

IT'S NOT U IT'S ME // THE POWER PLANT
JULY 9 2016



ARTS GUIDE

It's Not U It's Me is thrilled to announce a world class summer party series with our partners at **The Power Plant Contemporary Art Gallery**.

Drawing inspiration from similar events at cultural institutions such as MOMA PS1, Vooruit and the ICA, The Power Plant will transform into a space celebrating the diverse cultures and DIY community spirit of underground dance music with internationally renowned DJs, AV performance art, sculptural installations, and dance floors you can lose yourself in. Highlights include Detroit pioneers **Claude Young, DJ Stingray, Rick Wilhite**, the **Interdimensional Transmissions/No Way Back** crew, Dutch disco heads **Antal & San Proper**, Discwoman acid priestess **Volvox**, and Chicago industrialist/L.I.E.S. associate **Beau Wanzer**, to name a few.

Come dance with us on **July 9, July 30 and August 20**, while the sun sets over the waterfront terrace, then head inside and align your body and mind in the sensory overload of our corridors and 3 storey **Harbourfront Centre Theatre**. Break up with the mundane and rekindle the soul. This is the undiluted dancefloor sublime, straight from the source, where your sweat equity pays spiritual dividends.

It's Not U, It's Me.
Are U Committed?

Tickets are on sale at itsnotuits.me/pp16.
Check out the video trailer for lineups and more info.

It's Not U, It's Me is a collective of Toronto party enthusiasts (including Assembly, Deep Gold, Format, Groove, Boop, and Work In Progress, among others) dedicated to furthering dialogues on what, where, and how underground dance music can be.
www.itsnotuits.me

The Power Plant Contemporary Art Gallery is Canada's leading non-collecting, public art gallery dedicated exclusively to contemporary visual art from Canada and the world. It is a vital forum for the advanced artistic culture of our time that offers an exceptional facility and professional support to a diverse group of living artists while engaging equally diverse audiences in their work.
www.thepowerplant.org

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Curatorial Brief

It's Not U It's Me has mobilized a diverse curatorial team to reconceptualize what a party could be.

In that spirit, this event is equal parts party and exhibition. It is an experimental, long-durational test site that provides artists with the directive to operate on the tropes of the party as a fertile site ripe for re-invention.

Why shouldn't the bathroom stall be your own personal party suite?

What if your wristband held some kind of secret meaning, to be worked out over the course of the night?

Why not bring the A/V Supply

Shop right to the party?

And how can we turn every part of a party that typically sucks—the line for the bar, the noise restrictions, and capacity issues—into the highlights?

This show's cunningly conceived installations, performances, and visuals are all focused on the production of an immersive experience from day to night.

We look forward to enjoying it with you!

—The curatorial team,

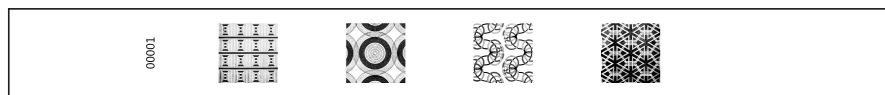
It's Not U It's Me, Studio 93H, L.I.P., Suspect Studio, Rebaie by Rebée, Ariella Starkman.



Artist Profiles

Alvin Luong

Entry Wristbands // Art Wristbands // Artist Wristbands



Alvin Luong, Wristband Samples

Concept

Limited editioned wristbands with hidden meanings to be discovered over the course of the day and night. Will that wristband get your friend ahead in line, or might it get you pulled into an impromptu parade of drag queens? You won't know 'til it happens.

Artist Profile

Alvin Luong is an artist from Toronto interested in how artworks are documented and how documentations of artworks are perceived

Web

alvinluong.com

Diana VanderMeulen

Club District



Diana VanderMeulen, Pale Breeze Over Soft Mist

Concept

Club District is a glorified purgatory of hazy lights and streamers, which offers an exclusive experience for party goers as they leave the central areas of the event in its recreation of the interior displays of the party supply store.

Artist Profile

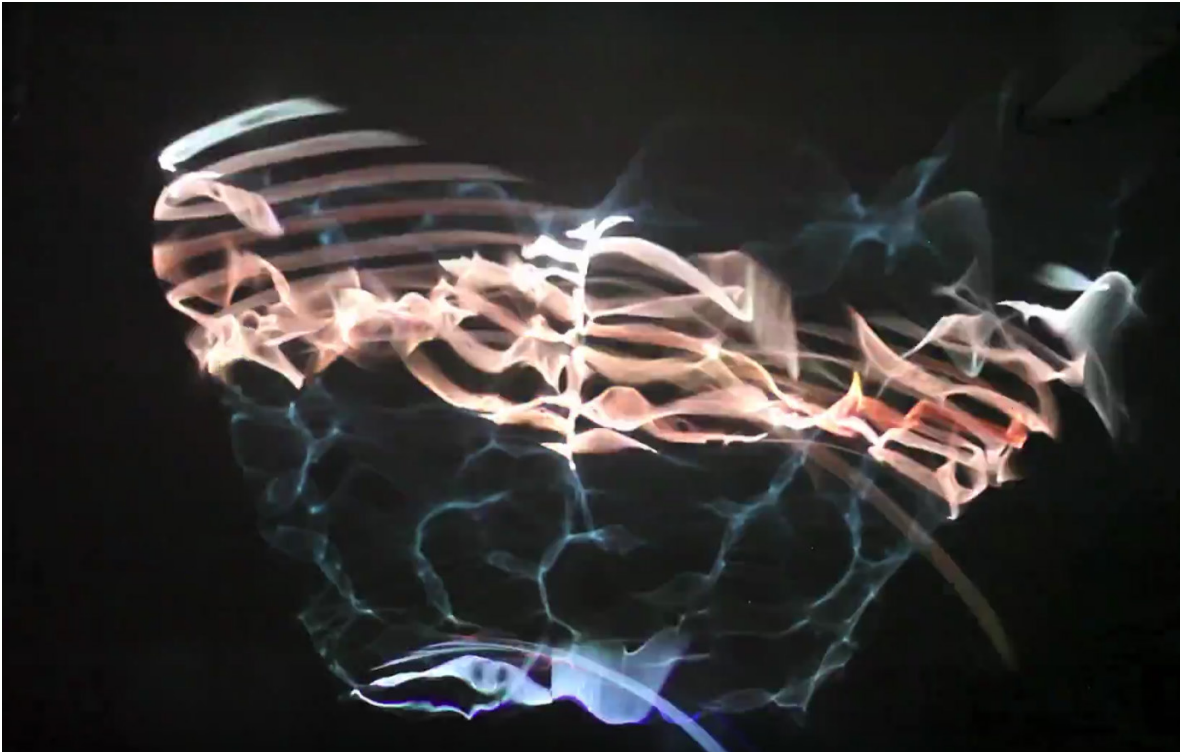
Diana's practice is fluid between collage, painting, installation, and digital media. Works investigate elements of our natural world through the selective vision of magic realism.

Web

dlvdm.ca

Karl Skene

Airspace Splitscreen



Karl Skene, Phantom Delia

Concept

A suspended translucent fabric screen with otherworldly digital projections splits the Harbourfront Theater's air space into two zones. The screen produces two distinct poles from which to experience the night, on the dancefloor and from above.

Artist Profile

Karl Skene creates audio-reactive, site-specific visuals for party environments. With minimalistic tendencies and an improvisatory approach, he facilitates immersive, psychedelic experiences.

Web

youtube.com/user/skarltin

Peter Rahul

Flow Ch. 1



Peter Rahul, New Tab, Long Winter 2016

Concept

This experiment with modular video synthesizers results in harmonic visuals for meditative contemplation. By harnessing various low frequency oscillators, Rahul generates undulating waveforms that fluctuate between soothing and energizing mantras.

Artist Profile

Peter Rahul is an experimental video artist based in Toronto. Rahul explores the limits of retrograde electronics in hopes of discovering unknown functions.

Web

peterrahul.tumblr.com

Trudy Elmore

Stranded Assets



Trudy Elmore, Stranded Assets

Concept

Mixing surreal oceanscapes with digital tropes and symbolically rich metaphors, *Stranded Assets* is an experimental animation that questions digital ritual and human survival on Earth.

Artist Profile

Trudy Erin Elmore's practice deals with issues of mortality, technological evolution and the paradoxical human condition relating to and existing in a hyper consumer culture.

Web

trudyerin.com

Philip Skoczkowski

Sonic City



Philip Skoczkowski, Sonic City

Concept

Sonic City is a documentary exploring the relationships between urban development and music culture. With places and spaces at the core of the project, Sonic City sheds light onto music production, consumption, and dissemination across Toronto and beyond.

Artist Profile

Philip Skoczkowski is a multidisciplinary researcher/practitioner whose work revolves around contemporary citizen engagement, culture and development.

Web

skoczkowski.com

Drag Parade

How to Make an Entrance



Miss Margot 2.0

Concept

How best to make an entrance? It's Not U It's Me has recruited a group of Queens to teach a master class. Leading the party from the terrace in, these personalities show the average partygoer how to really make a splash.

Artist Profile

Our drag parade includes the inimitable Miss Margot 2.0, Demanda Tension, Beardra, Helena Poison, Allysin Chaynes, JAL, and Gia Cox.

Studio 93H

What Are You Doing Here?



Studio 93H, What Are You Doing Here, Concept Collage

Concept

Rhetorical text on the bathroom mirror for self-conscious moments of introspection. Get sassed by the bathroom mirror; Indulge a self-conscious moment; Take advantage of some low-hanging instagram bait.

Artist Profile

Studio 93H is an interdisciplinary studio collective that produces one-night-only exhibitions in unusual venues.

Hashtag

#studio93h

INUIM Arts Team

2 COOL



Jumbo Beach Ball, 5.99, Wal-Mart Canada.

Concept

A kitsch construction of the lone shady spot on a hot summer's day. Made exclusively from a few select items in Wal-Mart's Seasonal Goods aisle. Kick off your shoes, stay a while.

Artist Profile

Chill Zone is a piece produced collectively by members of the It's Not U It's Me Arts Team.



Curatorial Team

Studio 93H // Michael Seater + Miles Gertler

L.I.P. // Nick Yim

Rebaie by Rebée // Cam Lee

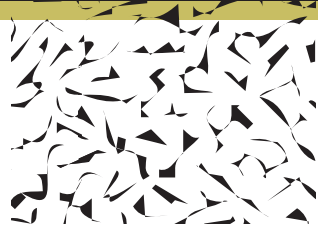
Suspect Studio // Sophia Katz

Ariella Starkman

It's Not U It's Me // Brian Wong



Past Events





Sanctuary
It's Not U It's Me / Long Winter
May 20, 2016
Sts Cyril & Methody Church
237 Sackville St



Split Personalities
It's Not U It's Me
January 15, 2016
Bambi's / 76A Geary



Shoppers Dance Mart
It's Not U It's Me / Long Winter
January 30, 2016
Galleria Mall

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