

**the  
brain  
project**

presented by  TELUS

FOR IMMEDIATE RELEASE: April 25, 2016

## **100 Brains, 100 Artists: The Best Minds in Art Support the Best Brains in Science**

**The Brain Project announces additional artists for upcoming Toronto art installation –  
Kim Kardashian West, daughter North West and  
Muse’s Matthew Bellamy included in roster**

Toronto, ON – [The Brain Project](#) presented by TELUS today announced additional artists joining an already inspiring lineup of confirmed participants for its inaugural open air public art installation. These creative minds are combining forces with Baycrest Health Sciences in support of care and research into aging and brain health. Launching June 3, 2016, the innovative project will feature 100 customized brain sculptures that will be on display at venues across Toronto including Nathan Phillips Square, MaRS Discovery District, OCAD and dozens of other key City of Toronto sites.

Joining the ranks of [Mr. Brainwash](#), [Gary Taxali](#) and [Karim Rashid](#) are celebrities **Kim Kardashian West** and daughter **North West** as well as Muse frontman **Matthew Bellamy**, among others still to be announced. The mother-daughter duo proudly got involved with The Brain Project, approaching the making of the sculpture as an artistic bonding time for a great cause. Matthew Bellamy, known for his multi-faceted musical talents, likewise saw this as an opportunity to get involved with an organization that is set to start a global conversation about brain health.

Art lovers of diverse backgrounds can look forward to customized sculptures by artists including [Bobbie Burgers](#) whose paintings explore the theme of time and the curious space where the pictorial meets the philosophical; [David Drebin](#), whose work combines voyeuristic and psychological viewpoints to offer a dramatic insight into emotions and experiences; and [Alec Monopoly](#), the alias of the New York graffiti artist who uses varied materials to subversively depict iconic pop culture characters.

*“All four of my grandparents lived at Baycrest so this project is extremely important to me,”* said David Drebin. *“Creativity inspires change and brings awareness and I hope The Brain Project does just that. The more we see the more we feel, and the more we feel the more we see.”*

Additional confirmed artists to date include:

- [Alec Monopoly](#)
- [Andre Monet](#)
- [Andre Petterson](#)
- [Bobbie Burgers](#)
- [Darlene Cole](#)
- [David Arrigo](#)
- [David Drebin](#)
- [Erich Ferguson](#)
- [Harold Feist](#)

- [Janna Watson](#)
- [Jill Greenberg](#)
- [Judy Singer](#)
- [Kris Jackson](#)
- [Lance Freitag](#)
- [Matthew Bellamy](#)
- [Richard Ahnert](#)
- [Robert Marchessault](#)
- [Steven Nederveen](#)

In addition to presenting sponsor TELUS, The Brain Project is proud to name the following sponsors: **Amaya, Bulgari, Community, Fasken Martineau, Great Gulf, HBC Foundation, Air Canada, Madison Homes, Muse, Mijava, Scotiabank, SmartReit, Tricon Capital Group and Westdale Properties.** These sponsors join the existing roster of supporters that have been instrumental in bringing The Brain Project to fruition: **Delaney Capital Management, Goodmans LLP, Joseph Gottdenker, Imperial Coffee and Services Inc., Garry and Joanne Foster, The Baycrest Centre and Foundation Boards of Directors, Noah and Erica Godfrey, Zoltan & Yetta Freeman and Family, The Warren & Debbie Kimel Family Foundation, The Albert and Temmy Latner Family Foundation, RioCan REIT, SmartCentres and Spin Masters,** as well as media sponsors **Cineplex Entertainment, the National Post and Clear Channel Outdoor.**

*"Fasken Martineau is incredibly proud to be a supporter of The Brain Project and the innovative initiative underway,"* said Lynne Golding, Partner, Fasken Martineau. *"The work that Baycrest does in the area of brain health is truly inspiring and we encourage everyone to help make a positive change for those that are and will be affected by Alzheimer's and age-related dementia."*

#### **About The Brain Project:**

The Brain Project, presented by Telus, serves as a vehicle for fundraising in support of care and research into aging and brain health at Baycrest Health Sciences. Brain sculptures designed by world-renowned and emerging members of the arts community - spanning fashion, architecture, culture, music and visual arts - and sponsored by philanthropists and corporations will be on display in Toronto in June 2016. The Brain Project is proud to work with a number of community partners including: Sandra Ainsley Gallery, The Gardiner Museum and OCAD University. To view the growing list of participating organizations and individuals please visit: <http://www.brainproject.ca/about/who-is-involved/>

#### **About Baycrest:**

Baycrest Health Sciences is a global leader in geriatric residential living, healthcare, research, innovation and education, with a special focus on brain health and aging. As an academic health sciences centre fully affiliated with the University of Toronto, Baycrest provides an exemplary care experience for aging clients combined with an extensive clinical training program for students and one of the world's top research institutes in cognitive neuroscience. Through its commercial and consulting arms, Baycrest is marketing its sought-after expertise and innovation to other healthcare organizations and long-term care homes, both in Canada and internationally. Founded in 1918 as the Jewish Home for Aged, Baycrest continues to embrace the long-standing tradition of all great Jewish healthcare institutions to improve the well-being of people in their local communities and around the globe.

To learn more about The Brain Project please visit: [www.brainproject.ca](http://www.brainproject.ca).

**Twitter:** [@TheBrainProj](#)

**Instagram:** [@TheBrainProject](#)

**Facebook:** [TheBrainProj](#)

**Hashtag:** #NoBlankBrains

#### **For media accreditation, interview requests or more information, please contact:**

Nicole Amiel, rock-it promotions, inc., [nicole@rockitpromo.com](mailto:nicole@rockitpromo.com), 416.656.0707 ext. 118

Sheri Clish, rock-it promotions, inc., [sheri@rockitpromo.com](mailto:sheri@rockitpromo.com), 416.656.0707 ext. 122



**the  
brain  
project**

presented by  TELUS

## SPONSOR QUOTES

“This project is so important to us because it brings brain health to the forefront of our incredible city, combining science and the arts. We are privileged to be able to support excellence in brain research and development with the hopes of one day finding a cure for Alzheimer's and Parkinson's disease.”

**- Lauren Wise, Chief Marketing Officer of Westdale Properties**

---

“Baycrest has always been an important part of our family, providing unbelievable care to our parents as they aged. It became clear to me long ago that the most important factor in enjoying whatever age one is, is the health of your brain.

Baycrest has become one of the most important institutions in Ontario in studying and assisting brain health. This public art project will help bring the awareness of brain health to a much larger population and it was therefore an easy thing to decide to be involved.”

**- Edward Sonshine, CEO of RioCan REIT**

---

“We are extremely proud to support The Brain Project and our ongoing partnership with Baycrest Health Sciences. The creation of the public art installation across the city is an amazing way through the universal language of art, to raise awareness of brain health and wellness. We would also like to bring to light all the efforts that Baycrest has made in this space and their continued commitment to health and education.”

**- Derek Luke, CEO of Interaxon Inc. Creators of Muse: The brain sensing headband**

---

“Great Gulf is committed to community building, public art and the well-being of individuals. We are very proud to support the Brain Project and the outstanding work of Baycrest Health Sciences, a global leader on brain health research. Brain health is critical to living an enhanced life and this public art campaign will bring much needed awareness to this important initiative.”

**- Christopher Wein, President of Great Gulf**

---

“Fasken Martineau is incredibly proud to be a supporter of The Brain Project and the innovative initiative underway. The work that Baycrest does in the area of brain health is truly inspiring and we encourage everyone to help make a positive change for those that are and will be affected by Alzheimer's and age-related dementia.”

**- Lynne Golding, Partner of Fasken Martineau**



**the  
brain  
project**

presented by 

## ARTIST QUOTES

“The Brain Project is going to be an incredible installation: so many different forms of expression on display in the streets of Toronto. The connection between art and brain health is a fascinating topic and I am honoured to be a part of this message.”

**- Mr. Brainwash, Artist of The Brain Project**

---

“I am always on the lookout for interesting projects and collaborations. The Brain Project has allowed me to look at the relationship between art and food from a new vantage point, and I am hopeful that this venture will have a similar effect on a much broader audience. The importance of brain health is vastly overlooked, and as someone who is passionate about food-culture to the point of obsession, I can’t imagine a more interesting way to challenge and expand my craft.”

**- Erin Rothstein, Artist of The Brain Project**

---

“Having watched two of my grandparents battle with Alzheimer’s disease, I have a strong connection to Baycrest and to the groundbreaking work that is done there. I hope that I can help bring awareness to the issue of brain health, while celebrating Baycrest’s accomplishments.”

**- Dani Cooperman, Artist of The Brain Project**

---

“I am thrilled to be included in such a strong lineup of talented individuals for the inaugural year of The Brain Project. Watching a large scale exhibition come to fruition is a fascinating process – I can’t wait to see what this summer holds for my city.”

**- Jacqueline Poirier, Artist of The Brain Project**





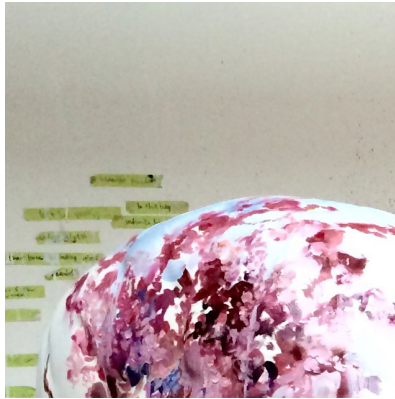
**the  
brain  
project**

presented by *TELUS*

## SNEAK PEEK AT THE BRAIN SCULPTURES



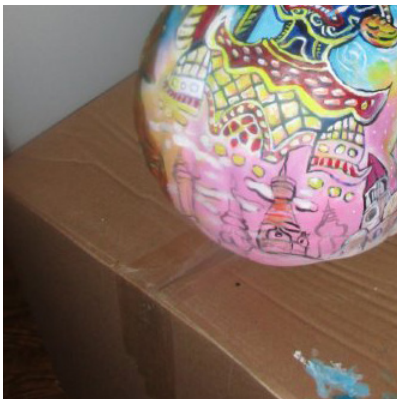
Bill Boyko



Darlene Cole



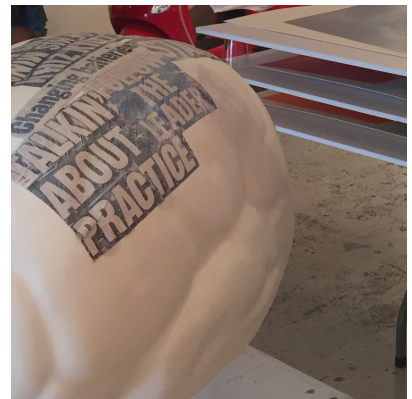
Gary Taxali



Ian Leventhal



Uno Hoffmann



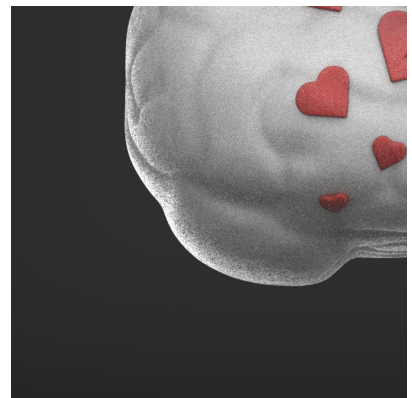
Peter Tunney



Mr. Brainwash



Karim Rashid



David Drebin