

YOUR INVITATION TO BECOME A  
FOUNDING PATRON

OF

# INTERACTIVE 05

A PRESENTATION BY



IN PARTNERSHIP WITH

THE CANADIAN INTERACTIVE ARTS CONSORTIUM

[www.interactive2005.com](http://www.interactive2005.com)

'ANY REVOLUTIONARY PROJECT TODAY, WHETHER UTOPIAN OR REALISTIC, MUST IF IT IS TO AVOID BANALITY, MAKE THE RE-APPROPRIATION OF THE BODY, IN ASSOCIATION WITH THE RE-APPROPRIATION OF SPACE, INTO A NEGOTIABLE PART OF ITS AGENDA.'

*THE PRODUCTION OF SPACE, HENRI LEFEBVRE, 1974*

METRO TORONTO CONVENTION CENTRE  
(NOVEMBER 3 - 7, 2005)



# INTERACTIVE 05

We would like to take this opportunity to extend a special invitation to become one of the 25 Founding Patrons of INTERACTIVE 05, Canada's first celebration of interactive arts. INTERACTIVE 05 (I-05) will be a free public cultural event presented in partnership with the Toronto International Art Fair (November 3 -7, 2005) throughout the public spaces of the Metro Toronto Convention Centre.

We have gathered a consortium of arts organizations and galleries from Toronto and Montreal whose artists will create an unprecedented interactive arts experience that is participatory and accessible to all. Artists include Governor-General Award winner David Rokeby, Sobey Award winner Jean-Pierre Gauthier, Gershon Iskowitz Award winner Max Dean and Bell Canada Art Award winner Vera Frenkel as moderator of our Speaker Forum. Over 20 artists will work with Creative Director Thom Sokoloski, internationally recognized creator and producer of site-specific opera and theatre works for the Holland Festival, Opéra de Lyon, Ars Music Festival of Brussels and Harbourfront's World Stage Festival, to create an unparalleled contemporary arts experience.

Over the past six years the Toronto International Art Fair (TIAF) has become one of the major art fairs in North America. Its opening gala and four days of events are a highlight of Toronto's social season, and a hub for the growing international array of art dealers, collectors, art professionals, and patrons. By welcoming I-05 into its cultural programming for the next three years, TIAF - considered the fastest growing fair of its kind that already attracts over 20,000 people annually - will be providing I-05 with world class production and promotional support.

**We are inviting you to take the lead in becoming a founding patron of I-05** and help keep I-05 a *free public event* for students, families, artists and the public at large to experience and enjoy. Your contribution of \$2,500 will ensure this and provide you with a pair of tickets to I-05's Spoke Club Fundraiser on Monday, October 17<sup>th</sup>, a pair of tickets to TIAF's Gala Opening on November 3<sup>rd</sup> that will also include a Private Founder Patron tour of I-05 with the Artists and Curatorial Director Clara Hargittay, a tax-deductible receipt, and recognition in perpetuity as a Founding Patron.

This is your opportunity as an individual, small business, or corporation to take the lead and become a Founding Patron of INTERACTIVE 05. Your support will help us launch I-05 onto the international stage, provide a showcase for artists in this field, develop new audiences and collectors and, most importantly, prove that **there are ground-breaking patrons as there are ground-breaking artists!** Please join us.

Sincerely Yours,

Clara Hargittay  
Curatorial Director

Thom Sokoloski  
Creative Director

Friday, September 16, 2005

# INTERACTIVE 05

## EXECUTIVE SUMMARY

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Presenter:	Toronto International Art Fair in partnership with Autumn Leaf Performance – representing the Canadian Interactive Arts Consortium
Event Title:	INTERACTIVE 05 (I-05)
Date, Place:	November 3 – 7, 2005, Metro Toronto Convention Centre (MTCC)
Project Goal:	To present an unprecedented celebration of interactive arts in public spaces that is free, participatory, and accessible to all, featuring a consortium of arts organizations, galleries, and award-winning artists from Toronto, Montreal, and London, England.
Organizers:	Clara Hargittay (Curatorial Director) & Thom Sokoloski (Creative Director)



Centre of Attention 'Swansong,' (Mercer Union)

*"Culture seems to yearn for some transcendent realm that lies beyond bleak reality, to look through the postmodern patterns that swirl on surfaces into the depths of some Romantic realm that lies beyond".*

*Rachel Campbell-Johnston, The Times (June 15, 2005)*

Artistry:	Canadian Interactive Arts Consortium
TIAF Speaker Forum:	Saturday, November 5, 2005, 10:30 am, MTCC - 'Art of the Interactive Experience'
I-05 Gallery Hop:	Friday, November 4, 2005, 9:00 pm, beginning at the Museum of Contemporary Canadian Art. All participating organizations and galleries will open their doors to a festive interaction with the general public in the Queen West Art and Design District.
Fundraiser:	Monday, October 17, 2005, 7 pm, Spoke Club - an interactive spectacle & fine dining.
Patron Contribution:	<b>\$ 2,500.00</b>
Benefits:	Please refer to 'Benefit Summary' on next page
Charitable Registration:	Autumn Leaf Performance is a federally registered charity - BN-11921-3973-RR0001

# INTERACTIVE 05

## BENEFIT SUMMARY

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### Individual / Family

- **2 TIAF Opening Night Gala Tickets** – MTCC (Thursday, November 3<sup>rd</sup>)
- **2 Art Fair Passes**
- **1 Art Fair Catalogue**
- **2 I-05 Fundraiser Tickets** - Spoke Club (Monday, October 17<sup>th</sup>)
- **Founders Private Tour** - with Curatorial Director and artists (Thursday, November 3<sup>rd</sup>)
- **Tax receipt** - maximum allowable amount
- **RECOGNITION**
  - Founding Patron of INTERACTIVE 05 in perpetuity
  - Listed on *www.interactive2005.com* website
  - Listed in the I-05 program and or signage to be distributed at the ‘Autumn Interactive’ fundraiser at The Spoke Club, Toronto International Art Fair and the Interactive-Gallery Hop
  - Association with a selected interactive art work (The presentation of artwork YYZ is made possible through Founding Patron [name]).

### Business / Corporation

- **2 TIAF Opening Night Gala Tickets** – MTCC (Thursday, November 3<sup>rd</sup>)
- **2 Art Fair Passes**
- **1 Art Fair Catalogue**
- **2 I-05 Fundraiser Tickets** - Spoke Club (Monday, October 17<sup>th</sup>)
- **Founders Private Tour** - with Curatorial Director and artists (Thursday, November 3<sup>rd</sup>)
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  - Association with a selected interactive art work (The presentation of artwork YYZ is made possible through Founding Patron [name of company]).

Please take a moment to peruse our web-site [www.interactive2005.com](http://www.interactive2005.com) for further updates and scheduling.

# INTERACTIVE 05

## WHAT IS I-05?

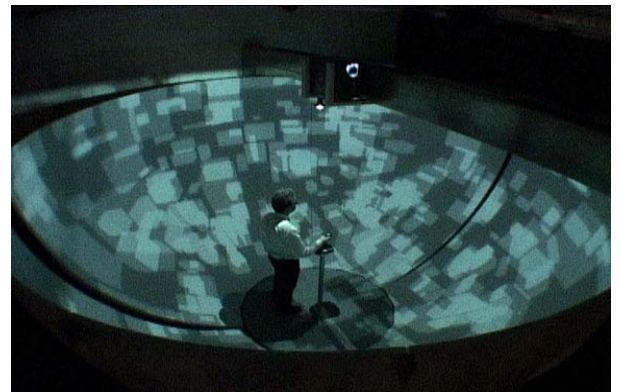
I-05 is the inauguration of an interactive arts initiative that will take place in the public spaces of the MTCC from November 3 – 7, 2005. It will be presented by TIAF and bring together and present for the very first time in Canada a consortium of arts organizations, galleries, and artists of interactive culture from Toronto and Montreal.

I-05 represents TIAF's commitment to provide quality, engaging, and vanguard exhibitions of contemporary art to the viewing public and to a consortium of arts organizations whose artists' works require non-traditional venues to reach new and different audiences. Now in its sixth year, TIAF is one of the major celebrations of the visual arts in Canada, and attracts a growing international audience of art dealers, collectors, art professionals, patrons, and the public.

Luc Courchesne "Where are you?" (Société des arts technologiques)

*"Interactive movies that implicate the spectator in a film plot are among the persisting dreams of the movie industry, but it still has not been realised in a commercially viable format. Luc Courchesne approaches this concept with an interactive video panorama. In 'Where are you?' visitors are invited to fly, as in dreams, through a world of many dimensions, between past and future, light and darkness, the public and private."*

*Kiasma, Museum of Contemporary Art, Helsinki, Finland (2001)*



## WHO CAN COME?

Everyone! I-05 will be a free public event during the day, where students, friends, and families can roam the public spaces of the Metro Toronto Convention Centre and interact with some of the most exciting and engaging art being created today. On Friday, November 4<sup>th</sup>, everyone is invited to explore the venues of the consortium partners in Toronto's renowned Queen Street West Art and Design District, where events, parties, and gallery-hops will add to the celebration.

## WHY I-05? WHY NOW? WHY HERE?

The popularity of high profile public media arts festivals, such as the Cyberarts Festival in Boston, Art Futura in Barcelona, Elektra Festival in Montreal, Transmediale in Berlin, International Society of Electronic Arts 2006 (ISEA) in San José, as well as ambitious projects being staged at leading international art fairs around the world, have catapulted the interactive arts into the mainstream of contemporary art experience. With the support of the Toronto International Art Fair, Toronto now has the opportunity to take its place on the international stage and establish an annual event dedicated to interactive culture.

## WHO ARE THE ORGANIZERS?

The organizers and initiators of I-05 are Clara Hargittay, independent curator and art consultant, and Thom Sokoloski, independent artist and producer. They both have over twenty years of proven experience in the arts in Canada and are well known in their respective fields as creators of high profile projects.

Hargittay was co-curator of the Art Gallery of Ontario's major exhibition 'Free Worlds: Metaphors and Realities in Contemporary Hungarian Art,' and director of 'Hungary Reborn,' a Toronto wide multi-disciplinary international arts

festival. More recently, she curated 'The Political is Personal: A First Nations Perspective' for the Royal Canadian Academy of Arts at the Lieutenant Governor's suite in Queen's Park, and engaged as Cultural Program Consultant to TIAF 2000 & 2001. This spring, asked by TIAF to curate an exhibition of installation art for the surrounding public spaces of the Art Fair, she invited Thom Sokoloski to collaborate on the project. The result is the inaugural edition of INTERACTIVE 05.

Sokoloski has created and produced over one hundred innovative theatrical, operatic, and multidisciplinary works in Canada and internationally. From R. Murray Schafer's 'Ra' throughout the Ontario Science Centre and 'Hermes Trismegistos' inside Toronto's Union Station to composer Michael Nyman & Band at Massey Hall and his own 'Kafka in Love' inside the University of Toronto's Hart House swimming pool. More recently, he was the Creative Director for the inaugural edition of the McLuhan International Festival of the Future in 2004.

**Thom Sokoloski's 'Kafka in Love' (Autumn Leaf Performance)**



*"All art has as its fundamental power the possibility of the new, the potential we grant to every work of art to do or say something never before said or done. It is an awesome power, seldom fully realized, but something of its form was present in Kafka In Love."*  
Robert Harris, *Globe & Mail* (April 29, 2003)

**WHAT IS THE ARTISTIC VISION BEHIND I-05?**

The best of interactive art combines computer technology with dance, theatre, light, poetry, music, video, and digital images through an interdisciplinary dialogue that creates its own unique environment and experience. In our wired and connected universe, interactivity is the ultimate art spectacle accessible to all. Never before have the lines between the avant-garde and mass culture been so effectively blurred as in interactive art. It is relational; it must be experienced - it is immediate and real.

Sokoloski will collaborate with the I-05 consortium partners and artists to transform the architectural spaces of the MTCC into a spectacle of interactivity. At once theatrical and participatory, the combinations of still and moving images, sensory interventions, and sound will punctuate the navigational flow of visitors with engaging interactive encounters as they find their way to the TIAF exhibition hall.

*"This work hijacks the medical field's use of a biofeedback device and plunges it into a universe of inter-subjective relationships. All the rapport one has with the world is now implied through a physical engagement that is at once visible and invisible, as well as external and internal. Through the image of one's other, the Perversely Interactive System reveals a part of corporality that often escapes one's sight and control."*

Manon de Pauw, *ETC magazine*, (Spring 2004)



**Lynn Hughes & Simon Laroche - Perversely Interactive System (Elektra Festival)**

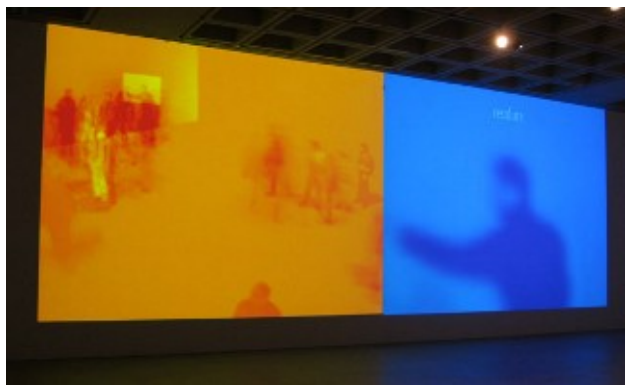
## WHY I-05 AT TIAF?

Since its inception in 2000, the Toronto International Art Fair has grown in both size and stature. Being the largest art fair in Canada and one of the top five in North America, TIAF attracts national and international galleries, curators, collectors, and art dealers from around the world. Attendance by an art loving public has grown from 6,000 in 2000, to close to 20,000 in 2004 with an expected attendance of 25,000 in 2005.

The opening night gala benefit for the Art Gallery of Ontario attracts over 1500 annually, making it a major social event of the season. This year the fair will occupy 100,000 square feet of exhibition space!

TIAF's cultural and educational programs offer opportunities for international dialogue as high profile collectors and art professionals are invited each year to participate in its Speakers' Program. This year, one full session will be dedicated to the philosophical and practical issues surrounding the creation and dissemination of interactive art with the participation of national and international experts. Finally, and most importantly, TIAF has the capacity to provide I-05 with the robust and competitive marketing, publicity, and promotions required to attract an international audience.

### David Rokeby's "Taken" (InterAcces)



*"Rokeby likens user interfaces to belief systems that reinforce assumptions about the way things are. His unexpected uses of technology provide an alternative perspective. They reveal the degree to which we are still limited by our belief systems."*

*Andre Carson, Canadian Art (Summer 2005)*

## WHAT IS THE IMPACT OF BECOMING AN I-05 FOUNDING PATRON?

I-05 needs the support of enlightened arts patrons, Canadians who are ready to join the ranks of their fellow European and American philanthropists in commissioning and collecting the innovative works of *their* artists. As INTERACTIVE 05 will lead audiences into new artistic experiences – so can you take the lead and help launch this exciting event onto the international stage, proving that **patrons are as ground-breaking as the artistry they support.**

*"Gauthier creates kinetic installations he describes as "mecanico-hygienic." In his work, everyday objects are transformed, and inhabit installations that present sound, movement and physical objects in haunting, humorous and challenging combinations. Equally concerned with sound as with material, Gauthier bridges the visual arts and experimental music worlds."*

*Stéphane Aquin, Musée de beaux arts – Montréal (2004)*



Jean-Pierre Gauthier "Tribute to a Barking Dog" (MOCCA)

# INTERACTIVE 05

## CANADIAN INTERACTIVE ARTS CONSORTIUM AND ARTISTRY

### MONTREAL

1. Elektra Festival - Lynn Hughes & Simon Laroche (*Perversely Interactive System*)
2. Groupe Molior - Jean Dubois (*TACT*)
3. Oboro Centre for Media Art - Marc Fournel (*Tontauben*)
4. Société des arts technologiques [SAT] - Luc Courchesne (*Where are you?*)

### TORONTO

1. Autumn Leaf Performance - Canadian Interactive Arts Consortium lead organization.
2. Centre for Contemporary Canadian Art (Web-based) - Bill Kirby (*Public Internet Art Stations*)
3. DeLeon White Gallery - Napoleon Brousseau (*Seed*)
4. 7a\*11d International Performance Art Festival - (*Mixed Space*)
5. Habitat (Canadian Film Centre) - Owen Milburn/Sohei Oguro/Katie Raynes-Goldie/Eugene Rippe (*Right or Left Unsaid*)
6. InterAccess Electronic Media Arts Centre - David Rokeby (*Taken*)
7. Jessica Bradley Art + Projects - Marla Hlady (*Hum 2*)
8. Mercer Union - Centre of Attention from London, England (*Swansong*)
9. MOCCA - Jean-Pierre Gauthier (*Tribute to a Barking Dog*)
10. [murmur] - Shawn Micallef, James Roussel, Gabe Sawhney (*Access to [murmur] across Canada*)
11. New Adventures in Sound Art - Darren Copeland (*Interjecting Sections*)
12. Susan Hobbs Gallery - Max Dean (*As Yet Untitled*)
13. Trinity Square Video - Kevin Krivel and David Warne (*New Creatures*)
14. Wynick-Tuck Gallery - Kelly Mark (*Glow Redux*)



*“Max Dean opts to heighten viewers’ awareness of their own ambivalence. To engage in one of his works is to risk revealing something of yourself. Given what Dean has risked to realize them, perhaps it is a fair exchange.”*  
Lisa Gabrielle Mark, *Canadian Art* (Spring 2001)

Max Dean “As Yet Untitled” (Susan Hobbs Gallery)

# INTERACTIVE 05

## FOUNDING PATRON CONTRIBUTION FORM

**YES, I WOULD LIKE TO BECOME A FOUNDING PATRON OF INTERACTIVE 05**

### THREE WAYS TO CONTRIBUTE:

(1)  I WILL BE CONTRIBUTING BY CREDIT CARD, FILLING IN THE FORM BELOW AND EMAILING AS AN ATTACHMENT TO [YVONNE@AUTUMNLEAF.COM](mailto:YVONNE@AUTUMNLEAF.COM) OR SENDING TO ADDRESS BELOW.

(2)  I WILL BE CONTRIBUTING BY ENCLOSING A CHEQUE PAYABLE TO AUTUMN LEAF PERFORMANCE, FILLING OUT THE FORM BELOW AND SENDING TO:



**AUTUMN LEAF PERFORMANCE  
(CANADIAN INTERACTIVE ARTS CONSORTIUM)  
P.O. BOX 1231, STATION "F"  
TORONTO, ON, M4Y 2V8**

(3) YOU MAY GO DIRECTLY TO [WWW.INTERACTIVE2005.COM](http://WWW.INTERACTIVE2005.COM), CLICK FOUNDING PATRON TO ACCESS OUR RBC SECURED SITE AND DONATE AS WELL.

**AUTUMN LEAF PERFORMANCE IS A FEDERALLY REGISTERED CHARITY - BN-11921-3973-RR0001**

ALP USES THE PAYPAQ™ PAYMENT SOLUTIONS GATEWAY. THE PAYPAQ™ PAYMENT SOLUTIONS GATEWAY PROCESSES YOUR CREDIT CARD INFORMATION SECURELY IN REAL TIME USING THE LATEST AVAILABLE ENCRYPTION TECHNOLOGY. THIS MEANS YOUR PAYMENT INFORMATION CANNOT BE READ AS IT TRAVELS OVER THE INTERNET.

<b>NAME:</b> <i>(AS IT APPEARS ON CREDIT CARD)</i>	
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<b>CITY:</b>	
<b>PROVINCE:</b>	
<b>COUNTRY:</b>	
<b>POSTAL CODE:</b>	
<b>TELEPHONE:</b>	
<b>E-MAIL:</b>	
<b>CREDIT CARD NAME:</b>	
<b>CREDIT CARD NUMBER:</b>	
<b>EXPIRY DATE:</b>	
<b>SIGNATURE:</b>	
<b>TOTAL AMOUNT:</b>	

**YES, I WOULD LIKE TO RECEIVE UPDATES ON INTERACTIVE 05**

**PLEASE CALL 416-363-1677 & SPEAK WITH THOM SOKOLOSKI DIRECTLY CONCERNING ANY QUESTIONS ABOUT FOUNDING PATRON BENEFITS OR METHODS OF PAYMENT.**

**ON BEHALF OF ALL CONSORTIUM PARTNERS OF 'INTERACTIVE 05,' WE THANK YOU.**