



News Release
For Immediate Distribution

2010 *Eyes Wide Open* Masked Soirée – TRANSANGDANCE

*Farinelli, Madame de Pompadour and Count Dracula Inspire Sixth-Annual
MMFA Benefit – Saturday June 5.*

Montreal, April 8, 2010 – The Montreal Museum of Fine Arts will simmer with a mix of temptation, sophistication and exaltation when **TRANSANGDANCE**, the 2010 edition of the *Eyes Wide Open* Masked Soirée, presented by BCBGMAXAZRIA, lights up the night on Saturday, June 5, 2010.

Following the sold-out success of *Eyes Wide Open* in 2009, **TRANSANGDANCE** is the most highly anticipated event on Montreal's spring-summer social calendar. Over eight hundred guests will ascend the grand staircase of the Museum's Michal and Renata Hornstein Pavilion into a sultry world of darkness and light.

TRANSANGDANCE will be an unforgettable experience inspired by three equally avant-garde, yet deliciously distinct, characters: the castrato Farinelli, Madame de Pompadour and Count Dracula. These legendary figures will be represented through a series of live artistic performances, pulsating experiential spaces and tantalizing treats.

Throughout the evening, the cutting-edge, fashionable style of BCBGMAXAZRIA will be in the spotlight as event characters and the soirée's most noticeable guests get dressed up for the occasion. A talented team of L'Oréal Professionnel hair experts and shu uemura makeup artists will be on hand for on-site touch ups to help revellers perfect their party ensembles.

The *Eyes Wide Open* Masked Soirée is organized by the Volunteer Association of the Montreal Museum of Fine Arts. Funds raised by the event will support the Montreal Museum of Fine Arts and its programming, including the presentation of exhibitions, the publication of catalogues, the acquisition of new works of art and the development of community outreach programs. According to event President Carolina Gallo La Flèche, "*Eyes Wide Open* is designed to engage a new, younger generation of art patrons by introducing them to the Museum in a way they've never experienced it before. Thanks to the generosity of our event partners, we are able to provide a truly stunning creative experience that exceeds our guests' wildest expectations."

The *Eyes Wide Open* event design is a signature piece of François Martin, Director of Food Services at Cirque du Soleil. Jean-François Bouchard, Vice President, New Show Creation at Cirque du Soleil, serves as the Honorary President of the event.

The Volunteer Association wishes to thank the partners and sponsors for their generous contribution to the success of the event:

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For more information about the event, visit www.lesyeuxgrandsouverts.com.

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