



The Junction's 6th Annual Window Wonderland

presented by MEDS Junction Pharmacy

FINAL REPORT

March 18, 2026

Download the FREE Artivive App, activate the AR camera and watch our 20 windows and 11 wall murals come alive!

NOV 28 TO FEB 1, 2026

THE JUNCTION

6th Annual

Window Wonderland

PRESENTED BY

MEDS JUNCTION PHARMACY

DINER

Coffee house

THE JUNCTION business improvement area

MEDS JUNCTION PHARMACY

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TORONTO

torontojunction.ca

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@TorontoJunction

Event Details

Window Wonderland returned to the Junction for its sixth consecutive year from **November 28, 2025 to February 1, 2026**. This FREE exhibition, presented by **MEDS Junction Pharmacy**, transformed the Junction into an interactive, outdoor art gallery featuring 31 unique augmented reality (AR) murals on the windows and walls of local businesses

The first exhibition of its kind for Toronto, Window Wonderland is produced in collaboration with the internationally- renowned Artivive App. Artivive allows artists to add an interactive layer of digital animation to mural artworks through the magic of augmented reality technology. Visitors can see the artist's creation come to life by pointing their phone cameras at the large-scale artwork displayed on the windows.

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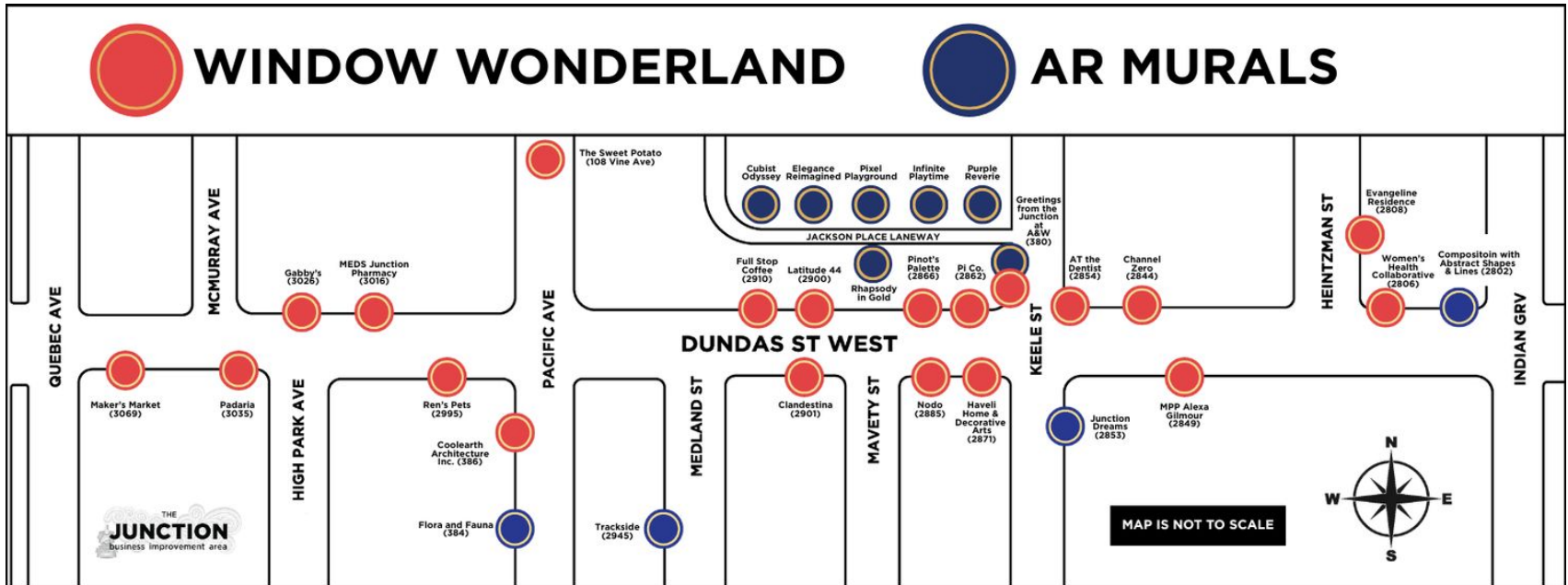
Support for Artists

Window Wonderland supports the Toronto arts community by hiring over 40 artists.

Through our partnership with Artivive, we are able to offer emerging and established artists training to expand their skills in augmented reality technology, to stay competitive and diversify their portfolios.

This year's collective of muralists and animators represent both the local and international art scene. The majority of our artists belong to one or more equality-deserving groups, hailing from Toronto and the GTA, Australia, Austria, Brazil, Ecuador, India, Indonesia, Italy, Mexico, South Africa, Ukraine, United Kingdom, and the USA.

Exhibition Map



Window Wonderland 2025 included 31 augmented reality mural installations. 20 of them were painted on the windows of local businesses, while the remaining 11 are permanent murals that can be enjoyed year-round in the Junction.

Permanent AR Murals



NEW! Greetings From The Junction

380 Keele St

- Muralist: Elizabeth Jackson Hall
- Animator: Benjamin Mitchley



Flora and Fauna

84 Pacific Avenue - overlooking the No Frills parking lot

- Muralist: Lula Lumaj
- Animator: Sima Naseem



Composition with Abstract Shapes and Lines

2802 Dundas St W. - ARTiculations Art Supply

- Muralist: Erin McCluskey
- Animator: Shade Lourens



Trackside

2945 Dundas St W. - rear

- Muralist: Megan Oldhues
- Animator: Benjamin Mitchley



Junction Dreams

2853 Dundas St W

- Muralist: Jasmin Pannu
- Animator: Jeca Martinez

Permanent AR Murals



Rhapsody in Gold - tribute to Diana Ross

2896 Dundas St W, rear of the Treasury building

- Muralist: Daniel Mazzone
- Animator: Benjamin Mitchley



Elegance Reimagined - tribute to Audrey Hepburn

Jackson Place laneway, 51 Vine Ave

- Muralist: Daniel Mazzone
- Animator: Benjamin Mitchley



Pixel Playground

Jackson Place laneway, 51 Vine Ave

- Muralist: Daniel Mazzone
- Animator: Benjamin Mitchley

Permanent AR Murals



Infinite Playtime

Jackson Place laneway, 51 Vine Ave

- Muralist: Daniel Mazzone
- Animator: Benjamin Mitchley



Purple Reverie - tribute to Prince

Jackson Place laneway, 51 Vine Ave

- Muralist: Daniel Mazzone
- Animator: Benjamin Mitchley



Cubist Odyssey - tribute to Pablo Picasso

Jackson Place laneway, 51 Vine Ave

- Muralist: Daniel Mazzone
- Animator: Benjamin Mitchley

Exhibition Analytics

2025 Attendance and Economic Impact

- Attendance as of Feb 1: 49,929 vs 48,523* (+2.9%)
- Attendance as of Dec 31: 25,854 vs 21,833 (+18.4%)
- Economic impact: \$2.27M vs \$2.86M (-20.6%)
- Artivive's unique views**: 17,093 vs 18,506 (-7.6%)
- Did not use the app 27% vs 14% (+13pp)
Non-use increased by 13 percentage points (14% → 27%)
- Average number per group was 2.3 (no change)
- Average spend per visitor: \$45 vs \$59 (-23.7%***)

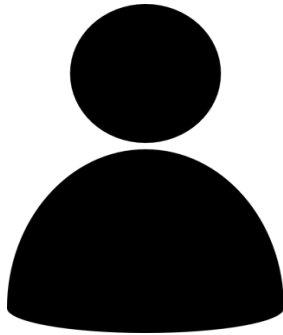
Attendance estimate is based on app unique views plus a +27% uplift to account for visitors who did not scan, then multiplied by an average group-size factor of 2.3 (consistent with our YoY method). = **17,093 unique views x **1.27** uplift applied to app users (not 27% of total attendance) x **2.3** average number of visitors per group = **49,929 attendees**. As a winter outdoor program, attendance can fluctuate with the weather, and colder or snowier periods (especially in January) can reduce walk-through traffic and browsing time*

***Unique views are the total number of individual phones that used the app to access any WW installations during the exhibition.*

****Responses 77 vs 135 (WW25 vs WW24). Based on ranges which includes a top-coded bin, and uses a combined "N/A – \$0" option. Question to be changed in 2026 for improved accuracy.*



Visitor Demographics



- 3% are aged under 25 (-57%)
- 22% are aged 25-34 (+29%)
- 29% of visitors are aged 35-44 (+21%)
- 22% are aged 45-54 (-12%)
- 21% are aged 55-64 (+17%)
- 4% are aged 65+ (-43%)

75% of respondents *had zero children under 12 in their visiting group* (-1.3%)



- 44% walked to the exhibition (-15pp)
- 69% live outside the Junction (+13pp)
- 42% drove to the Junction (+9pp)
- 4% live over 40 km away (-2pp);

1,997 are considered tourists! (-31%)

Sponsorships & Partners

Sponsors & Partners

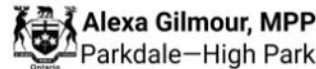


The collaboration between the BIA, Artivive, the artists, and our valued partners has made Window Wonderland a unique and memorable exhibition.

We are proud to have increased our installations to 31 this year. With 20 windows and 11 permanent murals, we can provide increased promotional opportunities, tourism, foot traffic, and exposure to more Junction businesses.

Finally, support from Sponsors like **MEDS Junction Pharmacy** and **AT The Dentist**, makes this possible. We couldn't have done it without you all. Thank you!

Window Partners



20 member businesses devoted a section of their window to showcase the temporary window installations. Each Window Partner contributed a \$295 participation fee. Window Partners were showcased on our website, social media posts, mailing list, and media appearances.

Window Partner Benefits

- Host a **custom window mural** paired with an **augmented reality (AR) animation**, developed through a shared concept between your business and the assigned artist team.
- **Mural size is capped at 7 ft x 6 ft** to maintain storefront visibility, allow natural light into the space, and ensure visitors can view the AR experience safely from the sidewalk.
- Included in our **marketing campaign**, including **name and logo placement** on the event website, digital map, email campaigns, and a **dedicated social media feature** shared with our **44,000+ opt-in followers and subscribers**.
- Partners may provide input on the mural design, with **one round of revisions included**. **Animation selection and final approvals are managed by the BIA** to ensure a consistent exhibition standard.



Presenting Sponsor Benefits



- Prominent placement of company name or logo in **all event marketing, publicity, digital and onsite signage** including all social media posts, 4 x 6-ft event poster in Keele/Dundas transit shelter (3 months with 30,000+ daily impressions/total ~2.7M), 200 - 11 x 17-in member posters, 20 - 8.5 x 11-in window decal, 20 - 2 x 8-ft feather flags, BIA staff e-signatures, event website, PR materials & direct emails. Opt-in subscribers across all platforms **~44,000 and growing.**
- Complimentary window artwork produced by our top-rated muralist and animator. (Maximum size recommended 7 x 6-ft)
- **BONUS!** An exclusive 4 x 6-ft poster space for one month in our Keele/Dundas transit shelter - **30,000+ daily impressions. Ad value: \$4K!**
- First right of refusal for the presenting sponsorship in the following year.

Presenting Sponsor Testimonial

“Window Wonderland has become a standout highlight for our business and the Junction community. We value The Junction BIA’s commitment to building a safer, more vibrant main street, and the creativity they bring to every project continues to elevate the visitor experience.

We have seen a meaningful boost in foot traffic, community energy, and overall local economic activity. Participating has increased MEDS Pharmacy’s visibility and strengthened our connection with residents and visitors, with a clear positive impact on our business.”

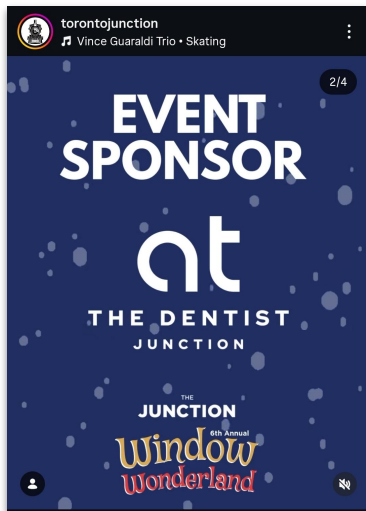
Dan Yurchuk
Owner
MEDS Junction Pharmacy



Event Sponsor Benefits

Company name or logo placement on the following digital and print marketing materials:

- Program website & direct emails. Opt-in subscribers across all digital platforms are **~44,000**.
- A dedicated social media highlight on all channels reaching **~41,000 followers**.
- 4 x 6-ft [event poster](#) in Keele/Dundas transit shelter - 30,000+ daily impressions/ total ~3M+ Nov to Jan.
- 200 - 11 x 17 posters displayed throughout the Junction between Nov to Jan.
- The first right of refusal will be extended to your company for the following year.



Marketing

Marketing Collateral

Our extensive marketing collateral served as an instructional and welcoming notice to visitors. The marketing collateral, featured across numerous mediums, included one 4 x 6-ft transit poster; 200, 11 x 17-in member posters; 20 feather flags; 20, 8.5 x 11-in window cling mural instructional signs; and all related social media posts.



Public Relations

Total Media Impressions : 60,513,202 (+82%)

Total Media Posts: 63 (-9%)

» TORONTO STAR «

VIEW*the*
VIBE



blogTO

CityNews

*Live eye segment on Breakfast Television with Elizabeth
Jackson Hall, Janet Di Bernardo & Carol Jolly*

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Digital Following

As of **February 1, 2026**, The Junction BIA has access to the following **opt-in subscribers** who we connect with regularly. **comparative numbers are from February 1, 2025.*

PLATFORM	WW25	WW24	GROWTH
Mailing List	4,137	3,837	+8%
Instagram	21,160	19,531	+8%
Facebook	8,449	8,268	+2%
X (Twitter)	5,294	5,460	-3%
Threads	3,383	3,190	+6%
LinkedIn	2,197	2,127	+3%
TOTAL FOLLOWING	44,620	42,413	+5%

Social Media Impressions*

WW25 Campaign: November 1, 2025 to February 1, 2026

*Impressions refer to the number of times content has been displayed on a screen.

TOP PERFORMING POSTS

1.4M

TOTAL SOCIAL
IMPRESSIONS

Instagram: 1.08M vs 849k (+21%)

Facebook: 317k vs 249k (+21%)

X (Twitter): 3.6k vs 3.9k (-8%)

TOTAL: 1.4M vs 1.1M (+21%)

*2025 numbers based on 11/1/25 to 2/1/26



[@DateNightYYZ](#)

65,187 impressions



[@ToDoToronto](#)

82,400 impressions



[@StreetsofToronto](#)

21,300 impressions

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Marketing - Ad Buys

This year we made a strategic shift in our paid marketing. We kept the value of our publicist's media outreach and redirected the remaining budget into a mix of targeted influencer placements and Meta ads/boosts to reach audiences across multiple channels.

This blended approach expanded our visibility and supported stronger turnout.

KEY TAKEAWAY:

Based on increased attendance and overall reach, this shift was a successful evolution of our marketing strategy.

Ad Buy	Cost	Impressions	CPI
To Do Toronto Reel	\$2,000	82,400	\$0.02
Streets of Toronto Reel	\$2,000	21,300	\$0.09
DateNight YYZ Reel	\$900	65,187	\$0.01

How Visitors Heard About the Exhibition

Referrers in priority order (mentions)

1. Instagram — 28
2. Online media / influencers — 25 (*e.g., BlogTO, NOW, ToDoToronto, Streets of Toronto, etc.*)
3. Word of mouth — 22
4. 11x17 member poster — 11
5. Other (write-in) — 10
6. Sidewalk flag — 9
7. Facebook — 8
8. TTC shelter poster — 8
9. Walk-by / returning awareness — 8
10. BIA newsletter / email — 6
11. Event website — 4
12. Print media — 1
13. X (Twitter) — 1

Note: because this question is multi-select, total mentions = 141 (exceeds n=67).

CORPUS The Alpine Merry Sheep Choir

The Alpine Merry Sheep Choir returned Saturday, December 20 from 3 - 5 pm. Back by popular demand, this funny, heart-warming project with our shepherd and three of his most talented sheep sang Christmas carols in front of each of our Window Wonderland murals.



Survey Feedback

Survey Feedback

138 survey participants (-11.5%)

1. **98%** easily accessed the animations through the app **(+2 pp)**
2. **96%** would like to see Window Wonderland return next year **(+2 pp)**
3. **92%** rated the quality of the painted murals highly (4–5/5) **(-8 pp)**
4. **90%** rated the quality of the animations highly (4–5/5) **(-3 pp)**
5. **73%** of visitors used the Artivive app to view animations **(-13 pp)**
6. **69%** of attendees were from outside the Junction **(+13 pp)**
7. **45%** visited between **noon–3pm** (most popular time, **+10 pp**), followed by 9am–12pm (22%)
8. **43%** attended on Saturdays (most popular day) **(+2 pp)**
9. Next most popular days: Thursday (34%), Sunday (29%), Wednesday (23%), and Friday (22%)

Internal footnote (optional): mural ratings n=77; app use n=66; animation ratings n=48.

pp = percentage points

Visitor Testimonials

"This was a beautiful and cohesive experience, adding a united sense of celebration and depth of experience to the Junction neighborhood. "

"It's a vibrant street-art that makes the neighborhood feel friendly and creative. I love making an afternoon loop with the family to go see the latest animations and art pieces."

"I love the surprise of the animations. The paintings on the front of the spaces don't always indicate what's to come. It's almost like you're entering someone's brain. I think it's a fabulous event."

"I walk through the Junction a lot and when the exhibition is on it makes me stop and look at not only the art but the store behind it. Reminds me to not just go to my regular shops but try out other ones as well. "

"Speaking to people about the event, many had heard about it and were eager to try it for the first time or were glad to hear about it's return. They told me it was part of what makes the Junction such a great place to live."

Artist Feedback



Artist Feedback — 37 survey participants (+236%)

- 100% of artists would like to see Window Wonderland return next year (0 pp)
- 92% were happy with the **promotional opportunities** provided (+1 pp)
- 86% said they are **likely to apply again** (-13 pp)
- 86% would recommend the opportunity to **other artists** (-5 pp)
- 78% said they experienced **no operational challenges** (+22 pp)
- 78% of animators (+30 pp) and 58% of muralists (+76 pp) felt the **pay was fair**
- 76% said it brought them **increased exposure** (-24 pp)
- 68% said they were introduced to a **new way to paint/animate for AR** they could use in the future (-7 pp)

pp = percentage points

Artist Testimonials



"It's a great opportunity to connect with other artists and work on something meaningful, outside of the typical advertising work I usually do. It's an escape from the routine, where I can feel free and play with an idea alongside another artist."

- Freddy Barreiro, Animator

"I think this project uplifts and benefits the Junction extremely. So many people spoke of how the work was beautiful and that they appreciated seeing art in their community and making it feel more like home. "

-Julia Pereira, Muralist

"Events like this is great for businesses and artist to work together and create inspiration for visitors"

- Steve Kusuma, Animator

"As a first-time participating artist of Window Wonderland, I enjoyed painting and collaborating...It was a valuable experience and I'd love to see this event take place every year.

-Sarah Alinia Ziazi, Muralist

Member Business Feedback

The survey was shared widely through our **social media** and **member e-news**. Staff visited **129 businesses** to encourage participation. In total, **16 member businesses (non-window partners)** completed the survey (+100%).

- **81%** would like to see the event return next year (+31 pp*)
- **31%** said they would consider becoming **Window Partners in 2026** (+24 pp*)

**Compared to WW23 data. pp = percentage points*



TESTIMONIALS

"It's something to do with the family I like to bring my daughter as a free activity in the area as we also live here. " - Junction Pet Clinic

"May not be directly relevant to my business, but anything that brightens the days during our long winter is worth supporting. We keep our Christmas lights on until February!" - Studio Cycle

"I think it shows unity amongst the businesses in the neighbourhood, and it encourages visitors to spend more time visiting multiple businesses in the Junction." - Lowes School of Music

Window Partner Feedback

Window Partner Feedback (n=19) (+27%*)

- 89% felt Window Wonderland brought increased exposure to their business (-4 pp*)
- 89% reported no operational challenges with the program (-3 pp*)
- 84% would like to return as a partner next year (-16 pp*)
- 74% leveraged their installation through their own marketing (reposts/stories, signage, staff engagement, etc.)
- Window Partners shared consistently positive feedback about BIA support and overall program organization (open-ended responses)

**Compared to WW23 data. WW24 sample size was insufficient for a reliable year-over-year comparison.*



pp = percentage points

Window Partner Feedback

Testimonials

"It's good to have something fun in the mix. Yes, we have awesome shops and restaurants, but this is something we give the community for free. Everyone who has visited and gives me feedback loved the exhibit." - **Cool Earth Architecture**

"It is very important to support the arts so that they continue to thrive and grow, and the Window Wonderland event is doing great things to help in this regard. I enjoy the collaboration between the artists and the animators and seeing their work come together in the final piece." - **Makers Market**

"Great support and communication from the BIA. Working with our muralist, Marg, was an absolute joy. Overall, a great experience!" - **The Sweet Potato**

"Our team loved the mural and AR experience that incorporated our visuals. It's vibrancy brought our window to life. We especially enjoyed seeing people stop by, often in groups, to engage with the AR. Very lovely! It was great working with the artists, who were accommodating and receptive to our suggested changes. The administrative process was also smooth throughout. Thank you for this wonderful collaboration. We look forward to the next Window Wonderland!" - **MPP Alexa Gilmour**

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THANK YOU!