

MOCA Toronto FAQ

- The original MOCCA was born almost 20 years ago as the Art Gallery of North York.
- For a decade from 2005-2015, MOCCA galvanized the local arts community and helped make Queen Street West a contemporary art destination. MOCCA moved from Queen Street when the building was sold to make way for a condo development and a search began in 2012 for a new permanent home.
- International Grand Opening Weekend (free to the public): September 22-23, 2018

Hours	Admission	Memberships
<ul style="list-style-type: none"> • Monday: 10am – 5pm • Tuesday: Closed • Wednesday: 10am – 5pm • Thursday: 10am – 5pm • Friday: 10am – 9pm • Weekends: 10am – 5pm 	<ul style="list-style-type: none"> • Regular: \$10 • Student/Senior: \$5 • Under 18: free 	<ul style="list-style-type: none"> • Start at \$20 for Students and Artists, \$50 for Individual, \$90 for dual membership and range up to \$2,500.

- The museum occupies the first five floors of the 10-storey building. All five floors are programmed for the opening.
- At 55,000 square feet, the new building is five times the size of the Queen Street West footprint
- We are [21 full time staff](#), 28 visitor experience staff and 70 volunteers
- Floor one is ALWAYS free and features the Invitation Project, a café and bookstore.
- The museum will be a rental venue for private events from weddings to photo shoots and corporate events.
- The first floor fit out (welcome desk, lockers, benches etc.) was designed by MSDS a local Toronto interior design firm, and all of the elements were made locally by millworkers etc., many of them on Sterling Road.
- Cafe will be operated by Forno Cultura (a third-generation Italian bakery with a main location on King Street West)
- The bookstore will be operated by Art Metropole
- The advertising campaign featured across Toronto was created by Leo Burnett with media buying support from Saatchi & Saatchi Advertising
- We have sold just over 800 memberships, and are proud to say that MOCA has over 1,000 members

Building Heritage & Architecture

- The Auto Building was built in 1919 by Northern Aluminum.
- The building was designed by architect J.W. Schreiber with engineer C.A.P Turner
- It housed aluminum manufacturing (foundry and die casting) from 1919 until commercial operations ceased in 2006 as Alcan Aluminum.
- Northern Aluminum created military supplies during both World Wars but during the 1930s it began diversifying by manufacturing cooking utensils, bottle caps, appliance accessories, as well as piston and cylinder heads for Ford Motor Company.
- It is a unique, early example of concrete flat slab architecture that was pioneered by the structural engineer CAP Turner during the first decade of the 20th Century.

- Flat slab is a reinforced concrete slab supported directly by concrete columns without the use of beams. Flat slab is defined as one sided or two-sided support system with shear load of the slab being concentrated on the supporting columns and a square slab called 'drop panels'.
- One distinct feature in Turner's conceptual design is the "mushroom" head or cantilevered column heads that are designed to distribute weight throughout the concrete floor.
- The building was formerly Toronto's tallest building in 1919 and is an iconic west end landmark.
- The heritage building is rumoured to have one of the first elevators ever installed in Canada.
- The exterior has municipal heritage designation.
- MOCA's partnership agreement with Developer, Castlepoint Greybrook Sterling Inc. was announced in fall 2015
- MOCA's lease at 158 Sterling is forty years (20-year initial term, lease includes options to renew for an additional 20)
- Architects who worked on the new building are ERA Architects and architectsAlliance
- The window treatments and HVAC are specially designed to regulate the environment for the safety of the artworks.

Neighbourhood

- MOCA is located in the Junction Triangle Neighbourhood which is the area bordered by Dupont, Dundas West and Lansdowne
- Just next door are our neighbours, the Drake Commissary and Henderson Brewery, who provide a variety of meal options and local beer.
- Explore the Lower Junction Triangle between Dundas Street and Bloor Street. There are many art galleries, local businesses and creative services.
- The local neighbourhood is home to one of the highest concentrations of creative sector workers in the country.
- There are three major multi-acre mixed-use developments underway nearby that include residential, commercial and retail uses as well as social infrastructure (one at Bloor/Dundas, one at Bloor/Dufferin and MOCA's Junction Triangle site)
- MOCA is part of an eight-acre development site that will bring 1,200 new residents to the area and support 3,500 employment opportunities. The development is slated to proceed over nine phases and includes residential/commercial/retail uses as well as social infrastructure (daycare, park, affordable housing). MOCA's renovation is phase one of nine.

Getting to MOCA

- We are conveniently located near Lansdowne and Dundas West Station on the Bloor subway line. From either station, we are a 10-minute walk away.
- The closest streetcar stop is at Dundas St. West and Sterling Rd., which can be reached by the 505 Dundas and 506 Carlton streetcars. MOCA is also located nearby UP Express Bloor Station.
- There is limited parking in the neighbourhood. Transit, biking and walking to MOCA is encouraged.

Please Note:

- Currently, these road closures are in effect:
 - Lansdowne Avenue and Dundas Street West: Intersection closed
 - September 2 -October 5
 - Dufferin Street between Bloor Street and Dundas Street West: Lane reductions from September 10 to November 30