CREATE

# TRAITS TORONTO

**EST 2023** 

UNLEASHING THE RYTHMIC DNA OF TORONTO

VOL 1





# **Founders Note**

We embarked on this journey in 2023 with a shared vision: to create a platform that celebrates and amplifies the voices of emerging artists in our community. Traits Toronto was born out of a passion for music, art, and the belief that collaboration fosters innovation.

Our heartfelt gratitude goes to everyone who has been part of this journey—our dedicated team, the talented artists, our partners, and, most importantly, you, our supporters. Your enthusiasm fuels our commitment to continue this endeavor since day one.

As we move forward, we aim to deepen our connections, explore new horizons, and bring you content that resonates and inspires. Together, let's continue to build a community where creativity knows no bounds.

With love and appreciation,

**ALIF & SAKIB (AKA FIDO DIDO)** 



Over the past year, Traits

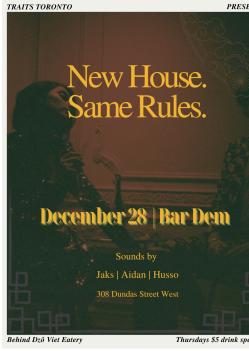
Toronto has had the privilege
of collaborating with 75+
remarkable artists, each
bringing their unique flair to
our events. From electrifying
performances to thoughtprovoking visual art, these
collaborations have enriched
our community and provided a
platform for fresh voices.

One of our most memorable collaborations to date was Midnight Mechanics, a one-night transformation of a private car garage into an immersive house music, art, and photography experience, in collaboration with Motorista. From Jorge Posada's lightbox photo series documenting the disappearing stories of Toronto's urban spaces, to Sasha's live painting session rooted in inner healing, to the deep grooves from our lineup of DJs, the night felt like a love letter to the city's underground creative pulse.

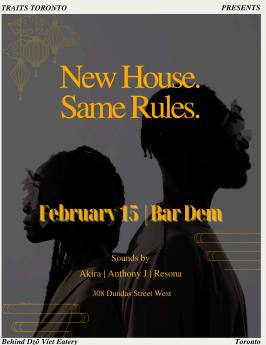
We've continued this approach through our work with CRISP Artists, a network of digital artists from across Toronto, curating and pushing visual storytelling in new directions. Their work lives within our events — projected on digital walls, built into our stages, and woven into the energy of the night.







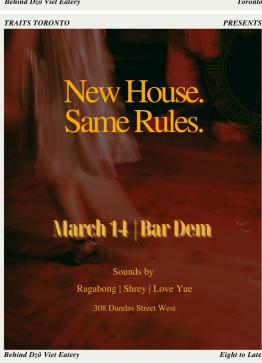






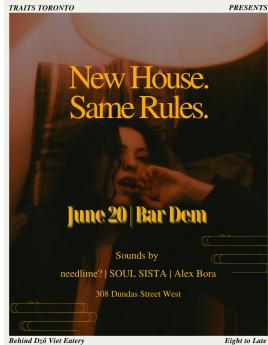




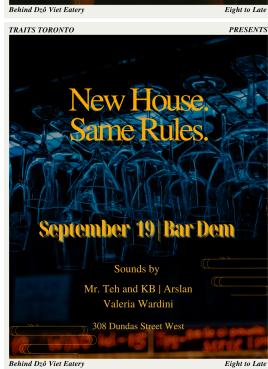


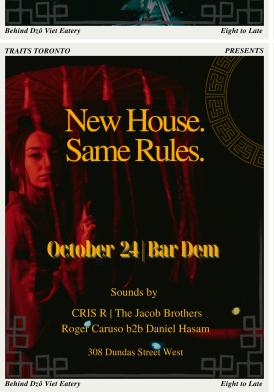












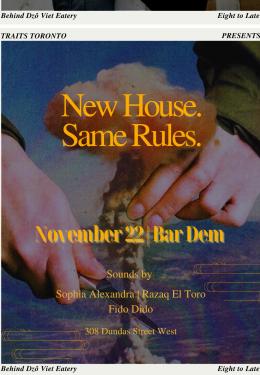
July 18 | Bar Den

Sounds by

Ryan Collins b2b GPEG

ABUROB | Anthony J

308 Dundas Street West











# Our Roots, Our Rules

written by Alif R. / Photos by Wilson H. and Imran S.

Traits Toronto was born from a desire to create lasting, meaningful experiences in the city's house music scene. The name "Traits" reflects the distinct characteristics and cultural elements that define Toronto's vibrant community.

## **NEW HOUSE. SAME RULES.**

Our flagship series, "New House. Same Rules.," embodies our commitment to maintaining the core values of inclusivity, respect, and passion for music, regardless of the venue. As we transitioned between different spaces, this mantra ensured that our foundational principles remained intact, fostering a consistent and welcoming atmosphere for all attendees.

### **REFLECTING ON OUR JOURNEY**

The goal has never been just to throw a party. It's to create a space where sound, visuals, and community collide — where each element pushes the others forward. Every gathering is a chance to reimagine what nightlife can feel like: immersive, intentional, and built with care.

We're excited to keep building these bridges — blending sound, space, and story — and showcasing artists who are reshaping what creative community experiences can be.

Traits Toronto is more than an organization — it's a movement. Join us, show up, celebrate and help shape the future of this city's creative landscape.





**EST 2023**