

MediaRelease

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ATTENTION ARTS AND ENTERTAINMENT EDITORS

WHAT: Wearable Art Gala Unleashed (after-party)

WHERE: Alternator: Rotary Centre for the Arts, 421 Cawston Ave. in Kelowna BC

WHEN: Saturday, March 14, 2009 from 10pm - 3am.

AFTER-PARTY TICKETS: \$11 at Hemp City, the Alternator, Bella, Leo's Video, Cream, and LiquidBeat.com. Free with WAG theatre ticket (www.ticketmaster.ca).

Wearable Art Gala Unleashed! – Tickets on Sale Now

For the first year ever the Alternator's Wearable Art Gala is putting on an interactive gala after-party. *WAG Unleashed!* brings the show outside of the theatre, edging away from the expected into a festival atmosphere with dancing, music, media arts, and performance.

According to director Jennifer Pickering, the after-party is a way of making the event more accessible and freeform.

“While ideally anyone interested would be able to attend the theatre show, that’s not always the case. We want to make the WAG more accessible by offering an affordable option. Now in our 6th year, we are also looking to bring back more of the intimate feeling of the early years.”

After the theatre performance, artists in full costume will spill out into the RCA, which will be unrecognizable to those familiar with this Kelowna-based arts centre. The interior of the building will be re-designed to create an environment bringing the full fun and fantasy of WAG to all.

“Basically, we’re taking over the building. Originally, this arts centre was built to celebrate youthful innovation and experimentation. While reality might sometimes fall short of our ideals, for one night at least we would like to bring this idea to life,” says Pickering.

To accomplish this a new Kelowna-based design company, DesignMode, will be building an environment tying together the three floors of this gorgeous open space. Their goal is to create a space where guests and after-party seekers can freely make believe and return to a time when everything is simply **fluff**.

In addition, DJs JGirl and Manousos have programmed an evening of chill music leading into an late evening of dancing with guest DJs Wood n Soo from Vancouver. Feel the Rhythm drummers will also enhance the space along with a glow show from the Kinshira performance troupe and interactive VJ media by Arthur Schwimmer.

“This is going to be intense,” repeats Pickering. The WAG is for those with open-minded ideas about art and life. There may be nudity and provocative statements made by some of the artists, so we don’t let anyone in under 19 in unless they are accompanied by an adult.

The Alternator is Kelowna’s only artist-run centre. This is our major annual fundraiser and all proceeds go to support our operations – bringing innovative exhibitions and special events to Kelowna year-round, while supporting the careers of local emerging artists.

Those who would like to volunteer at the event or become a sponsor, please contact the Alternator at (250) 868-2298 or members@alternatorgallery.com.

Thank you to our current sponsors including Arthur Schwimmer, Big Rock Brewery, Chai Baba, Deleterious, DesignMode, Feel the Rhythm, Flydjs, George Cwiklewski, Idea Bureau, Kinshira, Manmade1972, off-centre, One Love Lighting, the Royal Ann Hotel, Sonoran Estate Winery, and White Rose Limousines.