

## MUSEUM OF CONTEMPORARY ART

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**Representation of philanthropists to conduct due diligence, identify and structure creative game-changing principal level philanthropic investments, define stewardship and recognition, develop gift agreements, and monitor adherence and implementation**



Museum of Contemporary Art, Toronto, Canada (MOCA) is a twenty-year-old institution that has experienced numerous iterations over the years. However, two main aspects have remained constant:

- The institution has served as an important gathering space in Toronto and Canada for artists to experiment, celebrate complexity, and offer thought-provoking responses to the current cultural moment
- MOCA has been and is constantly evolving and expanding with our times

In September 2018, MOCA moved into the Auto BLDG, a purpose-designed home in a former industrial space at the heart of a new neighbourhood in the Lower Junction.

MOCA (formerly known as the Museum of Contemporary Canadian Art – MOCCA) has been celebrated for its incisive, artist-centric approach to programming and hospitable visitor experience.

At its former location on Queen West, the Museum functioned as a hub for creative exchange and played a critical role in shaping the city's contemporary art scene. Through a commitment to collaborative partnerships with leading like-minded artists, organizations, institutions and festivals from Toronto and further afield, MOCCA connected the city to national and global networks of peers.

MOCCA featured the work of over 1,100 Canadian and international artists, hosted 200+ exhibitions and welcomed 40,000 annual visitors. As the lease on Queen West came to an end, the need to move provided an opportunity to seek a larger space that could accommodate the Museum's ever-growing aspirations and significance.



The clients of S. Sutton & Associates Inc. provided the principal level gifts to secure, retrofit, and launch the new home in the 100,000 square foot Auto BLDG.

S. Sutton & Associates Inc. was honored to represent these philanthropists by conducting due diligence, identifying and structuring these creative game-changing principal level philanthropic investments, define stewardship and recognition, develop the gift agreements, and monitor adherence and implementation.

