



MUSEUM OF TORONTO PUTS THE CITY'S BASKETBALL OBSESSION FRONT AND CENTRE WITH NEW EXHIBITION 'HOME GAME: TORONTO LOVES BASKETBALL'

New multi-site exhibition explores the cultural legacy of basketball in the GTA

Toronto, ON (April 22, 2025) – [Museum of Toronto](#) is pleased to announce the opening of its latest exhibition, **Home Game: Toronto Loves Basketball**, opening May 28st. This multidisciplinary city-wide exhibition celebrates the impact of basketball on Toronto's past, present, and future. More than just a sport, basketball has become a global phenomenon, and in Toronto, it's a connecting force that bridges generations, neighbourhoods, class, and cultures.

Home Game examines how a love of basketball has shaped the city's identity and how it continues to unite Toronto's incredibly diverse communities. This exhibition examines the game-changing shared histories of basketball and the city of Toronto through 5 points in time: the Canadian invention of basketball in 1891, the 1960s, the 1990s, 2019, and into the future. From iconic moments in Raptors history to grassroots court culture, and Canada Basketball's international presence to local hotspots that raised global talent, **Home Game** reflects Toronto's story through the lens of the sport. With visitor interactive experiences, collected community stories, memorabilia, videos, and historical deep dives, the exhibition captures the energy and joy basketball brings to life in the GTA.

"Basketball is in the DNA of so many Torontonians, it's more than a game, it's a language, a culture, a source of pride. **Home Game** is our love letter to the sport and to the communities that have built their lives around it," says Heidi Reitmaier, CEO of Museum of Toronto. "This exhibition captures the energy, resilience, and creativity that make basketball such a powerful force in our city's story. Whether you grew up playing on a local court, witnessed the iconic Raptors championship in 2019, or found your community through ball culture, this show is for you."

Home Game explores the wide-reaching impact of basketball through the consideration of politics, race, gender, identity, migration and of course, economics. It considers sport's influence on culture, and style and delves into Toronto's role on the international stage. As the home of Canada's only NBA team, the city draws fans from across Canada who proudly express their national pride through the sport, so this show dives into how basketball connects communities across race and place.

Programming across the city

Home Game will unfold across several venues throughout the city, with programs at **STACKT Market** and the major exhibition hub at **Harbourfront Centre**, where visitors will find not only the central installation but also a range of programs.

Home Game AR App

Museum of Toronto has partnered with Dr. Sarah Bay-Cheng, Prof. Angela Norwood and her students in the Design Lab at York University to develop an app that will bring basketball history to life via augmented reality.

In addition to an entry portal at Harbourfront Centre, three off-site activations will be connected via the Home Game app and will allow fans to learn more about Toronto's basketball history and share their basketball memories through the app's AR experience, including:

- Pan Am Centre

- York University, Vari Hall
- Regent Park Community Centre

This project is part of the SSHRC-funded Partnership Engage Grant project, “Pick-up Games: Playing History in Community,” led by Dr. Sarah Bay-Cheng and Prof. Angela Norwood.

Powerhouse team of curators

The exhibition is co-curated by a cross-disciplinary team of Toronto-based thinkers and creatives central to the basketball community including:

- [Sarah Bay-Cheng](#), PhD, Dean of York University’s School of the Arts, Media, Performance and Design
- [Kayla Grey](#), award-winning TSN anchor and host of *The Shift with Kayla Grey*
- [Perry King](#), author and journalist specializing in sports, cities, and community inclusion

Not Just for Sports Fans

While basketball diehards will find plenty to cheer for, *Home Game* is designed for everyone, including those who haven’t picked up a ball since middle school. With the sport’s growing influence on fashion, music, and lifestyle, this exhibition taps into the many ways basketball resonates with Toronto’s evolving identity.

For the T.O. You Don’t Know

Home Game also marks the launch of Museum of Toronto’s first brand awareness campaign, created by Berners, Bowie & Lee. Using eye-catching outdoor media including billboards and wild postings, the campaign turns the city into an open-air museum, spotlighting lesser-known histories and cultural sites in situ. Tied to the content of the exhibition and beyond, this campaign invites Torontonians to rediscover their city through a fresh and curious lens.

Exhibition Details

The exhibition opens to the public May 21 and will run until October 12, 2025.

Museum of Toronto is located at 401 Richmond Street West, Eastern Entrance, Toronto Ontario.

Museum of Toronto is always free, with donations encouraged.

Museum Hours:

Wednesday – Friday 12-6

Saturday: 10am – 8pm

Sunday: 12-7

Monday– Tuesday: CLOSED

Media Preview

Media Preview is scheduled for Tuesday, May 20th from 11 am - 1pm. Interviews are available onsite.

To register, please email the press contact below.

Media Images [HERE](#)

About Museum of Toronto

Founded in 2015, Museum is Toronto's City Museum. They offer a collection of experiences that tell the histories of Toronto. Their exhibitions and content aim to evoke curiosity and foster deeper connections between its visitors and the city. With a focus on building a living archive of the city, they strive to be a valuable resource for those interested in the cultural heritage of Toronto. Enjoy Museum of Toronto's programming in their downtown exhibition space, throughout the city, and online.

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