

October 2, 2011

Scotiabank Nuit Blanche – creating a public performance art experience

They flew, created massive fire blasts, walked through water and got evicted from a tent city. The public contributed their voices, faces and muscle by the tens of thousands as they animated and collaborated with Scotiabank Nuit Blanche's many interactive art works.

For 2011, artists and curators took the concept of audience engagement to new levels. The public graduated from flight school as part of "Flightpath Toronto" before taking to the skies over Nathan Phillips Square. They had robots transform their facial images into song at "Face Music" and found their 15-seconds of fame at "Paparazzi Bots." They created arterial fire blasts at "The Heart Machine" and engaged in a traditional Canadian log-run as part of "L'écho-l'eau." "Through The Gorilla Glass" created waves of music, movement and light using audience interaction while community confessions wove into the aural sculpture of "Radiophonic Territory (Nocturne)."

In total, more than 130 projects – from smaller, more intimate experiences to large scale spectacle -- offered audiences magical moments with art and their City. The event continues to push the boundaries of contemporary art in public space, while making it accessible to new audiences.

Official attendance and economic impact figures will be released in early November. Plans are already underway for the seventh edition of Scotiabank Nuit Blanche, which returns to Toronto on Saturday, September 29, 2012.

To access high resolution images of event highlights, the media can visit:

http://www.toronto.ca/special_events/nuitblanche/nuitblanche_media.htm

To view audience feedback made through Share Your Night, the public and media can visit:

<http://scotiabanknuitblanche.ca/shareYourNight.shtml>

Scotiabank Nuit Blanche is Toronto's annual all-night celebration of contemporary art, produced by the City of Toronto in collaboration with Toronto's arts community. Since 2006, the event has featured more than 600 official art installations created by nearly 2,500 artists and has generated more than \$70 million in economic impact for Toronto.

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, 'Bright Future.' Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$44 million annually to community causes around the world over the last five years. Visit us at www.scotiabank.com

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