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Hal Jackman
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The Power Plant, Canada's leading contemporary art gallery, hosted more than 1,700 guests last night in celebration of the gallery's 25th anniversary with [Power Ball: Quarter-Life Crisis](#).

Here are the top "glad I didn't miss that" moments of the night:

- In the VIP lounge, hosted by [The Power Plant](#), [Soho House](#) and [GREY GOOSE® Vodka](#), guests experienced the opulence of Soho House first-hand with this pre-launch celebration. Soho House Toronto will open during the Toronto International Film Festival in September 2012
- Presenting sponsor HUGO BOSS showcased an incredible 3D theatre using footage from a recent fashion show in Beijing
- Media darlings Melissa Grelo, Tanya Kim, Mary Kitchen, and Jian Ghomeshi mingled
- Dimi Lezinska, GREY GOOSE® Global Ambassador, was seen toasting guests in the VIP lounge with signature *Power Ball High Ball* cocktail GREY GOOSE® Vodka, apple juice and freshly squeezed white grapefruit juice topped with homemade ginger syrup
- Nick Jones, founder and CEO of Soho House, was spotted discussing the soon-to-be-opened Toronto house with Dimi
- Co-chair Michael Liebrock introduced Dragonette's all-star performance that ended the VIP hour, proving sometimes it isn't fashionable to be late
- Rick Mercer poses for photos with The Power Plant's Director, Gaëtane Verna
- National Post's Shinan Govani spotted "social vampires" in between Philippe Blanchard's LED pyramids
- Two Range Rover Evoques were used as a canvas in an interactive installation from sponsor Jaguar Land Rover
- Party sponsor Kobo's gallery installation of a tree complete with a giant swing and hanging e-readers featured literature related to quarter-life crisis

The Power Plant
Contemporary Art Gallery

Harbourfront centre

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Toronto, ON Canada M5J 2G8

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thepowerplant.org

- Co-chairs Amanda Blakley and Ashleigh Dempster were seen taking a moment to swing from the tree
- Toronto restaurateur Marc Thuet took over the lakeside outdoor patio and created a culinary spectacle with a gaucho theme, featuring a roasted bison on a spit and bbq'd corn among a sea of pinatas
- #PowerBallTO trended in worldwide, as party guests discussed art, style and "quarter-life crisis"
- [Philippe Blanchard](#)'s installation transformed one of the gallery spaces with sculptural and 2D elements featuring his eye-popping expanded animation, all created from multi-colored (RGB) prints lit by LED strobe lights. The effect was akin to "walking through an animated GIF"
- A new reality/talk show presented by [Sarah Febbraro](#) allowed partygoers to publicly probe their anxieties about the future and how their lives may or may not have shaped up to what they imagined when they were 25
- [Jesse Harris](#)'s series of colourful text-based banners were featured on the ceiling and walls of the clerestory - connecting a collage of adolescent desires and protest to his ongoing collection of written slogans and 1980s typography
- [Marisa Hoicka](#)'s performance and painting installation was based on the theme of escapism - partygoers peeked through windows to see the work and could interact with Marisa through an onsite computer
- In the largest gallery space, [Jesi the Elder](#)'s wild animations activated the dance floor with two enormous projections
- DJ's Alex Merrell and Diego Armand kept attendees dancing all night, and into the wee hours of the morning
- Beer sponsor Kronenbourg 1664 ensured guests were never empty handed

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The gallery extends sincere thanks to all sponsors and guests who contributed to the success of this incredible event:

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About Power Ball:

Power Ball is the gallery's largest annual fundraiser. From its inception in 1999, Power Ball has set the standard as the most influential, vibrant and original contemporary art party. Attracting a sophisticated "who's who" crowd of artists, fashionistas, celebrities, and financiers from the world of film, advertising, music, design, and art, this is one sensational party providing vital funds to the exhibition and public programs at The Power Plant.

About The Power Plant:

The Power Plant is Canada's leading public gallery devoted exclusively to contemporary visual art. It is a vital forum for the advanced artistic culture of our time that offers an exceptional facility and professional support to diverse living artists while engaging equally diverse audiences in their work. The Power Plant pursues its activities through exhibitions, publications and public programming. It fulfills its mandate by generating: exhibitions that represent the range of advanced practice in visual arts; publications that increase knowledge of contemporary art; lectures and symposia that encourage debate and further understanding; interpretative tools that invite visitors to question, explore and reflect upon their experiences; programming that incorporates other areas of culture when they intersect with visual art.

For more information, please visit the [The Power Plant](#) website.

About Soho House Group:

Soho House was founded in London in 1995, as a private members' club for those in the film, media and creative industries. The Group has gradually expanded to include Houses across Europe and North America, as well as restaurants, cinemas, spas and hotels.

The clubs include the original Soho House, Babington House in Somerset, Electric House, High Road House, Shoreditch House, Little House Mayfair, Soho House Berlin, Soho House New York, Soho House West Hollywood and Soho Beach House Miami. Babington, High Road, Shoreditch, Berlin, New York and Miami also host hotel rooms. New Houses are planned for Toronto, Mumbai, Istanbul, Chicago and Barcelona.

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The portfolio includes 11 public restaurants to date: Café Boheme, Boheme Kitchen Bar, Electric Brasserie, High Road Brasserie, Hoxton Grill, Cecconi's Mayfair, Cecconi's West Hollywood, Cecconi's Miami, Pizza East Shoreditch and Pizza East Portobello. In 2009, the Group launched its first standalone hotel, Dean Street Townhouse, hosting 39 bedrooms and an all-day restaurant. The Group has also developed the Cowshed Spa and Salon along with a line of Cowshed-branded hair and body products.

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Media Contacts:

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