

The Power Plant

The gallery will reopen to the public on 10 March, 2011 with a new lobby, a new visual identity and website, and new exhibitions

FOR IMMEDIATE RELEASE

Toronto, 14 February, 2011 –The Power Plant will reopen to the public **10 March, 2011** with a day-long celebration. The gallery will unveil a new visual identity and improved visitor services, including a new lobby, website and new exhibitions. Festivities begin at noon, when Members of The Power Plant will be the first to enjoy an exclusive first viewing of the new space.

From **6 – 10 PM**, the gallery will be open to the public for a celebration of The Power Plant – refreshed.

The Power Plant – Refresh is the name the gallery has given to a project that aims to increase public access. It will strengthen the gallery's identity as a leading contemporary art venue, enhance outreach efforts and increase accessibility to gallery communities onsite and online.

As part of this special celebration, The Power Plant launches three new exhibitions: *Thomas Hirschhorn: Das Auge (The Eye)*; *Iñigo Manglano-Ovalle: Phantom Truck + Always After*; and *To What Earth Does This Sweet Cold Belong?* More details on the exhibitions, on view through 29 May, 2011, to follow in a separate release.

Director of The Power Plant Gregory Burke has the reopening in sight: "The space is looking fantastic. Construction is almost complete, and I look forward to the party when we will enjoy sharing this exciting project with the world." Burke continues: "Bruce Kuwabara and Taewook Eum, of Kuwabara Payne McKenna Blumberg Architects, have set a benchmark with the redesign of the gallery's lobby space, and Hahn Studio and Monnet Design have worked tirelessly on the redesign of the gallery's visual identity and translated it beautifully across all spaces and communications."

The Power Plant – Refresh responds to the needs of the gallery's many communities. With an expansion and upgrade of the lobby, it will provide better visitor services onsite with enhanced retail services and more space to accommodate groups and programs. The new word mark and graphic identity better reflect the current mandate of The Power Plant, an organization on the leading edge of contemporary art. A major upgrade of the gallery's website with ecentricarts inc. will showcase this new identity and allow for a more dynamic presentation of gallery programs and events, increase access to that information for all users, and provide a platform for web-specific projects.

Over the years, The Power Plant has strengthened its reputation as a leading international centre for contemporary art. Renowned for its global vision and special commitment to ground-breaking contemporary Canadian art, it is supported as essential to the cultural infrastructure of the City of Toronto and the country at large. The Power Plant – Refresh is an important project made possible by major grants from The Ontario Trillium Foundation and from Canada Cultural Spaces Fund through the Department of Canadian Heritage. Additional support has been provided by Harbourfront Centre and the many corporate and individual supporters of The Power Plant.

The Power Plant - Refresh: the countdown continues.

Background

More on The Power Plant - Refresh

The Power Plant – Refresh is a project that aims to improve access for both existing and new visitors. The project will help support and grow the gallery's reputation as a leader in the presentation of contemporary art, here in Toronto and around the world. The project will ensure that the gallery is able to provide excellent visitor service, both onsite, externally and at a distance. By launching this project, the gallery aims to strengthen its identity as a leading visitor-focused contemporary art venue, significantly increase participation in programs, enhance all communications and outreach, and increase revenue generation for long-term sustainability.

Bruce Kuwabara of Kuwabara Payne McKenna Blumberg Architects is leading the redesign of the gallery's lobby space. KPMB is a firm that has made a major contribution to the design of other prominent museum buildings such as the Canadian Museum of Nature, Ottawa; Canada's National Ballet School, Toronto; Gardiner Museum, Toronto; and more recently, the Bell Lightbox for Toronto International Film Festival Group. This redesign of the lobby space builds on Peter Smith's original design for the renovation project by Lett/Smith Architects, when the building was first converted to an art gallery and opened to the public on 1 May, 1987. Hahn Studio and Monnet Design have teamed up to design a new visual identity for the gallery. Alison Hahn has a long history with The Power Plant and has collaborated with clients such as the Art Gallery of Ontario, the Museum of Modern Art, New York, and the Whitney Museum of American Art. Stéphane Monnet and Agnes Wong of Monnet Design have been designing The Power Plant materials for two years. Their other clients include cultural organizations such as SummerWorks Theatre Festival and The Art of Time Ensemble. Hahn Studio and Monnet Design have formed a design team that is not only sensitive to the needs of a visual arts organization but familiar with The Power Plant – its past and future.

For more information on The Power Plant - Refresh, call **416-973-4927** or visit **www.thepowerplant.org**

**The Power Plant Contemporary Art Gallery at Harbourfront Centre
231 Queens Quay West, Toronto**

Admission:

FREE Members

\$6 Adults

\$3 Students / Seniors

FREE Wednesdays from 5 – 8 PM

Gallery Hours:

Tuesday to Sunday 12 – 6 PM

Wednesday 12 – 8 PM

Open holiday Mondays

-30-

Media Contact:

Robin Boyko

Marketing and Communications Coordinator

The Power Plant

416-973-4927

rboyko@harbourfrontcentre.com