

Interactive Map Tracks Toronto World Cup Watch Parties As Local Photographer Documents Fans

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An interactive digital map has been launched by Amsterdam startup Dashmote to help soccer enthusiasts locate 148 match screening venues across Toronto, as the international tournament completes its first week. The digital tool arrives amid a decades-long local photography initiative tracking the city's diverse cultural fanbases during the global tournament.

The free live tool, named Watch Party Radar, maps out verified screening locations, including 19 dedicated match parties at major spots such as Sankofa Square, Fox on John, and Mangal Kebab House, according to NOW Toronto. The platform is scheduled to provide daily updates regarding venue profiles, event descriptions, consumer deals, and user ratings until the final tournament match concludes on July 19.

Simultaneously, local photographer Joseph Howarth is continuing his 20-year passion project titled "World Cup in Toronto" to document local soccer supporters from every competing country. Having tracked fans from 55 different nations across crowded bars and plazas since

2006, Howarth aims to capture new representations from arriving tournament debuts including Uzbekistan, Cape Verde, and Curaçao.

“It was Angola's first World Cup, and I got to be in the room with all the Angola fans,” said Joseph Howarth, Photographer.

“I loved it, and that sort of hooked me. I wanted to see if I could be in the room — the most exciting room in Toronto — for each of these countries.”

The photographer explained that smaller or underdog nations often provide the most compelling imagery due to the uncertainty of their future qualifications, as reported by CBC Radio.

“I want that sea of red, those flags flying,” said Joseph Howarth, Photographer.

“I have always pictured that shot. I've never had the opportunity to photograph it.”

Howarth noted that his work remains a celebration of his hometown's demographic identity rather than a pure sporting chronicle.

“The German fans or the French fans ... they kind of know they're going to be back next time — and they've already won the big one,” said Joseph Howarth, Photographer.

“I don't use flash when I take photos,” said Joseph Howarth, Photographer.

“So I'm oftentimes in a dark, dark bar where really the light source is from the back of the room or maybe even just the TV screens.”

With 88 tournament matches remaining overall, including five scheduled at Toronto Stadium, local organizers are actively adjusting event operations to accommodate visiting international spectators.

“I'm not a huge soccer fan, but I'm a fan of fandom. I'm a fan of this city,” said Joseph Howarth, Photographer.