

FOR IMMEDIATE RELEASE
MARCH 25, 2015

TADADA!

PICA'S 20TH ANNIVERSARY BENEFIT GALA AND BIRTHDAY PARTY

When: May 16, 2015, 5:30 PM, 21+ and over
Where: The Redd 831 SE Salmon St, Portland
Gala Tickets: \$250 (includes after-party)
Table/10: \$2500 (includes after-party)
After-party: \$25 (20th Birthday after-party), 9:00 PM
Dress: Inspired dress and costume encouraged!
Past gala and Dada Ball photos: www.picaresourceroom.tumblr.com
Online: www.pica.org/event/tadada

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Press Images: www.pica.org/about/press

To mark PICA's 20th anniversary, our annual TADA! gala will visit its former self, the Dada Ball. TADADA! will celebrate the spirit of PICA's venturesome history to usher in the next 20 years of making the world safe for contemporary art!

Chaos, splendor, Bizarre Bazaar dinner, Enchanted Piñata Forest, paddle raise, costumes, special guests, and after-party to be remembered for the next 20 years!

PICA is collaborating with over 100 artists to create commemorative works that will be gifted, sold, and auctioned over the course of the evening. Additional auction items include curated dream escapes to lands near and far.

Following TADADA!, PICA is throwing a birthday bash. Chaos and splendor will rule the night. Come celebrate 20 years of something raucous, rare, and beautiful that has defied the odds and help us cast a midnight spell to making the world safe for contemporary art! Djs and live music all night. Midnight birthday surprise. Costume encouraged! Food carts. Bizarre Bazaar. Games. Bar by Merit Badge.

Dada Ball History

PICA's Dada Ball took place annually from 1996-2001. Remembered for spectacular costumes and as a durational art party or "anti-gala", the Dada Ball expressed the inherent imagination and abandon of Portland's populace. The final Dada Ball (2001) was attended by 500 people for the dinner portion of the event and 5,000 people filled a transformed 80,000 square foot, previously vacant, space for the after-party.

Unable to attend TADADA!, but want to support PICA? Call us at 503.242.1419 x16 to place a bid or make a donation prior to the event. Donations can also be made at www.pica.org/support/donate.

Co-Chairs: Byron Beck & Lucinda Carmichael
Live auction by Johnna Wells, Benefit Auctions 360.
Bar by Merit Badge.

Underwriting Sponsor: Gerding Edlen and Ecotrust.
Champion Sponsor: Boeing
Contributing Sponsor: Stoel Rives, Boora Architects, and HERENOW Creative Network.
In-kind: Quin Candy, Aesop, Ready Paint Fire, and Ground Breaker Brewing.

PICA

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ABOUT PORTLAND INSTITUTE FOR CONTEMPORARY ART (PICA)

PICA

Portland Institute for Contemporary Art acknowledges and advances new developments in contemporary art, fostering the explorations of artists and audiences. Since 1995, PICA has championed the practice of contemporary artists from around the world, driving vital conversations about the art and issues of today. PICA presents artists from visual and performance backgrounds and embraces those individuals who exist at the borders of genres and ideas. Through artist residencies and exhibitions, lectures and workshops, and the annual Time-Based Art Festival, PICA constructs a broad platform for contemporary art.

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