achievements, the recent RCO Award for your Street Art Program is richly deserved, and a testament to how we can change the perception of Public Space Recycling by beautifying recycling bins, and displaying thought-provoking photographs as art murals for all to see.

We look forward to an even larger campaign, as we move forward in the future.

Sincerely,

Maryann Camilleri
President
The Magenta Foundation

Here are a few words from the artists who participated in the Street Art Program.

From Adrian Fish

When Maryann asked me if I would be interested in exhibiting of my work on recycling bins located in the financial district of Toronto, I was both intrigued and excited. Why? Because I think it's important to extend the reach of art outside of the white walls of the gallery, as well as to utilize public space in a way that does not have a direct, utilitarian purpose. For this reason, I think it's important to acknowledge EcoMedia Direct for their donation of recycling bins in public spaces.

From Finn O'Hara

"The bins brought a refreshing vibrance to the street level of the Financial District, of which I was very proud to be a part of. Thank you TD and EcoMedia Direct for their continued support of the Magenta Foundation".

Joanna Warwick

It was exciting to be a part of something that is so unique and happening for the first time. It really is a creative way to gain exposure to such a different audience and on such a grand level. EcoMedia, thank you so much for all the support! It is encouraging to have companies in such a different field connect with artists and find a way to work together. I look forward to what this partnership presents in the future.

Jeff Harris

The first thing I thought when I walked to the corner of King & Bay streets was, wow, who's hot new advertising campaign is this? And then I'm like "cool, these are actually my photographs on display!!!" They look amazing! I had visions of bubblegum and soda pop stained art but these bins seem to command respect from the public, probably because they are unlike anything ever seen before. The wrap job is immaculate and the images display well in such an unconventional setting. It creates a wonderful outdoor walking art exhibition. It's kind of like a treasure hunt trying to spot the next bin on the street, the electric splash of magenta being the tip off. Thanks to EcoMedia Direct for having the vision to be part of this exciting and refreshing project. I hope to see more creative initiatives like this in the future.

Jamie Campbell

I wouldn't say I frequent the financial district; it is somewhat drab and too concise. There are always too many taxis and an abundance of repetitive suites and heeled shoes. However, if you have been to the area lately, it is impossible to miss the refreshing

Nik Mirus

"The majority of the work that I have been doing in the past few years has not been shown publically. It's such a pleasure to suddenly have the opportunity of having hundreds of people daily being able to see some of it. As an emerging photographer it is such a boost to be involved with the Magenta Foundation and EcoMedia Direct's Beautify the city campaign. I love doing what I do and being involved in such a project with other young photographers motivates my to keep going and push my work and vision further.

I commend EcoMedia Direct for taking the chance in offering their recycling bins to help promote emerging artists. It's essential to get your work out there and let people know what you do. This is an exciting way to do it and I hope that EcoMedia continues with this project in years to follow. I think that they are setting a good example and one that that other organisations in the private sector need to pick up on.

I also thank TD for their continued support of the Magenta Foundation's emerging photographer's program. There is alot of very talented young photographers in Canada who need this kind of support to promote themselves and their work and we are VERY grateful.