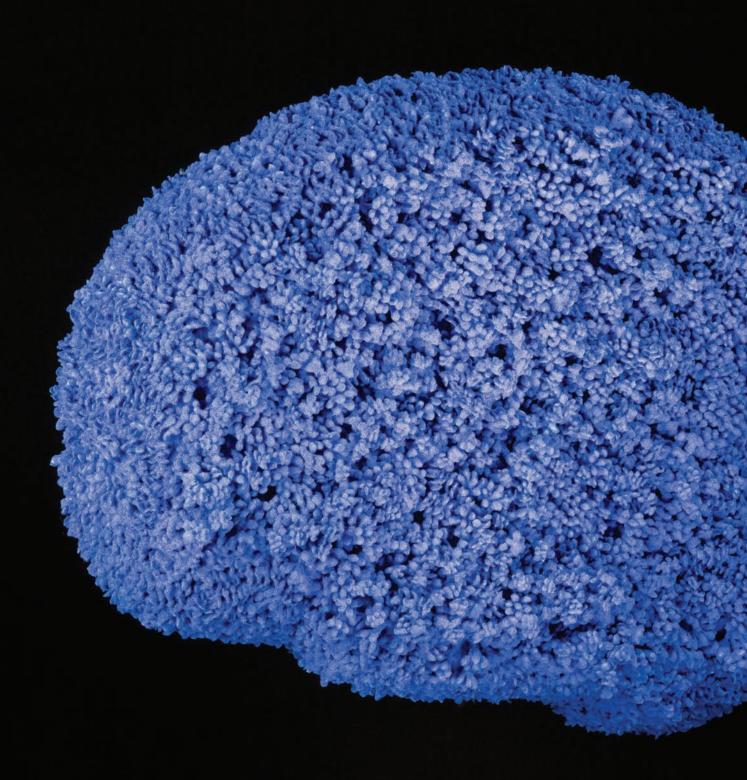


**Baycrest** 





































































































# ABOUT THE YOGEN FRÜZ PINKBERRY BRAIN PROJECT

The Yogen Früz Pinkberry Brain Project is a city-wide art exhibit, created by the Baycrest Foundation, to raise awareness and encourage the conversation about brain health with all Canadians.

At its core, The Yogen Früz Pinkberry Brain Project engages artists from across the globe, both established and emerging, to design and create brain sculptures that tell their stories about why they support the cause.

These sculptures are placed throughout the city of Toronto, from high-traffic tourist locations to quiet parks, for the public to see and appreciate. The unique use of this medium prompts conversations about art, brain health and what they mean to each individual that admires the sculptures.

To participate in this initiative, artists had to first submit an application. They were then selected by a curatorial team representing different aspects of the arts and culture world. Since its inception in 2016, more than 210 artists have participated in The Yogen Früz Pinkberry Brain Project. Each artist has applied their own unique medium to a sculpture to create a piece of art that embodies the notion that "no brain deserves to go blank." Project artists represent the many forms and definitions of creative arts. They are painters, sculptors, musicians, broadcasters,



influencers, performance artists and creative thinkers.

Each summer, Torontonians and tourists alike have the opportunity to round a corner and encounter these sculptures on display throughout the city. The exhibit is seen annually by more than 20 million people, making it one of the most unique fundraising initiatives in Canada.

The Yogen Früz Pinkberry Brain Project embraces creative thinking and embodies an unconventional approach to fundraising, all while helping to educate the city on the importance of brain health, and the small joys that can be found every day.





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# ABOUT BAYCREST

Baycrest got its start in 1918 as the Jewish Old Folks Home near Kensington Market in downtown Toronto. After relocating in the 1950s to a large tract of land in north Toronto, it grew from its modest beginnings to become an internationally recognized centre for care, education, research and innovation in brain health and aging.

For the past 100 years, the organization has met the needs of an aging population with compassion, holistic care and a forward-thinking approach.

Sarah Kagan was one of the first residents of the Apotex Centre, Jewish Home for the Aged, after it was completed in 2000. She initially had reservations about moving to Baycrest. "It was a big change and I was nervous," she says. "But everyone was so caring and supportive, it was incredible."

Now 94, Kagan spends her days at the Donald and Elaine Rafelman Creative Arts Studio, attends concerts and religious services, and enjoys meals prepared by Baycrest's kosher kitchen.

"Baycrest is the most wonderful place. This is my home. This is my family."

Fully affiliated with the University of Toronto, Baycrest offers a wide array of programs and services for older adults like Kagan. In addition to the long-term care home, it has residences for assisted and independent living, a hospital, outpatient clinics and a centre for education and knowledge exchange.

As a demographic shift occurs in Canada, the number of people with Alzheimer's disease and other forms of dementia is projected to rise. Baycrest is working to address the challenges ahead.

Proceeds from The Yogen Früz Pinkberry Brain Project are part of the solution. They fuel efforts at our Rotman Research Institute to discover ways to prevent or slow brain disease and they drive progress at our Centre for Aging + Brain Health Innovation, which is accelerating development and testing of products and services to help people age safely in their homes.

Moving into its next century of care, Baycrest is building on a strong foundation already in place and creating an even better world of possibility for older adults as they age.

Thank you for your support!







# **SPONSORS**

#### **Title Sponsor**

Yogen Früz Pinkberry

#### People's Choice Sponsor

Yonge + St. Clair

#### Yorkdale Exhibit Sponsor

TELUS Health

#### **Visionary Sponsors**

Baycrest Centre & Foundation Boards of Directors Biogen Shirl Cohen & Family Fabricland

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#### **Media Sponsors**

Cineplex National Post OutFront Media Toronto Life

#### **Transportation Sponsor**

AMJ Campbell

#### **Gallery Partner**

Helen & Walter Zwig Foundation Collection

Brain sculpture photography by Michael Rajzman, Scott Ramsay and Sara Cornthwaite On location photography by Scott Ramsay Yorkdale exhibit photography by Michael Rajzman Baycrest campus photography by John Packman Design and layout by Andrew Glowala, Taylee Buttigieg and Amy Paul



[The Serruya family] Yogen Früz | Pinkberry actively supports a philosophy of giving back to the communities where we live, work and play. While serving customers is our business, serving for the greater good is our responsibility.

Proudly, we have contributed to local neighbourhood fundraisers, to global medical services, to research and health education, to disaster relief, and to many more initiatives; all with a hope of helping to build vital communities and improve lives.

As a result of supporting Baycrest, we are a humble witness to their extraordinary work in research, education, geriatric living and healthcare. Within this spectrum of care, brain health, affecting both young and old, continues to be a main focus and a critical one. Degenerative conditions impact so many families in challenging ways. We simply wanted to help. Pledging our support to this cause, The Yogen Früz | Pinkberry Brain Project will help drive awareness for the importance of brain health. Through this innovative, experiential campaign, our goal is to invite questions, start conversations and ignite curiosity, so that we can care together.

For the future of vibrant and enduring communities, we are committed to inspiring positive change so that we can all continue to live healthy and love life, at every age.









# A Delicious Way to think about Brain Health

Launched in September 2018, title sponsor Yogen Früz Pinkberry offered their customers the opportunity to leave their mark on brain health when they visited any one of their locations across the Greater Toronto Area. With fun and informative signage that encouraged customers to donate, sign their name and share their experience on social, Yogen Früz proudly displayed their commitment to The Brain Project and Baycrest.



### DISPLAY LOCATION FOOT TRAFFIC STATS









#### **OVER 16 MILLION**

IN FOOT TRAFFIC DURING THE SUMMER THROUGHOUT TORONTO

#### **OVER 6 MILLION**

IN FOOT TRAFFIC DURING FALL/WINTER EXHIBIT AT YORKDALE

#### **WEBSITE STATS**

OVER 7,400 VOTES FOR THE YONGE + ST. CLAIR PEOPLE'S CHOICE AWARD. AN INCREASE OF 64% FROM 2017

OVER 3,800 VOTES FOR PEOPLE'S CHOICE WINNER. AN INCREASE OF 252% FROM 2017

**OVER 86,000 VIEWS** OF THE BRAIN PROJECT WEBSITE

#### REVENUE -

### +\$3 MILLION

CUMULATIVELY RAISED TO DATE

#### CREATIVITY -



# 46 ARTISTS ARTISTS SPANNING FROM ACROSS NORTH AMERICA

#### ALZHEIMER'S AND DEMENTIA STATS

Alzheimer Society Canada (As of 2018)



**Every 4 seconds** someone around the globe is diagnosed with Alzheimer's or another form of dementia.

### ididanhibibib

Dementia affects **47 million people worldwide** and this number is expected to triple by 2050.

An estimated **564,000 Canadians** are living with dementia.

By 2031, this figure is expected to rise to 937,000, an increase of 66%.



#### MEDIA COVERAGE

**56,807,020 PRESS MEDIA IMPRESSIONS** AN INCREASE OF 24% FROM 2017

# #NoBlankBrains IMPRESSIONS OVER 12 MILLION





"Art has always been an expression of identity and culture and connection, and these are the things that we lose with brain disease. So I kind of feel like art is a really, appropriate medium to express this awareness."

Steven Nederveen interviewed through Globe & Mail, July 20th, 2018 – reach 5,620,000

"He (Alexander Skarsgård,) also showed his support for the Brain Project, a public art installation that raises awareness about brain health and diseases like Alzheimer's."

Toronto Life, September 10th 2018

- reach 157,000

"Getting this message to younger generations is the goal behind The Yogen Früz Pinkberry Brain Project—the third annual installation of artwork inspired by the body's most complex organ. Created by artists and celebrities such as BirdO, HateCopy and EDM artist Steve Aoki, the Brain Project engages a younger audience and encourages them to "consider their own brains in much the same way we consider our hearts, kidneys, livers, lungs and overall body health," says Dr. Anderson."

Canadian Living, October 4th, 2018

- reach 951,000

"Reichman's Toronto-based institution is waging a campaign to make younger people aware of the importance of adopting a brainhealthy lifestyle early on. That effort includes the third annual Brain Project, an installation of braininspired public artwork created by celebrities and artists. The awareness campaign comes at a time of growing concern that teenagers, young adults and people in middle age are slipping into unhealthy habits that could make them prime candidates for dementia in their 60s and 70s."

New Jersey Ledger, August 22nd, 2018 - reach 16,000,000

#### **CO-CHAIRS**



#### Erica & Noah Godfrey

Erica Godfrey is a freelance graphic designer and former board member of the Baycrest Foundation. Erica sits on the Cabinet for Women and Infant's Health at Mount Sinai Hospital and Co-Founded its annual Mother-Daughter Tea fundraiser. Noah Godfrey is a Harvard Business School graduate and the Founder of Checkout 51, a leading coupon mobile app that gives grocery shoppers cash back for uploading photos of their receipts. In 2004, Noah launched Dose, a national daily newspaper in Canada, and GigPark in 2007, a web startup to find local businesses through recommendations from friends. Erica & Noah have three children. Chase, Lincoln and Britton.



#### **HONOURARY CO-CHAIRS**

#### Ben & Jessica Mulroney

Jessica Mulroney is a Canadian fashion icon and stylist. She has worked with many charities and co-founded the Shoebox Project, a charity that stocks shoeboxes full of basic luxuries for women in shelters. Ben Mulroney is best known as the host of the entertainment news program etalk, where he reports on industry events and interviews celebrities. Ben is the National Ambassador for Cystic Fibrosis Foundation of Canada and sits on the Board of The Shoebox Project. Jessica & Ben have three children, twin boys, John and Brian, and a girl, lvy.

#### **CURATORIAL TEAM**



#### Sandra Ainsley Curator

Since she established her first gallery in 1984, Sandra Ainsley has developed and nurtured her passion for glass into a thriving and successful business. Sandra has pioneered the largest exhibition by Dale Chihuly ever held

in a private gallery and with over 25 years' experience in the business, she has become an integral part of the international glass community.



#### Karen Longfield Curator

Karen works with Fischtein Fine Art as a Fine Art Specialist/Consultant and has been immersed in the fine art field for more than a decade. Throughout her career, her roles have included identifying market

trends and recruiting talent, advising collectors on acquisitions, building artists' profiles, art appraisals and all art services. Her knowledge of contemporary art and artists is as impressive as her work experience.



#### Steven Nederveen Curator

Steven Nederveen is a well-known Canadian artist whose work is featured internationally in galleries, art fairs, magazines and many private collections. Nederveen studied fine art at Medicine Hat College and went on to receive

a Bachelor of Design from the University of Alberta in 1995. Based in Toronto, his work is also displayed in Seattle, Vancouver, Banff, Montreal and beyond.



#### Alissa Sexton Curatorial Consultant

Alissa Sexton was the co-director of Bau-Xi Gallery (est. 1965), a recognized and long-running contemporary gallery dedicated to showcasing top Canadian artists at locations in Toronto and Vancouver. Her past projects have

included identifying market trends, recruiting artists, advising collectors on acquisitions, coordinating exhibitions, and building artist profiles in international markets. Alissa holds a degree in Art History and Social Psychology from the University of Guelph, and a Diploma in Museum Management and Curatorship from Fleming College.

#### **Executive Committee**

Paul Godfrey, Lauren Kimel, Kerry O'Reilly Wilks, Ariella Rohringer

# ABOUT THE ARTISTS

How would you ask a group of people to define what brain health means to them?

For the past three years the Baycrest Foundation has issued this challenge to the public and engaged a robust group of artists and influential personalities; representing a variety of backgrounds from the world of art.

Funds raised by The Yogen Früz Pinkberry Brain Project support Baycrest's fight against Alzheimer's and related dementias. To contribute, artists were given freedom to interpret their own message onto a blank brain canvas and transform it into a conversation piece.

The result? A beautiful and diverse collection of sculptures each rooted in a deep personal experience with a desire to motivate the community.

In the following pages, each artist will share their story and what this opportunity has meant to them.

Together, they have built a collection of impactful sculptures which continue to inspire millions.

# FLOWER OF LIFE BY SANG EUN AHN



Sang Eun Ahn is a Korean-Canadian painter and ceramic artist. Born in Seoul, South Korea, she attended the Sunhwa Arts School, one of the top art schools in the country, where she majored in visual arts and developed her fundamental artistic techniques. After moving to Canada, Ahn worked to further her artistic credentials, graduating from Sheridan College with a major in Furniture Design. Her artistic practice has focused on porcelain. With a deep respect for craftsmanship, she creates

porcelain objects to portray natural humaneness and benevolence. Ahn has been waiting for the right opportunity to use mandalas, a beautiful and nurturing piece of nature, in her artwork. Mandalas represent wholeness.

#### Artist Statement

The life of the flower consists of overlapping circles that bring positive energy and spiritual enlightenment. They can be created using many types of flowers including roses, lotus flowers, and daffodils.





#### MIND OVER METAL

#### BY HOLLY ATKINSON



Holly Atkinson is a multimedia artist who earned her BFA at the University of Toronto/Sheridan College and also studied in Paris, France. Atkinson utilizes a variety of unique materials to create works that are imaginative and contemporary. She has designed pieces for awards, memorials, religious ceremonies, commissions and collections.

#### Artist Statement

In Mind Over Metal, bronze pieces are fused together to create spider web-like fragments that resemble the complex labyrinth of neurons or nerve cells. These cells are vital, as they perform all of the communication and processing within the brain.



# NEON FUTURE BY STEVE AOKI



Steve Aoki is a two-time Grammy-nominated international producer, DJ, electronic dance music entrepreneur and founder of the trendsetting record label, events/lifestyle company and apparel line Dim Mak. Aoki is well-known for his high-profile music collaborations with A-listers like Snoop Dogg, Linkin Park and JJ Abrams, but he has also emerged as one of the world's most prominent

Asian-American solo artists. In 2012, he started The Aoki Foundation to support organizations in the area of brain science.

#### Artist Statement

You can be who you want to be, become what you want to be, and how you want to change the world starts with you. So start with a positive mental attitude, feed your brain and change within yourself first.

SPONSORED BY:







#### THE MIND'S EYE

BY DAVE BAGLEY



Dave Bagley is a self-taught artist who lives and works in Toronto. His drawing has developed over time into his own unique style. His work is inspired by nature and geometric patterns that are derived from deep within his own mind. Insects, animals and plants are represented in repetitive detail in his drawings.

#### Artist Statement

The eye in this design represents the mind's eye and allows the viewer to see into the mind of the artist. Concentric rings with birds, fish, diamonds and petals while amorphing and shifting, the viewer can imagine new shapes and images that could emerge. The possibilities are as infinite and complex as the depths of the human mind. The artist says he wants to share something deep within himself, "which I believe all of humankind shares, an organic Wi-Fi that connects everyone, all we need to do is turn on the switch... is yours on?"

SPONSORED BY:



#### **OPEN 24 HRS**

#### BY CAILLI & SAM BECKERMAN



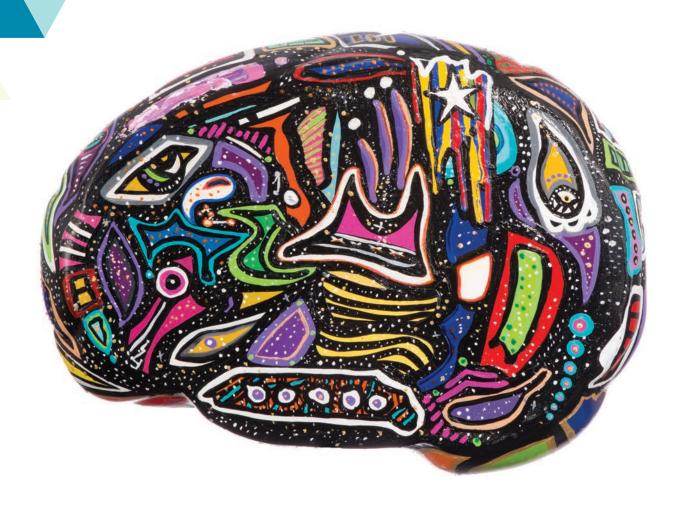
Sam and Cailli Beckerman are Toronto-based identical twins and Fashion Institute of Technology graduates who also starred in a fashion documentary with National Geographic. They are honoured to be nominated and recognized again as the Best Digital Influencers in Canada at the CAFA Awards. Dubbed "human glitter" by the New York Times, they are celebrated for their eccentric sense of style, bold beauty looks, aspirational travel and adventurous globe-trotting, infectious energy and genuine passion.

#### Artist Statement

Open 24 HRS originally came from the idea of a convenience store OPEN sign, and the notion that our brains are open 24 hours, 7 days a week, just like a 7-Eleven store. It's important for us to live life with openness and compassion, fearlessly and vivaciously. The concept is that our brain is always working non-stop and running 24/7. So we must take care of it, ourselves and each other, and find a cure for Alzheimer's.

SPONSORED BY: YOGEN TOUZ





#### **SUPER NOVA**

#### BY HAUS OF BELLEFLEUR



Stephanie Bellefleur, of the Haus of Bellefleur, is a Contemporary Visual Mural Artist who was born in Venezuela and resides in Toronto, Ontario. Her work incorporates bold colors with strong graphic lines. Stephanie has experience working with aerosol, acrylic and latex paint. Stephanie's most accomplished work to date so far is an eight story mural at Yonge and St. Clair, in collaboration with International Mural Artist

Phlegm from the UK. She is currently working under International Muralist Okuda from Spain, on a 23 story mural that is underway at Jarvis and Carlton.

#### Artist Statement

Bellefleur looks at the brain as the deep, dark mysterious universe. With the ability to imagine, visualize and manifest, next to our heart, our brain is our truest magic as human beings on this planet. Super Nova is inclusive, incorporates bold bright colours and includes stars and constellations to add hope and light.

#### CONNECT/DISCONNECT

#### BY EDEN BENDER



Eden Bender is an established Toronto-based sculptor and painter. Through her volunteer commitments with non-profit organizations, Bender's work has been influenced by the adversity of the human condition. She graduated from York University with a Bachelor of Fine Arts, and has received numerous awards including the Odette Sculpture Award and the Ontario Arts Council Award. Bender's work is in private and public collections, and has been featured in multiple

publications and exhibits internationally. Connect/Disconnect is a fibrous blue land-scape engulfed in pods.

#### Artist Statement

This blue space represents communication with those in this world. The pods are the memories we have experienced throughout our lives. Through predominant relationships, autism spectrum disorder (ASD) reveals a different way to experience the world. The ASD brain is unable to socialize naturally, leaving a sense of isolation. Alternatively, ASD can also present inconceivable gifts, like brilliant stars in the midst of darkness.





#### YELLOW BLACK IN MY BRAIN

#### BY BRUNO BILLIO



Bruno Billio is a Canadian artist who works from an interdisciplinary background. As an installation artist, sculptor and a designer, Billio creates challenging works informed by his command of each of these practices. The artist is currently living and working in Toronto. For the past decade, he has been the resident artist at the Gladstone Hotel on Queen West in the fashionable art gallery district. Billio's artistic

practice is informed by the active displacement and staging of the found object, a contemporary art strategy with a historically established lineage.

#### Artist Statement

The everyday is reinterpreted through its spatial and contextual re-appropriation by the artist, who presents himself by proxy as both an interventionist and an inventor.





## MENTAL VACATION BY BIRDO



Having over 10 years of experience creating artwork with aerosol paint on exterior mediums, birdO recently parted ways from the advertising field to pursue his passion full-time. With several large-scale projects under his belt and pieces in more than 25 cities globally, birdO's approach focuses on an acute awareness of the surface and studious preparation with regard to local culture and surroundings.

#### Artist Statement

This piece has a distinctive style and aesthetic, and serves as a reminder that it is important to give the mind some daily down time. Leave your smart phones out of the bedroom or away from the dinner table. Engage in conversations after the inbox is cleared. Replace your screen with a paperback. Life in the 21st century is moving rapidly. Our minds deserve a mental vacation.



#### I LOVE YOU BY HEATHER BLACK



Heather Black is a contemporary Canadian artist who creates hyper-realistic, large-scale paintings of beautiful yet fleeting moments, often inspired by images she sees in social media. Her most recent work uses a self-developed medium from all natural, non-toxic materials such as organic activated charcoal, honey, clove essence and water. The result is similar to watercolour, with a distinct "grainy" quality. She graduated with a BFA from Mount

Allison University in 2006, where she was selected among the most promising artists from across Canada to exhibit at Studio 21 in Halifax.

#### Artist Statement

This sculpture is inspired by a photo that Black happened to see among the millions of images she sees in a day. That photo stayed with her, especially the words "I love you" broadcast loud and clear. The words reminded her that people suffering from Alzheimer's or dementia can remember emotions even after they forget the actual event that caused those emotions.

#### NO BRAINER—#REPAINTHISTORY

#### BY ANDREA BOLLEY



Andrea Bolley's paintings are abstract canvases which take their inspiration from Colour Field painters. Bolley participated in the Art Gallery of Ontario's Artists with their Work program in the 1970s, for which she presented art workshops throughout the province of Ontario.

#### Artist Statement

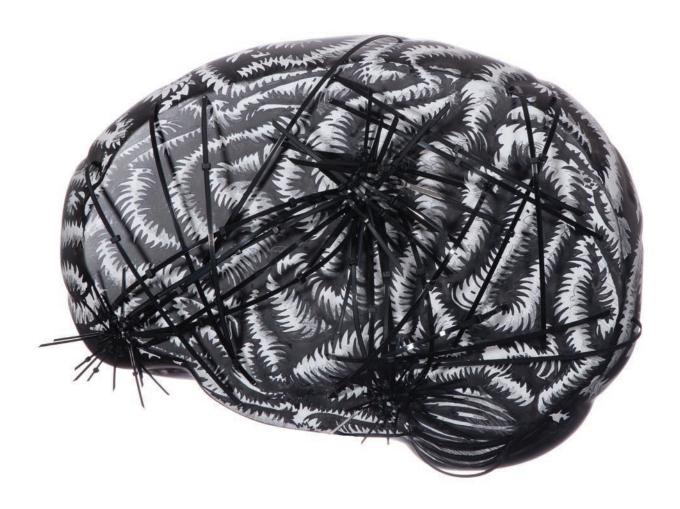
Bolley has made distinctive use of paper, both as a tool for the application of paint and in her "paper paintings", which incorpo-

rate a paper collage element. She subverts the formal, manufactured aspects of the original paper by painting over the existing stripes with rich, black and white paint. Highlights of pigment create even more sense of depth and space, and completely alter the paper's initial processed feel toward a more painterly one. Bolley explores the overlooked part of history, female artists, and their impact on her practice.

SPONSORED BY:







#### **TOGETHER & APART**

BY FENWICK BONNELL

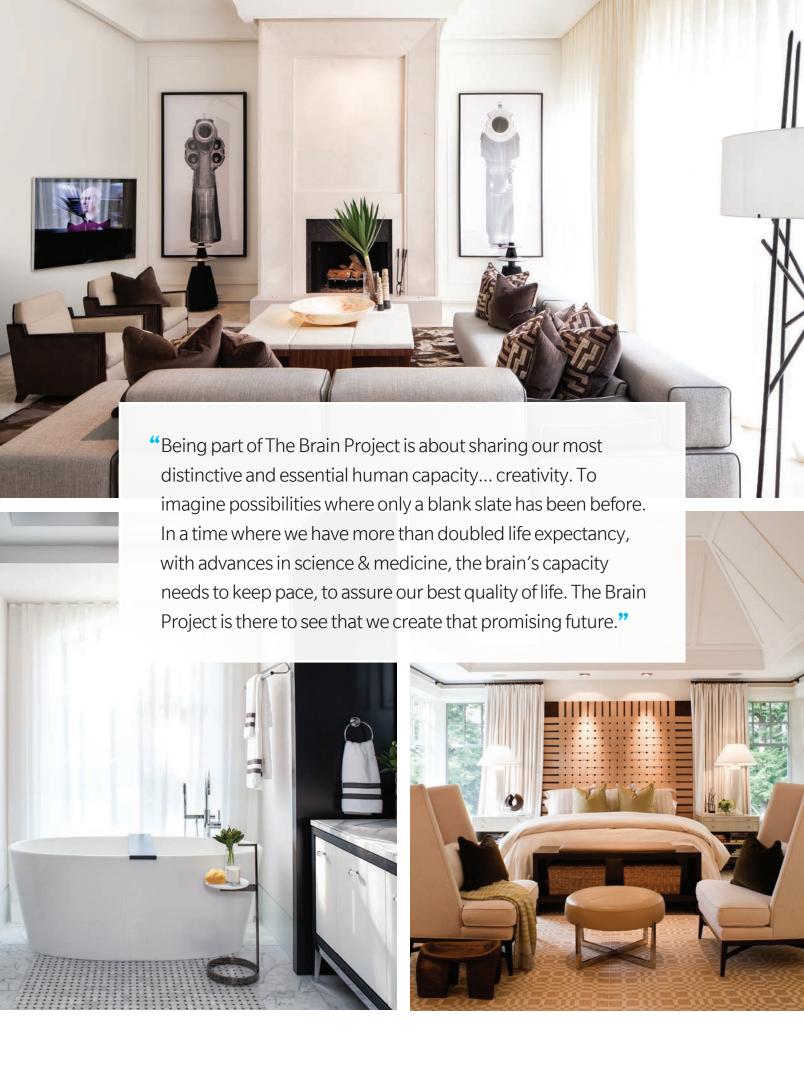


Fenwick Bonnell is a co-founder and principal of Powell & Bonnell, an internationally renowned interior design firm and home furnishings manufacturer. Previous to forming the eponymous design firm with partner David Powell, Bonnell illustrated interiors, and created commercial artworks for notable Canadian design firms and publishers. Originally from Saint John, Bonnell moved to Toronto in 1975 to attend Ryerson University for a BAA in Interior

Design. Keenly interested in "how things work", Bonnell enjoys the exploration of materiality and repurposing of every day elements. The recipient of interior, furniture and lighting design awards, he is a member of the American Society of Interior Design (ASID) and the work of his firm has been published in several books.

#### Artist Statement

Together & Apart explores concepts of connectivity and destruction, memory and loss. This work is dedicated in the name of Ron Birdsall, a wonderful friend and co-worker who left us much too soon due to brain cancer.







# Distillery District

LOCATION SPOTLIGHT

The Distillery Historic District is a pedestrian-friendly neighbourhood of cobblestone streets and 19th century buildings that house art galleries, theatres, restaurants and boutiques. As a culture hub and leading tourist destination, it has also played host to a collection of the Yogen Früz Pinkberry Brain Project sculptures for the past three summers.

#### TERRITORIES OF THE MIND

#### BY JACK BRIDE



Jack Bride is a Canadian artist working primarily in illustration and installation. He works with precision to dive into the realms of the numinous, esoteric, transcendental, ecstatic and archetypal. Consistent themes include mortality, optical noise through colour and line, other worlds/entities and stories within stories. Bride graduated from the Alberta College of Art & Design.

#### Artist Statement

Inspired by cross-sections of the brain, this sculpture maps its three main territories. The neocortex, limbic system and reptilian complex are each represented by a sea of accurately placed words associated with their individual functions. Fertile ground runs along the bottom. A snake, a human and a figure in the clouds personify the three main territories.



# **STATIC**BY EMILY CARRIERE



Emily Carriere creates intricate cut-out vinyl and acrylic artworks. She works intuitively, letting the process take over, which allows the work to reveal itself through the natural progression of experimentation. The results are abstract images which can be interpreted in an endless variety of ways depending on the viewers' experiences, memories and histories.

#### Artist Statement

In this piece, an old black and white photograph serves as the background, but it is enlarged to such a degree that it is abstracted and the photographic grain becomes the most prevalent feature. A growth of petals extends from a central point, reaching out to more distant areas of the brain. This piece focuses on themes of memory, nostalgia and interpretation.

SPONSORED BY: FASKEN





# MOVEMENT BY MEI CHAN-LONG



Artist Mei Chan-Long lives in Toronto. All of her metal work is hand-sculpted, with no heat. She believes creating using her physical strength helps her inner strength. Her pieces are a reflection of life experiences with expression and positivity. They are all based on her health and living experiences. Creating is her inner therapy. After brain surgery, Chan-Long is now at a life stage of appreciating,

moving forward and not being afraid to share. She is hoping that her works of art will benefit others in some way.

#### Artist Statement

People live with individual challenges that may be physical, mental or emotional. Daily life changes when someone struggles with the effects of brain health issues. The perspectives of those who are medically strained or involved also change. It's an emotional time. The artist was inspired by her own experiences.



# SO MUCH MORE BY CHANNELS PROGRAM



The Channels Program is a day program made up of 45 individuals from Reena, an agency that supports people with developmental disabilities. They are independent. They are innovative. They are skillful. They have jobs. They are artists. And, they have disabilities. Channels' mission is to show that the participants are so much more than their disabilities.

#### Artist Statement

This sculpture represents the Channels Program mission. To visually depict this, they take your eye on a journey, starting with a wheelchair. Around the chair, seeds are planted to show that the chair is just the beginning. The seeds float across the brain, sprouting into lush, rich and dense greenery. Spirals of brilliant ivy woven with bright tropical leaves show who they really are. They are full of growth, full of vibrancy and full of life.

#### **CONTROL CENTRE**

#### BY ANDREA COHEN



Andrea Cohen was born in South Africa and has painted for most of her life. She is a portrait artist and her choice of medium is acrylic and oil.

#### Artist Statement

In her sculpture, the emotions and thoughts in the brain meld together, intermingle and

overlap. The words that Cohen used remind her of the thoughts and emotions encased in our brains.

THE PIECES OF LIFE GUIDED BY THE BRAIN GONE AWRY.



# LIVING, BREATHING LANDSCAPES BY ADAM COLANGELO



Artist Adam Colangelo uses copper as a medium to express the beauty in life. His large-scale compositions speak to his understanding of copper and his interest in challenging the way we view and interpret two-dimensional art. His process is methodical, laborious and time-consuming. By employing diverse techniques, Colangelo exhibits an array of patinas and finishes so rich in detail that each small segment of his compositions offers its own earthy abstraction.

#### Artist Statement

The connection between copper and the brain is clear. The brain has some of the highest levels of copper in the body and it requires this metal in balance to function normally. The brain exerts centralized control over the rest of the body, which allows rapid and coordinated responses to changes in the environment. Our brains are Living, Breathing Landscapes – always working, adapting and reacting.

SPONSORED BY: SHIRL COHEN & FAMILY IN LOVING MEMORY OF SIDNEY





# THE LOVE BY KESTIN CORNWALL



Kestin Cornwall grew up in Windsor with a Grenadian father and American mother. In 2001, he moved to Oakville to begin his training at Sheridan College. Over the past 10 years, Cornwall has focused on creating relevant progressive art. He enjoys challenging what's considered "common" and feels it is the duty of an artist to add beauty to the world while invoking the unending social

responsibility to capture thought. Cornwall believes art helps to create a community, bringing people together. He feels we need to push our collective consciousness toward a more positive, bright and inclusive future.

#### Artist Statement

The Yogen Früz Pinkberry Brain Project brings attention to the importance of physical and mental health. His work looks to a vibrant, diverse, loving and healthier future for this generation and those to come.



#### SELF REFLECTION

BY CREATORS OF OBJECTS



Creators of Objects is a design company that produces original artworks and design pieces in small production runs. Principals and creative partners for over two decades, Joanne Byrne and Jonathan de Swaaf have worked with a vast array of materials and processes to execute personal and commissioned projects. Their celebrated esthetic combines hand-crafted traditionalism with artistic, cutting-edge design.

#### Artist Statement

Self Reflection visually depicts our ability to both self-reflect and consider who we are, and the tendency to view ourselves based on the media's rigid, impenetrable, polished ideals that are framed in clear-cut definitions of identity and beauty. It gently reminds us of how aging and disease can provide new self-images. Though clouded, our self-portraits can become softer and more deeply beautiful.

# **BORBOLATA DORADA**

## BY ANA CRISTINA



Repurposed materials are woven, twisted and tied by Ana Cristina to produce final pieces that are durable, delicate and intricate.

### Artist Statement

Inspired by her Portuguese ancestral heritage and culture, the artist incorporates ideas of memory and experience to create contemporary sculptures from

unconventional sustainable materials interwoven with a largely industrial application. The butterflies in this sculpture are symbolic of new life, a new start and new beginnings. The repurposed aluminum cans suggest how old, used items give value to what is viewed as old, obsolete and unusable. Gold leaf is symbolic of the golden years and highlights the value of gold. The ancient encaustic technique is often used in the restoration and preservation of artifacts.



# **ENIGMATIC GLITTER**

#### BY THE DONALD AND ELAINE RAFELMAN CREATIVE ARTS STUDIO



The Donald and Elaine Rafelman Creative Arts Studio at Baycrest is a bright and cheerful space dedicated to the creation of art. The art programs at Baycrest challenge the clients both physically and mentally.

#### Artist Statement

This sculpture was collaboratively designed and made by clients and staff of the Donald and Elaine Rafelman Creative Arts Studio.

Residents with cognitive disorders chose objects to create the piece that symbolizes their imagination and artistic spirit. They all found immense pleasure and relaxation in the unrestricted use of materials that were placed in jars in front of them, and loved the sensations of freedom and purpose to create what they wished. There are still so many unanswered questions around cognitive impairment. It can be puzzling and mysterious. However, when we produce art together, it lights a spark and some of Baycrest's clients and residents can recall some unexplainable memory. It is like a flicker of their history and evokes a glimmer of hope.

SPONSORED BY: Biogen





# **LUCENT**BY ROGER EDWARDS



Roger Edwards is an internationally known artist and fashion designer whose career highlights include: Toronto Fashion Designer of the Year, the Sony Creative Video Award and a silver medal for Independent Video at the Houston International Film Festival. He has designed licensed apparel for the NHL, NFL, NBA and Team Canada. In addition to fashion

design, Edwards continues to create large and powerful sculptures at his studio in South Georgian Bay.

#### Artist Statement

This sculpture is inspired by the many wonders of the human brain. In the beginning, our brains are so perfectly clear and full of inspiring light. When the brain is troubled, that light can get distorted and begin to dim. It is important that we vigorously advocate to keep the light glowing in our miraculous brains.

SPONSORED BY: **FABRICLAND** 







# Nathan Phillips Square

#### LOCATION SPOTLIGHT

This is Toronto's "town square" in the heart of the city, where tourists stroll and take selfies, and Torontonians gather for concerts, special exhibits and other festivities. In the summer of 2018, thousands of people who visited the square also had the opportunity to admire brain sculptures that were part of the Yogen Früz Pinkberry Brain Project.











# WE BELONG BY KATRINA ELENA



Katrina Elena is an abstract artist currently working and residing in Oakville. Working predominantly in acrylics and mixed media, she draws her inspiration from the natural world focusing on form, movement and texture. As an emerging artist, she has showcased some of her works throughout the Greater Toronto Area including at the Blank Canvas Gallery, Graven Feather and Beaux-Arts Brampton.

## Artist Statement

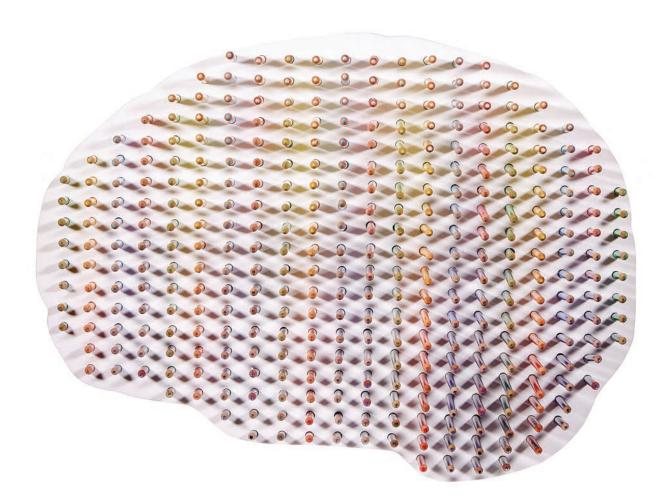
Elena's sculpture is inspired by the importance of community and creating safe places to offer and receive support. A strong sense of community adds real value to our lives. It helps us feel more connected to the world around us and makes a great difference in our happiness and our health. It has the power to nourish relationships and cultivate opportunities in a meaningful way. Real communities help us feel a part of something and give us the ability to recognize, unquestionably, that we belong.

# **ACRI**BY MOLLY GAMBARDELLA

Molly Gambardella is an emerging American artist who works in screen printing, 2D & 3D media. Before earning a degree in Illustration, Gambardella's work (most notably, Color Blind) was shared, celebrated and commissioned by private clients from around the world.

#### Artist Statement

Acri is both a cautionary tale and an ode to mankind's resilience in the midst of degenerative brain diseases. Like these pencils, the beginning stages of Alzheimer's causes a gradual decline in memory recall, thinking, reasoning skills and more. The title comes from the Latin for "sharp." Latin continues to live on in countless books, inscribed into buildings, and printed on U.S. currency. We live as long as the last person who remembers us, and we live forever through the stories written about us. Degenerative brain diseases may take our memories and lives, but they can never erase our existence.



# MY MIND IS SWIMMING

BY GINA GODFREY



Gina Godfrey is a contemporary digital artist and print-maker whose work is exemplified by her use of bursts of bright colour and sharp images. Godfrey took the four-year art course at Central Tech and later studied printmaking at OCAD University. Her works can be found in collections all over the world.

#### Artist Statement

In this piece, Godfrey drew inspiration from early Renaissance paintings that are rich in philosophic symbolism regarding fish. An abstract version of a fish is dressed with jewels to add whimsy and the eye receives special attention, as it does in many of Godfrey's works of art. Quite often when we say "my mind is swimming," we mean our thoughts are jamming up together and we are overwhelmed. A more positive view is that neurotransmitters are influencing mood and stress-reducing hormones.

SPONSORED BY: NATIONAL POST





# POP ART BY MARY ANN GRAINGER



Mary Ann Grainger is an emerging artist in Toronto. Motivated by the power of art to stimulate debate and enact social change, she is happy to be able to help raise awareness and funds to help fight dementia and Alzheimer's disease. Grainger's work is held in private collections across Canada. She is forever grateful to the benefactor of The Al Green Sculpture Studio, the late Al Green, who passed

away last year from Alzheimer's. His generosity constantly inspires her to utilize her art for the benefit of others.

#### Artist Statement

This sculpture is inspired by happy memories of blowing big, bright bubbles. The bubbles grow bigger until they pop and disappear. Like a perfectly blown bubble, memories can disappear in an instant. With research into Alzheimer's and dementia, we can help keep those bubbles from popping. Grainger has dedicated this piece to the amazing doctors and scientists who are working hard to help keep our memories alive.



# LOOKING AT THE LIGHT BY MATHIEU GRODET



Mathieu Grodet is a glass artist living and working in Toronto, Canada. Born in Orleans, France, he first studied art at the Visual Art Institute of Orleans before discovering glass in 1999. Grodet apprenticed in some of Europe's leading glass studios. It was there he fell in love with traditional Venetian techniques. Grodet marries form, function and decoration in a unique manner that provokes discussion and often inspires debate.

## Artist Statement

Grodet's sculpture, made with flame-worked glass, is symbolic of the expansion of our knowledge and the extension of our vision and understanding. The brain might be a problem but it is also the solution.

# NAHI! GET ME OUT!

BY HATECOPY



Artist Maria Qamar, aka Hatecopy, is known for her satirical lens commenting on the hybridization of South Asian and Canadian culture. She uses a pop art esthetic to create works that tackle themes surrounding her experiences of racism, the first generation experience, body shaming, classism and the patriarchy. Qamar lives in Toronto and is the author of Trust No Aunty.

## Artist Statement

Qamar has dedicated this sculpture to the women who helped her remember where she came from.



# **PUZZLED**BY HARM HUIBERS

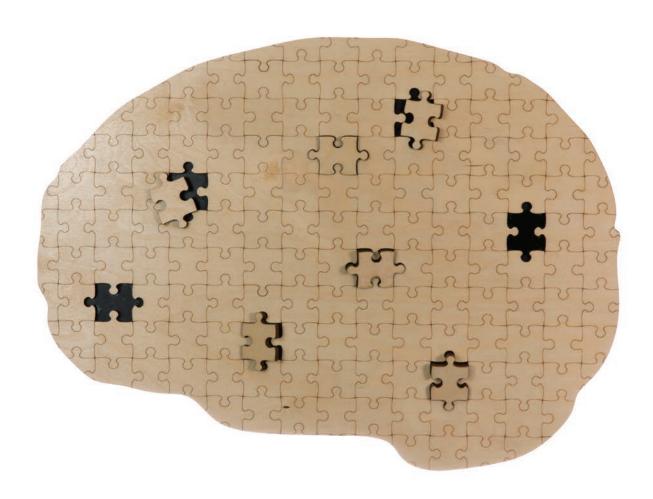


Harm Huibers is an industrial designer who trained in The Netherlands and now lives in Toronto. He is the founder of Huibs Design, where the philosophy revolves around minimalism and the concept that less is more. He was selected for a Young Professional Red Dot Award (2018) and has received the Most Innovative Design Award from Philips for his product design.

## Artist Statement

Huibers has created a brain made up of many puzzle pieces. The brain represents a complex and intricate design that, when complete, is a beautiful and complete puzzle. Unfortunately, diseases like Alzheimer's take pieces out of the puzzle and render the brain incomplete. By investing in research and development of new medicine, we may be able to restore those puzzles in the future, one piece at a time.

#### SPONSORED BY: BAYCREST CENTRE & FOUNDATION BOARDS OF DIRECTORS





# POWER IN GROWTH BY AMY JEFFERYS

Amy Jefferys graduated with a Bachelor of Fine Arts from OCAD University and participated in a study abroad program in Florence, Italy in 2014 -15. In her final year, Jefferys was in the thesis program, where she created a body of work based on anatomy.

## Artist Statement

Fueled by personal experience with depression and anxiety, Jefferys is inspired to encourage others to persevere and grow. She believes every human is capable of harnessing strength from their weaknesses and her sculpture is a visual representation of growth. The tangled roots represent the inner struggles and complexity of one's thoughts while the blooms just merging from the surface show growth in spite of it.







# YONGE + ST. CLAIR

LOCATION SPOTLIGHT

A popular midtown intersection, Yonge + St. Clair is home to murals, music and restaurants. Three sculptures from The Yogen Früz Pinkberry Brain Project added art to the streets of this cultural hub. The vibrant neighborhood provided a perfect backdrop for people to reflect and discuss the importance of brain health at every age.







# FLOWER OF LIFE BY LOREN KAPLAN



Loren Kaplan has been a practicing professional ceramic artist and teacher since the mid-1990s, working in South Africa and Canada. In her work, she attempts to integrate symbolic, visual, tactile and spiritual values that blend form, function and meaning. Her art resonates with light, sound, pattern and texture. There are many diversities and extremes that she tries to hold and balance within

her life, and work within them all. They hold the silence and meditation of the making, the time, the process and the attention to detail.

## Artist Statement

The Flower of Life is an ancient symbol that Kaplan has used repeatedly in different ways. It has been used throughout time by artists and philosophers depicting perfect form, proportion and sacred geometry. In this sculpture, the cracked porcelain is symbolic of the fragility of our lives.





# Yorkville

#### LOCATION SPOTLIGHT

Yorkville is home to Toronto's luxury hotels, shopping and art gallery district. In the summer of 2018, there were eight sculptures from the Yogen Früz Pinkberry Brain Project featured at four different Yorkville landmarks—Yorkville Village, Village of Yorkville Park, The Hazelton Hotel and Four Seasons Hotel. The sculptures on display fit seamlessly into the neighbourhood, providing visitors and residents with unexpected beauty.



# ORGANIZED CHAOS BY LIPSTICK LEX



Alexis Fraser, aka Lipstick Lex, makes all of her art with love, literally! Her kiss print is her signature and it's found on every piece she creates. Fraser believes love, beauty and feelings of merriment are all infectious. She began her art career in her early 20s as a traditional oil painter, specializing in portraiture realism. That all changed in 2012, when she was challenged to create a larger-than-life portrait of Marilyn Monroe utilizing a non-traditional approach, which also needed to correlate with the bomb-

shell and sex symbol of the classic Hollywood period. After loads of brainstorming, the idea of creating with lipstick and kiss prints was unleashed!

## Artist Statement

The kiss print can symbolize so much: love, self-love, respect, adoration, nurture, beauty, lust, sex, glamour, nostalgia, warmth and merriment—all of which strike a positive emotion. While our minds are an endless cycle of information and emotions, it's best to place an emphasis on those which allow you to feel good and let the white noise drown the negative. Spread more love, focus on the positive and allow your true colours to radiate. We are blessed with one precious life. Give yourself permission to smile more often!















"For a few years I have seen the brain sculptures on their pedestals in total awe of the talent behind each piece and the massive amounts of love, empathy and awareness poured into the result of this noble project!

Being an artist that utilizes my kisses in my art to spread positivity, love, beauty and empowerment, it only made sense that I put this emotion into a sculpture of my own! It felt amazing to be a contributing participant this year and give back with a whole lot of love! "

# **NIGHTWATCH WARP**

BY PAUL KAY



Paul Kay has been a keen amateur photographer for about 60 years. From earlier interest in capturing moments quicker than the blink of an eye, he has moved to considering what persists over long durations. Much of his work is digitally based and he also employs analogue techniques, including pinhole photography.

## Artist Statement

The warping of Kay's image of Rembrandt's Nightwatch provokes reflection on experience and memory, especially as our digital world becomes more and more instantaneous. It is said that the typical visitor to a museum spends just eight seconds with each object on display. With the passage of time, our memory of a piece of art is therefore distorted.





# **ALL THAT GLITTERS**

BY AMEY LAI



Amey Lai is a contemporary artist born and raised in Toronto. She graduated from OCAD University, where she obtained her Bachelor of Arts specializing in design. Her bold paintings command attention through their bright gestural use of colour, texture and sense of luxuriousness. She continues to refine her unique techniques, but focuses on embracing bold colour in all of her works.

## Artist Statement

Lai used a thin layer of plaster on the mold to create and sculpt the flowers around the brain, then used acrylics and glitter to paint the brain. Her idea was to create a beautiful garden, just like the human brain.



# MEMORY BY COLIN NUN



Colin Nun is a Canadian artist working with text-based paintings. His work consists of carefully constructed typographic motifs, deeply rooted in graphic design. Nun's primary objective is to paint words that convey their meaning; simply put, to use words as imagery. He challenges how "normal" letters and words are represented, and questions what letterforms can become if pushed to their limits.

## Artist Statement

This piece represents disconnect, dead ends and memories lost to brain disease. It is inspired by the loss of Nun's grandfather to Alzheimer's disease and was created as a tribute to his memory. Take a close look to find a hidden word in this piece. What do you see?

## MINDFUL EMANCIPATION

#### BY DERYA OZPARLAK



Derya Ozparlak is a Toronto-based artist working in sculpture, mixed media and installation. She graduated with a BFA in Sculpture from the Faculty of Fine Arts at Anadolu University in Turkey. Ozparlak has participated in numerous group and solo exhibitions, art fairs and symposiums in Toronto, Turkey, Chicago, Almeria of Spain, Beirut, Berlin, New York City and Palermo, Italy.

## Artist Statement

Mindful Emancipation depicts what goes on in the mind of a modern human being who suffers from being trapped in a fast-paced and stressful life. In this artwork, skyscrapers are everywhere, rising too high as if they are making it difficult for the individual to breathe. Wearing his business attire, holding on to his briefcase, this exhausted employee is striving to fly away from a stressful life that seems to have strangled him. Inspiration came from observing the urban environment.



# LONELY CHAIRS BY GENEVIEVE PATCHELL



Genevieve Patchell is an emerging artist working primarily with clay. Patchell has experimented with many different materials over the years such as metal, wood and found objects, to make art and jewellery. She is inspired by abandoned structures, decay, nature taking it all back and otherwise unnoticed moments.

## Artist Statement

This collection of lonely chairs represents some of the myriad people suffering from dementia and Alzheimer's disease, and the associated loneliness felt not just by them, but also by family and friends witnessing their cognitive decline. The assemblage is somewhat chaotic and nonsensical, similar to what the artist imagines dementia might feel like. No two chairs are identical, indicating solitude amidst the crowd. Tangled together, they are a symbol of support and hope that we are not all alone as we navigate life.





# THE PLACES WE FORGET TO REMEMBER

BY MICHAEL RENNICK



Michael Rennick is a mixed media artist based in Toronto. He recently graduated from OCAD University in Drawing and Painting. His practice is largely inspired by memories and experiences growing up in rural Ontario. His artwork often focuses on themes of nature, folktales and the idea of the unknown. It is his way of recreating the experiences of exploring wooded areas and abandoned farmsteads throughout Canada, and negotiating the relationship between memories he associates with fear and beauty.

## Artist Statement

This series of dwellings and human forms gives the viewer a whimsical look into the relationship that humans have with their natural surroundings and also questions the impact that imagination has on our perceptions of reality.

SPONSORED BY:





# SUGAR SKULL BY EMANUEL PAVAO



Emanuel Pavao is an award-winning mixed media artist who uses non-conventional material to create artwork that explores conventional subject matter. His work takes a closer look at modern society, urban landscapes, social norms, everyday material and cultural symbols. "I believe that the job of an artist is to point a finger at a question and let the viewer come up with the answer." Pavao's signature style is

his unique medium of household tape. Duct tape, electrical tape, masking tape, etc., that is mounted on a panel and sealed with clear resin to encase the work.

## Artist Statement

Sugar Skull was inspired by the Mexican tradition of the sugar skull cookie. The sugar skull is a symbol that not only honours those who have passed but also colourfully represents rebirth. This brain represents a rebirth of creativity, education and optimism.





"Working on the 2018 Brain Project, it was important for me to create a brain with two intentions. To honour the families affected by brain disease and to use a utilitarian material in the artwork that is symbolic of a creative approach as a solution. My brain sculpture symbolizes rebirth and is created with a material that is effective but unconventional. I believe that the support of friends and families multiplied by a creative perspective can open up doors in brain research and recovery."





# Simcoe WaveDeck

LOCATION SPOTLIGHT

Featuring a 2.6 metre high curve, the Simcoe WaveDeck is one of the most recognizable attractions of Toronto's waterfront. Opened in 2009, the WaveDeck is a dramatic waterfront feature that draws tourists and locals alike. In the summer of 2018, three brain sculptures were situated in front of the WaveDeck and gave visitors something else to admire and discuss.



# ETERNAL SUNRISE OF A DAMAGED MIND

BY SHAY SALEHI



Shay Salehi is a Toronto-based artist who attended Sheridan College to explore her desire to work with glass, and has been interested in both its fragility and its ability to mimic other materials. Salehi works in her studio space in Toronto's Historic Distillery District and studies Sculpture/Installation at OCAD University. She has exhibited work across Canada, the United States, the Czech Republic, Italy, Austria, Japan and Germany.

SPONSORED BY: OUTFRONT



# **BRAIN FREEZE** BY DOUG SCHWARTZ



Born and raised in Detroit, Doug Schwartz is the creative director at DetroitWick, a manufacturing gallery space in Detroit's Eastern Market district, the largest historic market in the United States. Doug's works are a sensory experience that blends all five senses.

## Artist Statement

functional areas of the brain, all embedded in colour-dyed, solid Lucite. The work was created to highlight specific actions that correlate with brain activities. A juxtaposition of movement communicated through visual experience, frozen in time. BRAIN FREEZE is a snapshot into the enormous complexity of the human brain that

embodies a multitude of messages which co-exist within each object.

# **GEOMETRIC MEMORIES**

## BY SISTERS OF THE WOODS



Melissa Amber and River Lee are contemporary fine art photographers from British Columbia. They are known for their depth of concept and philosophical undertones. The women began their artistic collaboration known as "Sisters Of The Woods" in early 2015 while healing and overcoming life-altering concussions together using the curative powers of nature and art. Their subjects range from self-portrait conceptual works, each taking turns in front of and behind the lens, to pure creative abstractions of nature.

#### Artist Statement

The spiraling oceanic imagery in Geometric Memories is a symbol of the subconscious mind and memory expressed visually. The sculpture was inspired by personal experiences living with post-concussion syndrome and is in honour of everyone suffering from the devastating effects of head injury and memory loss.

SPONSORED BY:





# **FADED & FLORAL**

BY SARAH SKRLJ



Sarah Skrlj is a Toronto-based artist who specializes in intricate pen and ink designs. She implements various cultural influences into her work inspired by her travels. She is always ready to take on a challenge and eager to add detailed artwork to any blank surface. No object is too big and no task too small. Her projects range in size from intricate tattoo designs to expansive wall murals.

#### Artist Statement

Alzheimer's is something that affects the artist on both sides of her family—her grandfather on her mom's side and her grandmother on her dad's side. Seeing the slow deterioration of a loved one is never easy. This disease is not something that is always seen instantly but rather as a gradual change. In this piece, Skrlj represents this gradual fade through florals. On the surface everything seems okay, yet on the inside, the recent memories slowly fade away.





# GEAR HEAD BY DAN TANENBAUM



Dan Tanenbaum's work with watch parts began in 2010, when he started sculpting miniature motorcycles. Since then, his unique works have been featured in Ultimate Motorcycling Magazine and Motorcycle Mojo Magazine. Tanenbaum discovered his talent for creating his amazing pieces of art while collecting vintage timepieces.

## Artist Statement

This brain sculpture is encrusted with thousands of vintage watch parts woven together with various cogs and gears to make it appear like one giant movement. Similar to the way the neurons in the brain communicate with each other by electrical changes in the form of brain waves, the parts of the watch also must work together. If they are not used and taken care of, the watch can break down; or when used, the watch strengthens, similar to synaptic plasticity. Tanenbaum marvels at the engineering and human perseverance that make these watches possible. Watches serve as a reminder that we must be the engineers of our lives, doing what is right in life and persevering to leave all things better than when we first came upon them.

SPONSORED BY:





# **DRIFT**BY SANDRA TARANTINO



Sandra Tarantino received a BFA at the Ontario College of Art and Design (now OCAD University) and BEd at Western University. A co-founder and director of C1 art space (2004-2011) and co-founding director of AWOL Gallery and Studios (1996-2012), Tarantino currently teaches various media and ages at Avenue Road Arts School, and outreach art programming through VIBE Arts.

## Artist Statement

The inspiration for "Drift" comes from a series of works in recent years entitled "Adrift" that reflect on human existence within the spatial context of loosely painted landscapes. These artworks aim to capture elements of the seen and unseen, and the impact between humans and their surroundings. Drift refers to "a continuous, slow movement from one place to another." It is the potential of the future ahead.

# BRAIN LOCATIONS



IN PARTNERSHIP WITH MTORONTO

- A. MaRS Discovery District 

  101 College Street
- **B.** Nathan Phillips Square ◆ Eastern end of the pond
- C. Simcoe WaveDeck 

  243 X Queens Quay West
- D. The Yonge & St. Clair Installation
  2 St. Clair Avenue East
  2 St. Clair Avenue West
  40 St. Clair West
  Delisle Parkette
- **E.** The Distillery District **●** Gristmill Lane
- F. Village of Yorkville Park 

  115 Cumberland Street
- G. Yorkville Village 

  55 Avenue Road

- H. Brookfield Place ◆10 Front Street (July only)
- J. Four Seasons Hotel 60 Yorkville Avenue
- K. Hazelton Hotel 118 Yorkville Avenue
- M. Union Station in the York Concourse 65 Front Street West
- N. Yonge & Eglinton Centre 2300 Yonge Street
- O. Zwig Gallery ◆ ●68 Abell Street

2017 fan favourites on displayMultiple sculptures at this location









# Hollywood stars sign their names in support of Baycrest.

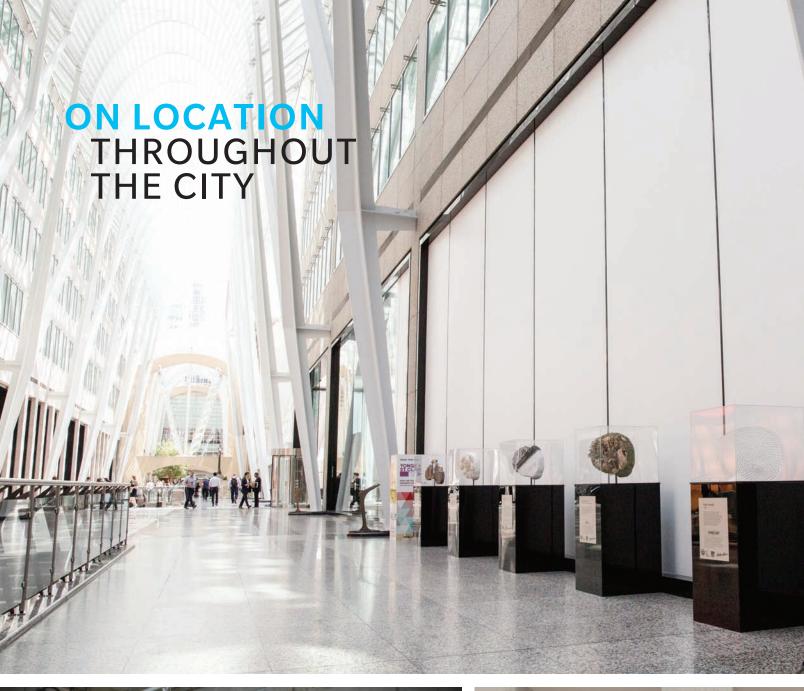
For the first time, The Brain Project was invited to the Ferragamo Lounge at the LA Times Headquarters during the 2018 Toronto International Film Festival. Stars and industry giants were engaged through an exhibit of brain sculptures and showed their support for brain health. Celebrities who signed a mini brain to symbolize their support of the #NoBlankBrains initiative included: Melissa McCarthy; Michael Shannon; Hilary Swank, Alexander Skarsgård, Dev Patel, Sienna Miller, Christina Hendricks, Elizabeth Olsen and more.











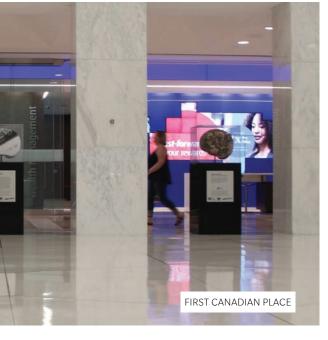














"This partnership has blossomed over the past three years and has inspired Yorkdale's patrons to be aware of brain health in a way that has never been presented. It has been an incredible privilege to work with such a passionate and dedicated charitable team in our city."

-Mina Barbuto, Marketing Director, Yorkdale Shopping Centre















# The Yorkdale Exhibit presented by TELUS Health

#### **EXHIBIT SPOTLIGHT**

For the third year in a row, The Yogen Früz Pinkberry Brain Project and Yorkdale partnered to showcase one-of-a-kind art sculptures throughout the large shopping centre.

With 18 million annual visitors, Yorkdale continues to be the perfect place to combine beauty and brains, and gather all of the sculptures together. The Yorkdale Exhibit presented by TELUS Health thrilled shoppers during peak shopping season—from September 2018 through the New Year—and provided an intriguing pause as they walked the halls.







# Going Beyond The Exhibit

In 2018, The Yogen Früz Pinkberry Brain Project was promoted across multiple channels throughout the Greater Toronto Area allowing for a broader reach than previous years. Promotion of the exhibit took place through:

- 498 movie theatre screens featuring The Brain Project commercial complemented by magazine ads and lobby signage throughout theatres across Ontario courtesy of Cineplex.
- Billboards donated by Outfront Media spanning the GTA including locations such as the Q.E.W, Yonge & Eglinton and Yonge & Dundas Square.
- Large digital screens at Yorkdale featuring The Brain Project were seen by millions of shoppers. In addition, a 150 foot long wall mural with a neon light installation was created to promote the importance of brain health and the ability to purchase sculptures in support of Baycrest.



# Portable Art with a Message

In January 2019, through Barefoot Wine and Bubbly, The Yogen Früz Pinkberry Brain Project was a featured hangtag in LCBO stores across the GTA. Customers who purchased select products in store were able to collect one of four unique stickers featuring 2018 brain sculpture images and bring a piece of The Brain Project home with them.

# **PARTNERS**

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