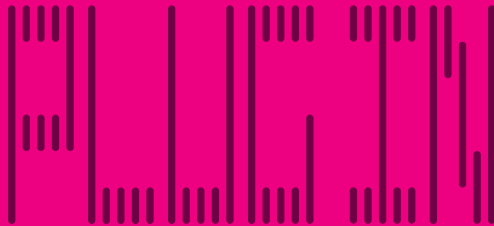


TURN ON



THE CASE FOR YOUR SUPPORT
PLUG IN INSTITUTE OF CONTEMPORARY ART



TURN
ON

WINNIPEG'S CREATIVE OUTLET TO THE WORLD

In 1972, a group of Winnipeg artists established a home for the city's blossoming contemporary art scene. The not-for-profit organization they created was one of the first on the prairies dedicated to art being made at the moment.

They called it Plug In, and what flowed through it in the years that followed was profoundly current. The work Plug In nurtured and shared was electric - sometimes controversial, sometimes breathtaking, sometimes beautiful...but always thought-provoking.

Over the next 30 years, Plug In earned an international reputation. In 2001, it represented Canada at the Venice Biennale - the world's most prestigious contemporary art exhibition - with a groundbreaking multimedia work by Janet Cardiff and George Bures Miller. For the first and only time in history, the artists of Canada won the Venice Biennale's Golden Lion.

As an Institute of Contemporary Art, Plug In today stands alongside world-class Institutes in London, Berlin, and Boston, among others. Its energy extends to publications, public programs, screenings, classes and symposia.

For a generation of Manitoba artists who have shaken the art world - from filmmaker Guy Maddin to painter Marcel Dzama and the Royal Art Lodge - Plug In has been an incubator, a collaborator, a conduit, and a champion.



TURN
ON

FLIP
THE
SWITCH
ON
THE
FUTURE

Janet Cardiff and George Bures Miller, *The Paradise Institute*, Canada's official representation at the Venice Biennale, 2001. Organized and presented by Plug In ICA and curated by Wayne Baerwaldt.

TOTAL GOAL:
\$4 MILLION

\$3 MILLION FOR THE PLUG IN
CAPITAL FUND, IN SUPPORT OF
THE NEW BUILDING

\$1 MILLION FOR THE PLUG IN
ENDOWMENT, IN SUPPORT OF
ONGOING PROGRAMMING

YOU ARE THE POWER SUPPLY

Plug In Institute of Contemporary Art is entering a new phase. In partnership with the University of Winnipeg, a bold new building is being erected at 460 Portage Avenue. Within its walls, a powerfully inclusive centre for the creation, exhibition, and discussion of contemporary art will thrive.

But this vision cannot be accomplished without significant financial support. To turn on Plug In is to turn on our downtown; to turn on our youth; to turn on our relationship to the world; to turn on our future.



TURN
ON

FORGE
A
NEW
ART
DISTRICT

THE ART DISTRICT -
WITH ITS INTERMINGLING
OF NEW ART AND OLD,
OF ARTISTS AND NON-ARTISTS,
OF OPINIONS, OF OUTLOOKS,
OF EXPERIENCES - WILL FORM
THE BEATING, CREATIVE HEART
OF OUR CITY.

TURN ON OUR DOWNTOWN

Designed by Winnipeg's own DPA+PSA+DIN Collective, the new building planned for Plug In does much more than make a statement at the forefront of contemporary architecture. Its location on one of the most prominent lots in the city signals the creation of an Art District in the heart of downtown.

Formed by the Plug In Institute of Contemporary Art, the Winnipeg Art Gallery, and the University of Winnipeg, this Art District is an investment in the economic development of our downtown. Even more important, it is an investment in Winnipeg's cultural vibrancy.



TURN
ON

NURTURE
CREATIVE
EXPRESSION

PLUG IN ATTRACTS
THE DIVERSE ARTISTIC
YOUTH IN OUR COMMUNITIES
AND HOLDS THEM CLOSE.
BECAUSE THEY ARE
THE FUTURE OF ART
IN THIS CITY.

TURN ON OUR YOUTH

Winnipeg has long been recognized as an artistic hub, even before it was named the 2010 Cultural Capital of Canada. Our ballet, our symphony, our theatre, our literary arts - all have won international acclaim. But there can be no new audiences without new art. And new art is what Plug In stimulates so forcefully.

This means more than fostering new artists. Plug In serves as a gateway for young people to discover the possibilities of their own expression. It shows them that art can grow from the fertility of their lives. Through its community-based programming, it gives them permission, a space, and a community in which to express themselves.

For instance, in 2009, Plug In held the first session of The Summer Institute, installing artists' studios directly in its exhibition space. Casual viewers could be inspired by art being created before their eyes.



FASTWÜRMS, Denim Pox (2002), exhibited as part of Donky@Ninja@Witch at Plug In ICA, 2008.
Photo: William Eakin.



Exhibition Informal Architectures, foreground: William Pope.L, Historic Building, (2007),
Photo: William Eakin.



New Plug In ICA facility at 460 Portage Avenue, image courtesy DPA + PSA + DIN Collective Architects.



Filmmaker Guy Maddin in conversation with critic Robert Enright, *My Winnipeg* premiere with live narration by Guy Maddin, organized by Plug In at the Burton Cummings Theatre, 2008.



Terrance Houle, *Indian Germans*, [2005]. Exhibited at Plug In in March 2009.



TURN
ON

PARTICIPATE
IN
THE
INTERNATIONAL
CONVERSATION

IN THE FUTURE, PLUG IN WILL
GO EVEN FURTHER TO BRING THE
WORLD'S BEST CONTEMPORARY ART
TO WINNIPEG AND TO SHARE OUR
OWN UNIQUE PERSPECTIVES WITH
THE WORLD.

TURN ON OUR WORLD

Art is not bound by geography. It exists within an international context. With a global reputation and innovative international programming, Plug In is a conduit between new Canadian artists and the leading contemporary artists of the world.

For example, in 2007 Plug In joined with London's Tate Modern, the most highly attended contemporary art museum in the world, to present Informal Architectures. The symposium, which was webcast live, featured presentations by renowned international artists Dan Graham and Jimmie Durham, as well as outstanding artists from Manitoba and Canada, many of whom were appearing in the United Kingdom for the first time.

A photograph of a man with long dark hair, wearing a dark jacket and pants, riding a bicycle in a gallery space. The bicycle has a headlight and a rear light. To the left, there is a large, dark wooden structure that looks like a shelving unit or a piece of furniture. A large, semi-transparent yellow circle is overlaid on the left side of the image, partially covering the wooden structure and the man's bicycle. The text "TURN ON" is written in a bold, yellow, sans-serif font across the center of the yellow circle.

TURN
ON

GIVE
YOUR
SUPPORT

Artist Michel de Broin, *Keep on Smoking*, [2006-09], and *Shelter* (2009),
exhibited at Plug In ICA in 2009.

TOTAL GOAL:
\$4 MILLION

THE PLUG IN CAPITAL FUND
WILL PROVIDE FOR THE
CONSTRUCTION AND OUTFITTING
OF THE NEW BUILDING

THE PLUG IN ENDOWMENT
WILL PROVIDE FOR ONGOING
PROGRAMMING AND FINANCIAL
STABILITY

TURN ON THE FUTURE

Contemporary art plays a unique role in our society. It is a form of active dialogue with the present - with our culture, with our environment, with our values.

Perhaps more than anything else, this is the importance of Plug In. Everyday, the Institute fosters in our community a critical conversation about the times in which we live. And from that conversation springs the surprising, the new, the unexpected. From that conversation springs tomorrow.

TURN ON THE CAPITAL FUND FOR THE NEW BUILDING

WORLD CLASS ARCHITECTURE

- Located at 460 Portage Avenue, adjacent to the Winnipeg Art Gallery
- Shared with the University of Winnipeg
- Designed by Winnipeg architects David Penner, and University of Manitoba professors Neil Minuk, and Peter Sampson

ARTIST RESOURCES

- Artist research centre and library
- Studio and Summer Institute programs

PUBLIC SPACE

- Café with wireless internet access
- Rooftop art garden
- Outdoor gallery exhibition spaces and public art throughout building
- Street level windows and exhibition spaces

MUSEUM-QUALITY FACILITIES

- Museum-quality exhibition spaces
- Environmentally-controlled storage spaces and preparation area
- Studio and fabrication space
- Loading dock for large format works

**\$3 MILLION
NEEDED FOR
THE CAPITAL
FUND**

\$1 MILLION
NEEDED FOR
THE ENDOWMENT

TURN ON THE ENDOWMENT FOR NEW PROGRAMMING

EXHIBITIONS

- Contemporary Art
- National and International Touring Exhibitions
- Contemporary Aboriginal Art
- International Art
- New media art
- Long-term installations of commissioned, site-specific artwork throughout the new building

LECTURES

- International Curator Lecture Series
- International Artist Lecture Series
- Focus on Manitoba Artist Series

EDUCATION & OUTREACH

- Summer Institute for Professional Artists
- Summer Institute Artist Scholarship
- Aboriginal or International Summer Institute Artist Scholarship

EXPERTS-IN-RESIDENCE

- Artists-in-residence
- Writer-in-residence
- Philosopher/critic-in-residence
- Curator of Contemporary Aboriginal Art
- Curator of Contemporary Art

PUBLICATIONS

- Plug In Tri-annual bulletin
- Artist Monographs
- Contemporary Art Criticism
- Exhibition Catalogues
- Artist multiples and editions
- Anthologies

TURN
ON

DONATE TODAY

FORTIFY

Winnipeg's role as an international centre for contemporary art

ATTRACT

the best of international contemporary art to Winnipeg

NURTURE

Manitoba's outstanding emerging artists

ENGAGE

the most diverse parts of our community in the creative conversation

INVEST

in the downtown Art District formed by Plug In ICA, the Winnipeg Art Gallery, and the University of Winnipeg

To donate or for more information, contact Anthony Kiendl, Executive Director at [204] 942-1043 or anthony@plugin.org

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Plug In ICA is a federally registered charity no. 119095016RR001



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for the Arts

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www.plugin.org/turnon

PLUGIN
INSTITUTE OF
CONTEMPORARY ART