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TIFF 2019: 26 Highlights From Festival Parties, Lounges, and Sponsor Activations

The 11-day film festival was a hub for numerous events and activations hosted by Twitter, R.B.C., Bell, Lyft, L'Oréal Paris, and more.

BY [AMANDA SCRIVER](#) — SEPTEMBER 16, 2019



The cast of *Hustlers* sat down for a #SheInspiresMe panel at the [Assembly Chef's Hall](#), to discuss inclusiveness in Hollywood and the importance of showing diverse voices and telling diverse stories in film. The panel was streamed live on Twitter.

Photo: Courtesy of Twitter



Toronto International Film Festival serves as a flashy hub for premieres with celebrities, directors, and producers—but this year, the largest film festival in North

America also took an interest in up-and-coming industry talent.

The festival's 44th edition, which took place September 5 to 15, took an interest in local and international rising talent with initiatives such as the TIFF Writers Studio, TIFF Filmmakers Lab, and TIFF Rising Stars. And in an effort to be more inclusive and diversify coverage, the festival provided 20 percent of press credentials to journalists identified as underrepresented.

The festival also embraced social media. On Thursday, TIFF announced that for the first time, it would forego the traditional, formal award ceremony at the end of the festival and instead announce the audience award and juried competition winners on social media. Plus, for the first time ever, Twitter Canada had a major presence during the festival, with the #TwitterHouse (last seen at SXSW) and a #SheInspiresMe event featuring the cast of *Hustlers*.

The festival screened 333 films from more than 80 countries, including high-profile screenings of *Joker* and *A Beautiful Day in the Neighborhood*. The 11-day event featured numerous Instagram-worthy lounges, activations, and panels from brands such as Nespresso, AT&T, Lyft, and Ontario Lottery and Gaming Corporation. Here's a look at some of the most notable ideas from TIFF events this year.

AT&T On Location



The AT&T On Location lounge, accessible to celebrities and tastemakers, aimed to provide a multi-level, comfortable experience including couches and food. [Best Events](#) incorporated branding elements in a room with throw pillows. The lounge was held at the [Le Germain Hotel Toronto Mercer](#). AT&T Creative Services helmed the design of the space.

Photo: Stefanie Keenan/Getty Images for AT&T



The lounge featured the Central Perk couch from *Friends*, commemorating the show's celebration of its 25th anniversary.

Photo: Stefanie Keenan/Getty Images for AT&T

Variety Studio Presented by AT&T



The Variety Studio returned for a third consecutive year as a space for actors and filmmakers to be interviewed and photographed. Best Events built out the space at the Le Germain Hotel Toronto Mercer.

Photo: Michelle Quance

Twitter House





Twitter Canada hosted its first #TwitterHouse in Canada, a home for interviews and live-streamed discussions with the actors, directors, and thought leaders. The King Street West space had blue neon decor and a step-and-repeat that featured a massive Twitter logo against white film reels. [Francine Socket & Associates](#) executed all Twitter events during the festival, while [Club Ink](#) handled branding, and [Imagine It 3D](#) handled signage.

Photo: Courtesy of Twitter



The idea behind #TwitterHouse is to provide a physical manifestation of what the social media platform is through conversation.

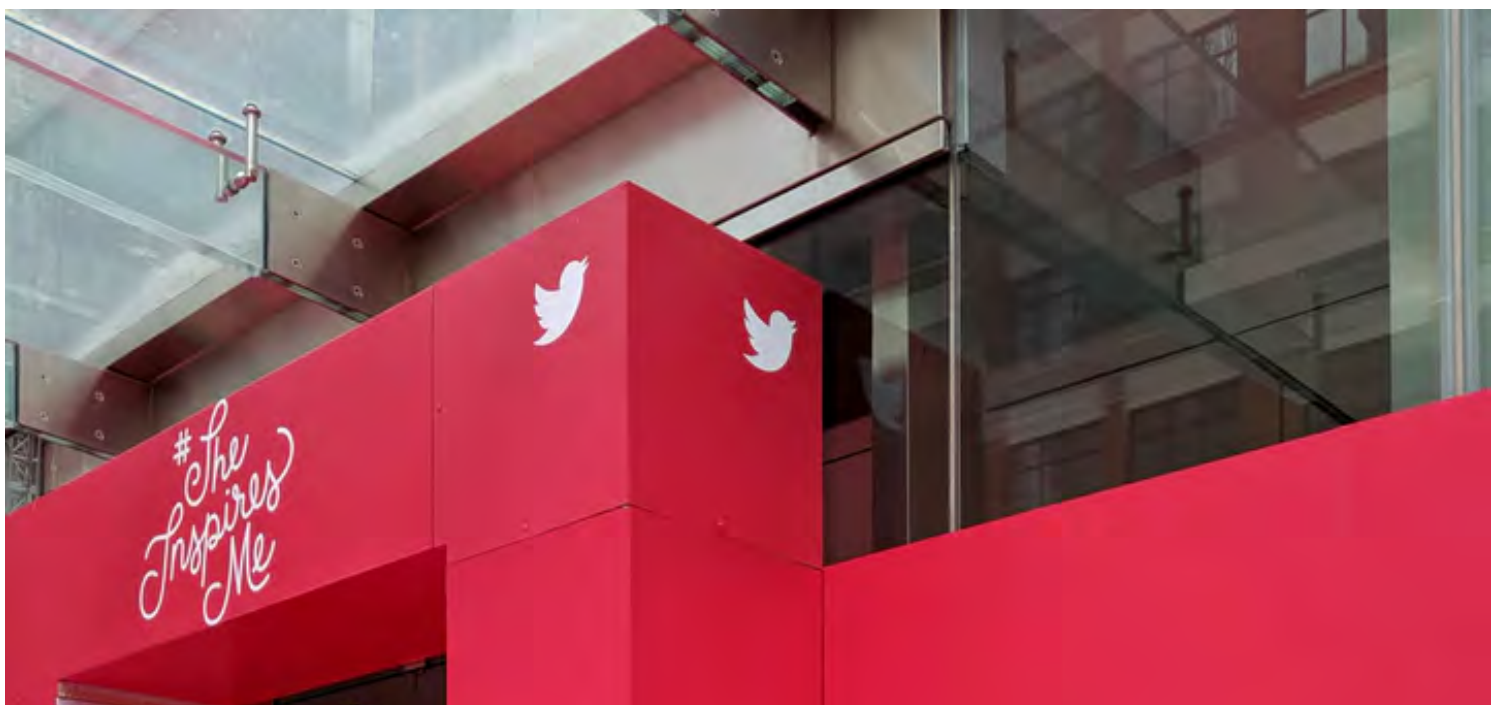
Photo: Courtesy of Twitter

Twitter #SheInspiresMe Panel



The cast of *Hustlers* sat down for a #SheInspiresMe panel at the [Assembly Chef's Hall](#), to discuss inclusiveness in Hollywood and the importance of showing diverse voices and telling diverse stories in film. The panel was streamed live on Twitter.

Photo: Courtesy of Twitter





The event entrance featured a pink carpet and an archway that displayed the #SheInspiresMe tagline and names of the film cast, director, and panel moderator in hashtags.

Photo: Amanda Scriver for BizBash

Nespresso Coffee With Creators



Nespresso's Coffee With Creators panel series focused on supporting local, up-and-coming filmmakers and established talent through intimate talks with the media and influencers at Byblos. [The Mint Agency](#) designed the space, which was produced in partnership with Brilliant Consulting.

Photo: Eric Charbonneau

Lyft's Movie Trailer



An official sponsor for a second consecutive year, Lyft activated a lounge that played movie trailers and offered passersby popcorn as they waited for films. The trailer was located on Festival Street, a public area that housed a majority of TIFF's partner activations. The lounge was produced in partnership with [Match Marketing Group](#).

Photo: Sarjoun Faour



The inside of the trailer offered a surprise photo moment, with a surreal, pink mirror installation and light-up Lyft lamps.

Photo: Sarjoun Faour

Bubly Smile Photo Booth



Sparkling water brand Bubly handed out samples on Festival Street beside a vintage van, and invited guests to take a photo with a large upside-down rainbow that mimicked the logo on the brand's cans.

Photo: Nick Wons

L'Oréal Paris Iconic Beauty Bar



On Festival Street, L'Oréal set up a beauty bar activation where guests could apply professional makeup digitally and then have their picture taken on the L'Oréal Paris red carpet.

Photo: Nick Wons

Air France Paris Bistro



The Air France Paris Bistro on Festival Street returned for a second year. The activation mimicked a business lounge and served guests French pastries and glasses of non-alcoholic bubbly.

Photo: ntbCreative

Precision Crafted Performance by Acura



At Acura's activation at David Pecaut Square, guests competed in a virtual-reality race game. They could also enter the NSX Track Experience contest, in which winners get to drive the actual Acura NSX on a racetrack.

Photo: Nick Wons

TIFF Booth



TIFF volunteers engaged filmgoers on Festival Street, with a chalkboard where guests could write their hopes for the future of film.

Photo: Nick Wons

Bell Loves Movie Lovers





Bell promoted its streaming service Crave with a Festival Street activation that consisted of three photo booths that touted Crave programming. Guests could pose in booths inspired by *LEGO Movie 2*, *Star Trek*, and *Letterkenny* (pictured). Bell partnered with [Momentum Worldwide](#) to produce the activation.

Photo: Courtesy of Bell

"Hustlers" Event



Audi sponsored the post-event screening of *Hustlers*, held at Yorkville restaurant [Sofia](#). [Brilliant Consulting](#) designed the event, which included pillows with the film's name and Audi logo, and a stripper pole that was brought into the restaurant.

Photo: Courtesy of Audi

H.F.P.A. and 'The Hollywood Reporter' TIFF Celebration





The Hollywood Foreign Press Association and *the Hollywood Reporter* held its festival event at the Four Seasons Hotel Toronto. Guests were invited to pose at a photo booth inspired by sponsor Dior's new line, Rouge Dior Ultra Care Collection. The line features lipsticks infused with flower oil, which served as the inspiration for the cascading rose petals. [Brilliant Consulting](#) produced the event.

Photo: Vivien Killilea/Getty Images for The Hollywood Reporter

Marriott Bonvoy at Nordstrom Supper Suite



For the first time, Marriott Bonvoy was the travel program sponsor of the Nordstrom Supper Suite, held at [Marbl](#). Decor included a balloon arch that doubled as a photo op. [The Substance Group](#) and [A-List Communications](#) produced the suite.

Photo: Photagonist

The Hollywood Reporter Studio



The Hollywood Reporter's lounge, held at the St. Regis Hotel's Astor Ballroom, offered guests a chance to have their portrait taken by Austin Hargrave. The Mint Agency and Idea Events designed the space, which was sponsored by Mac Cosmetics, Perrier-Jouët, Martell, and Sugarfina.

Photo: Matt Winkelmeyer/Getty Images for The Hollywood Reporter

N.K.P.R. IT House and Producers Ball



N.K.P.R.'s annual IT House and Producers Ball was held at the Purman Building. The lounge served as a space for festival attendees to wind down, with activities including ping pong.

Photo: Courtesy of N.K.P.R.

Hudson's Bay Striped Carpet





Hudson's Bay returned as the festival's red carpet sponsor and brought back its signature striped carpet. "TIFF Live from the Red Carpet" was live streamed with hosts Alicia Malone and Amanda Parris.

Photo: George Pimentel/Getty Images for TIFF

O.L.G. Dream Deck



Ontario Lottery and Gaming returned to the TIFF Bell Lightbox to take over the [Malaparte](#) space and rooftop for their lounge, which hosted panels with filmmakers and industry insiders.

Photo: Courtesy of O.L.G.

O.L.G. Dream Deck



The [T1 Agency](#) used opaque window clings that captured the light and highlighted the features of the Malaparte event space.

Photo: Courtesy of OLG

R.B.C. House



The R.B.C. House on Duncan Street offered a heavily branded space that hosted eight TIFF film parties and two music events. The Mint Agency and Brilliant Consulting produced the space.

Photo: Darren Eagles/Getty Images for RBC



The opening night event featured a performance by Canadian R&B duo Majid Jordan.

Photo: Lucas Kschischang

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