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The 15 MFM (Most Famous Moments) of Power Ball: 15 Minutes

June 7, 2013, Toronto, ON - The Power Plant, Canada's leading contemporary art gallery, hosted more than 1,500 guests last night at Power Ball: 15 Minutes, proving Andy Warhol's infamous prediction right:

"in the future, everyone will be world famous for 15 minutes."

According to sources close to the event, here are the MFM (most famous moments) of the night:

1. #PowerBallTO trended on Twitter, as party guests discussed art, style and their "15 minutes"
2. Fashion celeb Jeannie Becker was spotted in the VIP taking carrying a fun Campbell's soup clutch as her ode to Andy Warhol
3. Director of The Power Plant Gaëtane Verna chatted with DJ's **Physical Therapy** and Toronto-based **Deko-ze**, perhaps trying to break a DJ's only rule - no requests, even for the boss!
4. Did you see? The Greta Constantine boys didn't let the rain stop their late night dance party under the stars beside the tented *Toronto Life* installation
5. Media darlings celebrated birthdays in fabulous attire, posing for paparazzi
6. Guests previewed the Chateau des Charmes Bosc Family's newest winery, Earth & Sky - and the reviews were great!
7. It was getting "hot in here," so one guest removed all her clothes (except for a pair of great shoes and a clutch)
8. So hot in fact, that the fire department stopped by to ensure our safety - a false alarm caused by the fog machine
9. Thuet returned serving up LA-themed food to curb the potential hangovers - corn dogs, pulled pork sliders, giant skinny burgers and pork ribs with a southern style glaze
10. Themed bars kept even the most refined palette at bay, featuring cocktails from sponsors Ketel One, Grand Marnier, Johnnie Walker, Tanqueray, Don Julio, and Perrier
11. Kobo's seemingly tame photo booth set up was enjoyed by all...but we wonder how many guests were aware that all that personal primping and priming in the mirror beforehand was being observed by strangers watching on the other side of the wall
12. In the main gallery, guests were mesmerized by **Thunder Horse Video's** motorcycles and sexy ladies
13. One of **Ryan Trecartin's** most recent projects was an incredible display of random, crazy public posts pulled from Tumblr - did you see anyone you knew?
14. **Zeesy Powers** welcomed many brave guests to her stage, where she told them exactly what she thought of them upon their first meeting - her subject's reactions were projected for the entire room to witness, leaving people wanting more
15. **KTL & Sybil** made sure guests enjoyed cake, even if it meant feeding them a face full of it

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.

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Media Contacts:

For more information on **Power Ball: 15 Minutes**, please contact:

Kelly Olive
MAVERICK Public Relations
416.640.5525 ext. 230
kellyo@maverickpr.com

For more information about exhibitions and public programs at The Power Plant, please contact:

Robin Boyko
Head of Marketing & Communications
The Power Plant Contemporary Art Gallery
416.973.4927
rboyko@thepowerplant.org