

TIFF 2016

Where celebs kick back

The IT House a gift to stars

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Given the parties, red carpets, endless interviews and glad-handing with fans, this year's crop of TIFF celebrities will enjoy a welcome respite at the IT House.

But the gifting suite, now in its 11th year, is getting a facelift (thanks to a partnership between NKPR and Scott Brothers Entertainment) and a new name — IT House X Producers Ball experience.

"This is a celebrity hub, it really is," *Property Brothers* co-star Drew Scott tells the *Toronto Sun*. "You'll see, over the next six days, swarms of fans outside the doors here because people already know that the IT House is a big gifting suite, and they have the *W Magazine* portrait lounge where Caitlin Cronenberg will be shooting



ERNEST DOROSZUK/TORONTO SUN

Natasha Koifman, president of NKPR, and *Property Brothers*' Drew Scott pose at the IT House x Producers Ball gift suite.

everybody ... But inside, it's a retreat for the celebrities."

Notable stars expected to walk through IT House — located at 128 Peter St. — include Ryan Gosling, Matt Damon, James Franco, Amy Adams, Reese Witherspoon, Nicole Kidman, Jeremy Renner, Jake Gyllenhaal, Denzel Wash-

ington, and Sean Penn (this year's recipient of the Artists for Peace and Justice award).

Scott says it was logical to partner with NKPR to give attendees at their Producers Ball Gala an intimate experience.

"Natasha (Koifman) and I have been friends for a long

time and we've both been very involved with TIFF during the festival season, not only as attendees, but because we're in the industry," he says. "Natasha is the president of NKPR and they do the IT Lounge, which has been going on for 11 years, and this is the sixth year we've done the Producers Ball Gala that we've done here in Toronto. So we decided this year to combine efforts and have one great space for celebrities and media to come hang out and relax a little bit.

"It's a really fun space, plus everyone that comes through gets to go home with lots of sweet swag."

Among the gifts? Stylish Lug bags. And if they get thirsty, there's an endless supply of Flow water, a juice bar, DAVIDS Tea and Henkell.

But it's not fun without a purpose.

Artists for Justice and Peace (founded by Paul Haggis) will benefit from fundraising activities happening at the IT House and the Producers Ball.

"We've both been involved with APJ for a long time," Scott says. "Natasha is on the board — last year we did \$1.2 million at the charity auction. All this money goes back into Haiti ... everything we do, from the IT House to the charitable event we're doing, it's all raising money."

"Peter Tunney, who is the artist of all the work you see here on the walls, is donating 50% of all his sales back to APJ," Koifman adds. "This is the first time he's showing his work in Canada."

Fresh off a plane from New Orleans, Scott will try and catch a couple of movies between schmoozing. But then it's back to work on *Property Brothers*.

"We shoot over 60 hours of original programming a year," he says.

"People don't realize," he adds with a chuckle, "my brother and I have been on TV since we were kids."

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