FOR IMMEDIATE RELEASE: OCTOBER 14, 2015

The Power Plant to provide a rare glimpse into the world of collecting with lecture, W. Bruce C. Bailey: The Art of Art Collecting

As part of The Power Plant’s Fall 2015 Season of Public Programs & Events, the gallery will host a talk by W. Bruce C. Bailey titled The Art of Art Collecting on Sunday, 18 October at 2PM.

With an introduction by art historian Mary-Dailey Desmarais (Curator of International Modern Art at Montreal Museum of Fine Arts), the talk is one of Bailey’s first and will offer a rare glimpse into one of the art world’s leading visionaries. Bailey will provide insight into art collecting for both the novice and the experienced collector, as illustrated with his 30-plus years of personal experiences in the art world.

Bailey’s lecture will be followed by a reception with a cash bar at The Power Plant starting 2:30PM, where Desmarais and Bailey will engage in conversation about their mutual experiences in collecting contemporary art.

**W. Bruce C. Bailey: The Art of Art Collecting**
Sunday, 18 October 2PM
Brigantine Room, Harbourfront Centre
FREE Admission. Advanced registration required.

Reception to follow, 2:30PM-4PM
The Power Plant, 231 Queens Quay West

For more information on The Power Plant: [thepowerplant.org](http://thepowerplant.org)

For images, interview requests or more information, please contact:

Nadia Yau
Marketing & Communications Coordinator
416.973.4927
media@thepowerplant.org
About W. Bruce C. Bailey
W. Bruce C. Bailey is a Canadian investment banker, lawyer, farmer, art collector and arts patron. Bailey has collected Canadian and international contemporary art in all media and genres for the past 30 years. He founded the first arts incubator in Canada (2000–2010) dedicated to launching Canadian art careers as well as initiating the first Canadian exhibitions for international artists Jake and Dinos Chapman, Peter Doig and Tony Matelli.

About Mary-Dailey Desmarais
Mary-Dailey Desmarais is a curator, art historian and collector. She received her PhD from Yale in 2015 and is Curator of International Modern Art at Montreal Museum of Fine Arts.

About The Power Plant Contemporary Art Gallery
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 that incorporates other areas of culture when they intersect with visual art.

ALL YEAR, ALL FREE
presented by BMO FINANCIAL GROUP

Providing as many people as possible with access to these programs and events remains The Power Plant’s top priority. The initiative leading these efforts is a renewed partnership with BMO Financial Group, whose support of the ALL YEAR, ALL FREE initiative is vital to expanding and diversifying audiences by eliminating the cost of admission to its exhibition program.

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