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**The Power Plant celebrates its 25th anniversary with Power Ball: Quarter-Life Crisis
14 June 2012**

The Power Plant, Canada's leading contemporary art gallery, presents [Power Ball: Quarter-Life Crisis](#). On **June 14, 2012**, more than 1,700 guests from Toronto's art, fashion and entertainment communities will attend the city's most anticipated annual art party, honouring the gallery's 25th anniversary.

Power Ball: Quarter-Life Crisis is an evening poised to animate the most joyful and tumultuous aspects of turning 25. It will capture the spirit of life at a turning point and encapsulate the naivety and reality of life in its first quarter century.

The gallery looks forward to a birthday bash unlike any other when we celebrate 25 years of The Power Plant at the 2012 Power Ball. Power Ball is the premier fundraising event for the gallery, providing major and much-needed financial support for all of our programming. Our success is only possible thanks to the effervescent partygoers who attend, the outstanding assistance of our co-chairs and committee, and our incredible sponsors who make this legendary party possible. For the seventh consecutive year, **HUGO BOSS** will host as presenting sponsor, and The Power Plant is grateful for their ongoing support.

Music will fill every corner of this party. After spinning at top venues and international high-profile events, Los Angeles-based DJ Alex Merrell will bring her distinct yet tailored style to Power Ball: Quarter-Life Crisis. From mentoring under DJ Mark Luv of The Pharcyde to touring as Taio Cruz's DJ, Alex's broad experience in multiple genres will keep guests jamming. Joining Alex is Toronto native Brendan Fallis, who brings unique and impressive mixing skills to his repertoire that includes Rock, Alternative, 80's, 90's, Oldies, Hip Hop, Funk, Punk, and Pop/Club Hits.

"Our team of co-chairs is thrilled to participate in Power Ball, a notorious social extravaganza, an incredible dance hall and unforgettable art exhibition all in one," said Rui Amaral, co-chair of this year's party. "Attendees should anticipate an extraordinary year for the fundraiser. We are celebrating the best of the worst of turning 25 - self doubt, social and economic anxiety, and the balance between holding on and letting go. We look forward to revealing the many installations that explore this theme and to joining the eclectic mix of guests in honouring the success of The Power Plant."

Power Ball enjoys a long tradition of creating incredible and unforgettable environments birthed from the creative minds of Toronto artists. This year, Power Ball: Quarter-Life crisis will come alive under the creative direction of local artists **Philippe Blanchard**, **Sarah Febbraro**, **Jesse Harris**, **Marisa Hoicka**, and **Jesi the Elder**. Toronto restaurateur **Marc Thuet** will again take over the lakeside outdoor patio and create a culinary spectacle.

The Power Plant
Contemporary Art Gallery

Harbourfront centre

231 Queens Quay West,
Toronto, ON Canada M5S 2G8

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thepowerplant.org

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The VIP lounge will begin the evening at 7:30 PM. Guests will enjoy pre-party cocktails in an exclusive environment. Important details about the VIP experience will be revealed in closer to the date.

TICKET INFORMATION

Thursday, June 14, 2012, 8:30 PM
The Power Plant, 231 Queens Quay West
\$155 Members of The Power Plant, \$165 Non-Members
Party packages are available (includes 12 tickets for the price of 10)

VIP tickets: \$400, includes partial tax receipt
VIP packages are available

Tickets for this event are extremely limited. To purchase, visit thepowerplant.org, call +1.416.973.4018 or email powerball@thepowerplant.org.

CO-CHAIRS

Rui Amaral
Amanda Blakley
Ashleigh Dempster
Michael Liebrock

CONTRIBUTING ARTISTS

[Philippe Blanchard](#)

Philippe will transform one of the gallery spaces with sculptural and 2D elements featuring his eye-popping expanded animation. Created from multi-colored (RGB) prints lit by LED strobe lights, the effect is akin to "walking through an animated GIF."

[Sarah Febbraro](#)

Sarah will develop a new reality/talk show that will be a platform for 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](#)

Jesse will create a new series of colourful text-based banners on the ceiling and walls of the Clerestory. This collage of adolescent desires and protest will draw on his ongoing collection of written slogans and 1980s typography.

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[Marisa Hoicka](#)

Marisa will create a new performance and painting installation based on the theme of escapism. Inside a room within the gallery, partygoers will only be able to see the work through windows and interact with her via a computer.

[Jesi the Elder](#)

Our largest gallery space that houses the DJ and dance floor will be animated with two enormous projections of Toronto-based self-taught artist Jesi the Elder's wild animations.

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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

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and reflect upon their experiences; programming that incorporates other areas of culture when they intersect with visual art.

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

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