

FOR IMMEDIATE RELEASE

Koffler Gallery presents *Share the Moment*, an outdoor site-specific installation at the Sheppard Plaza by Toronto artist Stephen Cruise

Toronto, ON, April 27, 2011 – Koffler Gallery is proud to present *Share the Moment*, a new outdoor site-specific installation by Toronto artist **Stephen Cruise**. Located in the parking lot of the Sheppard Plaza, 4400 Bathurst Street, the installation is open from **May 5 to August 28, 2011** and is a Featured Exhibition of **Scotiabank CONTACT Photography Festival**. The exhibition opens with a free reception on Mother's Day, Sunday, May 8, from 2 – 5 PM.

Presented as part of the Koffler Gallery Off-Site program, *Share the Moment* is the latest in an ongoing series of projects around the city of Toronto. Watch for Koffler Gallery exhibitions in unexpected places over the next few years as the Koffler Centre of the Arts prepares for its brand new arts and cultural centre, anticipated to open on Sherman Campus in 2014.

With this new multi-media installation, Stephen Cruise instils new life into the former Fotomat in the parking lot of the Sheppard Plaza. The forgotten drive-through photo-processing booth served the community during the 1970s and was the first one of its kind in Canada. Through Cruise's creative intervention, the Fotomat becomes once more a spotlight of public exchange and a catalyst for collective recollection.

Delving into a nostalgic era when popular access to film-based photography and car-centric convenience were novel, Cruise revives this obsolete structure with snapshots collected from the surrounding community. These images are screened onto the windows of the booth in a continuous slideshow, illustrating neighbourhood life around the time when the Fotomat was active.

By covering the kiosk with a photomontage that reproduces the appearance of a tree, Cruise invests the location with symbolism, positioning it as a tree of life that connects and preserves memories. With its exterior refurbished to mimic bark and foliage, the Fotomat stands out against the landscape as a reminder of the impact that consumerism has had on nature. The simulated tree "disguise" uses the built setting to metaphorically reverse the obliteration of the natural landscape.

While the long-lasting popularity of film photography undoubtedly had a bearing on ecology as well, it has nevertheless played a central role in recording memory. Using old family pictures, *Share the Moment* explores the landscape of North York at a specific moment in the past, eliciting the memories of its residents to reconstruct a fragment of local history. The installation highlights the intricate relationships between time, landscape and remembrance, while examining the ways in which we establish a place for ourselves in the environment.

GENERAL INFORMATION

Exhibition: Stephen Cruise: *Share the Moment*, May 5 to August 28, 2011, FREE

Opening Reception: Sunday, May 8, 2011, 2 – 5 PM, FREE

Location: Sheppard Plaza, 4400 Bathurst Street, Toronto (NW corner of Bathurst and Sheppard)

Hours: Daily, 24 hours

About the Koffler Centre of the Arts

Koffler Centre of the Arts is Canada's only cutting-edge contemporary, multidisciplinary Jewish cultural institution. It has a broad mandate to serve all, and present a wide range of artistic programs through a global lens in a specifically Canadian context. The Koffler Centre of the Arts is an agency of the UJA Federation of Greater Toronto.

Planning is underway on a brand new, architecturally innovative Koffler Centre of the Arts on the Sherman Campus. In July 2009, the Koffler's administrative offices and all classes opened in the Prosserman JCC on the Sherman Campus. More information at <http://tomorrowcampaign.com>

Koffler Centre of the Arts acknowledges the support of its patrons and members, Cultural Season Sponsor **CIBC Wood Gundy**, Print Media Partner **National Post**, and the **UJA Federation of Greater Toronto**. The Koffler Gallery gratefully acknowledges the support the City of Toronto through the **Toronto Arts Council**, the **Ontario Arts Council** and the **Canada Council for the Arts**.

KOFFLER ON THE ROAD!

Watch for Koffler programs off-site around Toronto! As we prepare for our new facility to be completed, the Koffler Centre of the Arts is continuing to program exhibitions, events and performances both at our current facilities and at various downtown sites in Toronto. Check our website for details and watch out for Koffler events in *your* neighbourhood!

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