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**Toronto's best art party will have its 15 Minutes  
Power Ball: 15 Minutes aims for world-wide fame with  
interactive online art installations**

**22 May 2013, Toronto, ON** - The Power Plant, Canada's leading contemporary art gallery, presents **Power Ball: 15 Minutes**.

On **Thursday, June 6, 2013**, more than 2,500 guests from Toronto's art, fashion and entertainment communities will attend the city's most anticipated annual art party.

It was 45 years ago when Andy Warhol made his infamous prediction: *"In the future, everyone will be world famous for 15 minutes."* This year's party asks what it means to be famous in our contemporary world and it will accommodate a crowd larger than any in its history, spilling outside and around the world with an expanded outdoor footprint and art installations that will put all guests at the centre of a world of celebrity.

"Power Ball is the largest annual fundraising event for The Power Plant, providing the necessary financial support for the exhibitions and public programming the gallery offers all year," said Director of The Power Plant Gaëtane Verna. "I wish to thank all ticket purchasers, all sponsors, and our invaluable co-chairs Anthony Novac and Isa Spalding, who are supported by our hard-working committee. We are truly grateful, and we look forward to celebrating with you all."

What is fame and how do we get it? "You'll have to come to Power Ball to find out," said Anthony Novac, co-chair of Power Ball: 15 Minutes. "This year's event will go beyond the traditional venue, spill onto Toronto's iconic Harbourfront, and enter the online world with interactive artist projects."

**The Power Plant  
Contemporary Art Gallery**

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© Harbourfront centre

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The VIP experience will begin the evening at 8 PM. In a beautiful venue providing the upmost fame and celebrity, this summer oasis overlooking the lake will provide VIP guests an exclusive area in which to experience a private installation by Toronto-based artist **Scott Lyall**. Mingle, enjoy private bars, a special menu by Chef Marc Thuet, and cocktails from Ketel One and Grand Marnier.

The party surrounds the VIP lounge outdoors and fills all lower level gallery spaces inside with installations by artists **Ryan Trecartin, Zeesy Powers, Alexis O'Hara, KTL & Sybil**, and **Thunder Horse Video**, while NYC-based **Physical Therapy** and Toronto-based **Deko-ze** spin tunes all night long. Experience an outdoor movie house, late night dancing under the stars, hot dog stations and so much more. Once again, Thuet will return, serving up LA-themed food from large, outdoor BBQ lodges.

Power Ball: 15 Minutes will mark the official launch of the Chateau des Charmes Bosc Family's newest winery, Earth & Sky, as guests preview the new blend. For the liquor enthusiast, sponsors Ketel One, Grand Marnier, Johnnie Walker, Tanqueray, Don Julio, and Perrier will display signature themed cocktails, while Kronenbourg 1664 provides the brew.

For more information, visit [The Power Plant](http://www.thepowerplant.org) website and follow the discussion on Facebook and Twitter, **#PowerBallTO**.

#### TICKET INFORMATION

Thursday, June 6, 2013, 9 PM  
The Power Plant, 231 Queens Quay West

\$155 Members of The Power Plant, \$180 Non-Members  
Party packages are available

VIP tickets: \$500, includes partial tax receipt  
VIP packages are available

**Tickets for this event are extremely limited. To purchase, visit**  
<http://www.thepowerplant.org/ProgramsEvents/Events/Power-Ball.aspx>

#### CO-CHAIRS

Anthony Novac  
Isa Spalding

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## CONTRIBUTING ARTISTS

### Scott Lyall

On the heels of his participation in SITE Santa Fe's Seventh International Biennial, The Power Plant presented Toronto artist Scott Lyall's largest solo exhibition to date in 2008. Titled *The Power/Color Ball*, the exhibition was named after a fictitious gala party reminiscent of Power Ball. Scott Lyall lives and works in Toronto and New York. His work encompasses references to painting and sculpture, critical histories of painting, and contemporary design. He has exhibited across Canada, the United States, and Europe, most recently at the Miguel Abreu Gallery in New York. In Canada, Lyall is represented by Susan Hobbs Gallery.

### Riverofthe.net

One of the featured art projects is a live projection of new media artist **Ryan Trecartin's** *Riverofthe.net*, an online project he conceived with Tumblr founder David Karp and executed with developer Nick Hasty and digital artist Sergio Pastor. A cross between Tumblr, YouTube, and Chatroulette, *Riverofthe.net* offers an open outlet for anyone to upload ten second videos, each accompanied by three tags, which are used to link separate entries. The site presents an interface by which these anonymous videos are sewn together, forming networks and narratives that span the virtual collectives of online cultural and social production.

### Zeesy Powers

Zeesy Powers is an interdisciplinary artist based in Toronto who likes to play with expectations. She is primarily concerned with the uses and manipulations of technology by, for and against people. Her performance and video work has been exhibited in festivals and galleries around the world. She is a past resident of CCA Kitakyushu, Japan; The Banff Centre, Alberta; and Palomar5, Berlin, and is completing a tissue engineering workshop this spring. She is currently writing a collection of short stories about people's relationships to the bodies of others, and developing a performance for five dancers about the interpretation

of images. For Power Ball 15, her installation of *I Will Tell You Exactly What I Think of You* offers you a mirror on your fame-focused feelings.

Thunder Horse Video

THV Entertainment is a New York based creative collective, founded by Taran Allen and Alex Gvojcic, which focuses on art, media and entertainment production. For the past six and half years, THV has worked in the creative fields of art, music and fashion with various artists and companies to develop and expand their public image over a wide variety of live and multimedia platforms. Simultaneously, THV has produced its own series of original art and installations that explores the social and psychological effects of environmental manipulation and the re-appropriation of modern images in popular culture. Their work has been featured at MoMA PS1, Museum of Art and Design, Eyebeam Art + Technology Center, MOCA LA and Miami Art Basel. Currently, THV continues to produce its own events in NYC, create new music videos for Fade to Mind, tour with an original live show for Sky Ferreira and develop new runway concepts for NYC fashion label Hood By Air.

Alexis O'Hara

Alexis O'Hara is an undisciplined artist whose work blends elements of cabaret, pop music, spoken-word, stand-up comedy, sound performance, and installation. She has presented work in Scotland, Austria, Mexico, Germany, Belgium, France, England, Ireland, Slovenia, Australia, Finland, Brazil, Switzerland, U.S. and across Canada. She lives and works in Montréal. MOSQUITO is an installation that evokes both the contemporary cult of celebrity and the ubiquitous eyes and ears of security systems in the public sphere. The title is a nod to Fellini's *La Dolce Vita*, which featured an intrusive photojournalist named Paparazzo, onomatopoeically suggesting an annoying, hovering, buzzing insect.

KTL and Sybil

Sybil Prentice and Kaitlin Till-Landry make performance art that plays on digital archetypes and mainstream representations of female youth. Contrary to art trends that involve bodily endurance aspiring to exhaustion or self inflicted pain, their performances are spontaneous and result in imagery that reflects DIY decadence and digital culture. The two met in a computer lab at the School of the Art Institute of Chicago in 2010, and thereafter have collaborated in Toronto and NYC.

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Johnnie Walker  
Ketel One Vodka  
Petite Thuet  
Pizzaiolo  
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Popchips  
Tanqueray  
Ticket Break  
Westbury National Show Systems

**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.

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