

PHOTO, MEDIA AND DIGITAL ART

Prefix Institute of Contemporary Art
Suite 124, Box 124
401 Richmond Street West
Toronto, Ontario, Canada M5V 3A8
T 416.591.0357 F 416.591.0358
info@prefix.ca www.prefix.ca
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SALES PERFORMANCE: RIFFS ON THE SHAMELESS ACT OF SELLING

(Toronto) - In celebration of summer, **Prefix Institute of Contemporary Art** presents *Sales Performance*, an exhibition of performance-based videos by Toronto artists focusing on the ways in which global capitalism affects the art world. Conceived and curated by **Scott McLeod**, *Sales Performance* features newly commissioned work for Prefix Institute of Contemporary Art by some of Canada's most internationally recognized performance and video artists, including **Vera Frenkel**, **John Greyson**, **Johanna Householder**, **Tanya Mars**, **Andrew J. Paterson**, **Lyla Rye**, **R.M. Vaughan & Shannon Cochrane**, **Natalie Wood** and **Dana Samuel**.

While the commercial value of art has soared to unprecedented heights, most artists remain at or near the bottom of the socio-economic ladder. In *Sales Performance*, nine artists riff on the act of selling in critical and often humorous ways. From **Vera Frenkel's** *At the Core of All that Matters*, a meditation on selling "the idea of art," to **R.M. Vaughan & Shannon Cochrane's** *Sports Bra 2*, a drag performance that explores the fraudulence of the fitness industry, each artist presents an incisive and enlightening work that addresses the commodification and cooptation of art and the struggle to maintain personal integrity in a money-obsessed culture.

These short videos will be presented on flat-screen monitors (with headphones for sound). Featured artists include: **Vera Frenkel**, recipient of the 2006 Governor General's Award in Visual and Media Arts; **John Greyson**, internationally recognized artist and filmmaker; **Johanna Householder**, multidisciplinary and performance artist; **Tanya Mars**, feminist performance and video artist; **Andrew J. Paterson**, interdisciplinary artist working with performance, video and film, musical composition, and critical and fiction writing; **Lyla Rye**, internationally exhibited installation artist; **R.M. Vaughan**, playwright, author, poet, artist and curator; **Shannon Cochrane**, performance artist; **Natalie Wood**, multimedia artist and curator; and **Dana Samuel**, arts educator, media artist, curator and designer.

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An opening reception and summer party for *Sales Performance*, featuring an exciting array of summer treats, will be held on Thursday, June 21 from 7 to 10 PM at Prefix Institute of Contemporary Art, located at 401 Richmond Street West, Suite 124, Toronto. The artists will be present. The exhibition continues until July 28, 2007. Admission is free. This event is concurrent with the opening reception for *25sec. – Toronto*, a new video installation by Berlin artists **Angelika Middendorf & Andreas Schimanski**.

Prefix Institute of Contemporary Art is a public art gallery and art publishing house based in Toronto. A registered charitable organization, Prefix fosters the appreciation and understanding of contemporary photographic, media and digital art. Prefix acknowledges the support of our Official Catering Sponsor, à la Carte Kitchen, and our Official Hotel Sponsor, the Sutton Place Hotel. Lastly, Prefix acknowledges the assistance of the Canada Council for the Arts and the Toronto Arts Council.

For more information, print-ready images, or to schedule an interview, please contact Heather Haynes, T: 416-898-9007 E: publicist@prefix.ca