



## **A pilot project of collective creation in the workplace**

**Montréal, September 18, 2007**—This year, Culture pour tous is initiating a pilot project called *Art at Work*, with the collaboration of private and publicly-owned corporations that have earned a reputation for their commitment to the community. *Art at Work* is a new artistic mediation project that meets the objectives of Culture pour tous to integrate the cultural dimension into all spheres of life and bring art and citizens closer together.

During the project, the participating companies welcomed professional artists into their workplaces to hold workshops and produce collective works in interaction with the employees. At present, eight visual artists are creating works with the involvement of employees from eight companies: **Christian Barré** and **Telus**; **Jérôme Bourque** and **Image de Mark**; **Dolorès Contré Migwans** and the **CSN**; **Gilles Doré** and **RONA**; **Jérôme Fortin** and the **Caisse de dépôt et placement du Québec** and **SITQ**; **Tristan Fortin LeBreton** and **Alcoa-Aluminerie Deschambault**; **Caroline Hayeur** and the **Board of Trade of Metropolitan Montreal**; **John Londoño** and **Casacom**.

The collective works, donated to the companies, will be unveiled during the Journées de la culture on September 28, 29 and 30, 2007, when most of the companies will open their doors to the public.

### **Artists and projects**

#### **Christian Barré and TELUS (Montréal)**

The artist is creating a collective work with around 100 employees of TELUS, one of Canada's leading telecommunications companies. Each employee has been invited to take photos on the theme of the environment. The artist is editing and assembling the images into a photo animation that can be viewed on the Internet. Christian Barré's work brings together video, photography, sculpture and performance. With humour and irony, he is exploring the web of relations between individuals, politics and mass media systems.

See it on the Web: [www.christianbarre.com/telus](http://www.christianbarre.com/telus)

#### **Jérôme Bourque and Image de Mark (Saint-Georges)**

Working with Image de Mark, a marketing strategy agency that specializes in business-to-business marketing, Bourque is developing the visual and textual content of an artist's book on the creative process. A native of Saint-Victor de Beauce, Bourque works as a photographer and video artist and gives workshops in digital image production.

See it during the Journées de la culture at Image de Mark:

11505, 1<sup>st</sup> Avenue, Saint-Georges  
418-228-1281

Friday, September 28, from 8:00 am to noon and from 1:00 to 3:00 pm

## Artists and projects—continued

### **Dolorès Contré Migwans and the Confédération de syndicats nationaux—CSN (Montréal)**

The project revolves around the “Thirteen Moons” calendar, a corpus of work created by the artist based on ancestral Ojibwa knowledge. After a historical and cultural introduction to the subject, the 12 selected women employees went on a nature trip, during which they created their own “moon.” Dolorès Contré Migwans is an interdisciplinary artist of Anishinaabe origin who has developed a way to pass on knowledge of the Aboriginal symbolic world through visual artworks as well as storytelling, drumming, dancing and singing. She shares her artistic practice by giving workshops in schools, intercultural settings and museums.

See it during the Journées de la culture at the CSN:

1601 De Lorimier, Montréal

514 598-2155

Friday, September 28, from noon to 2:00 pm

### **Gilles Doré and RONA (Boucherville)**

With the participation of around 400 RONA employees from 7 departments, Doré is supervising the creation of 7 paintings, each 1m x 1.5m, over a period of 7 days. The artworks will be exhibited in the building’s 150-metre-long central lobby, named “Corrid’art” for the occasion. Gilles Doré is an artist who works on community-based projects. With his association, Le Pinceau voyageur, he has developed a concept of collective painting for groups and meetings as well as for corporate and school environments.

See it by appointment:

Danielle Savard, special events coordinator

514 599-5900, ext. 5245

### **Jérôme Fortin and the Caisse de dépôt et placement du Québec and SITQ (Montréal)**

Working with printed paper provided by employees of the Caisse and its subsidiaries, Fortin is producing a collective mural using long strips of paper that are folded and assembled. The work is in keeping with Fortin’s environmental concerns, as for the past ten years he has gathered objects discarded by society and turned them into new works that change our way of looking at urban waste.

See it during the Journées de la culture at the Centre CDP Capital:

1001 Place Jean-Paul-Riopelle, Montréal

514 847-4103

Saturday, September 29, and Sunday, September 30, from 10:00 am to 4:00 pm

### **Tristan Fortin LeBreton and Alcoa-Aluminerie Deschambault**

In collaboration with the employees, the artist is photographing the smelter and work environment and printing the photos on aluminium plates. The plates will then be assembled into a mobile sculptural object that can be used in indoor and outdoor presentations. The photographic work of Tristan Fortin LeBreton questions the idea of landscape and our relation to the environment. Using traditional photography techniques, he revives a photographic heritage and calls into question both our mechanisms of perception and the documentary status of the photographic act.

See it during the Journées de la culture at the Vieux Presbytère de Deschambault :

117 St-Joseph St., Deschambault-Grondines

418 286-4593

Saturday, September 29, and Sunday, September 30, from 1:00 to 3:00 pm

## Artists and projects—continued

### **Caroline Hayeur and the Board of Trade of Metropolitan Montreal**

The approximately 100 employees of the BTMM were asked to take photos, over the summer, of their favourite neighbourhoods in Montréal, whether little-known sites or evocative places, creating 100 visions of the city. The artist then photographed each employee in his or her workplace, with the photo he or she took of Montréal. The images are being assembled into a large mosaic and printed onto a canvas that will form a backdrop. Caroline Hayeur has been a photojournalist for around twelve years and is a member of Agence Stock Photo, a collective of independent photographers. In her personal work, she explores several recurring themes: journeys (real or inner), nightlife, friendship, dance / trance, rituals and urbanity.

See it during the Journées de la culture in the Ruelle des Fortifications, World Trade Centre Montréal:

380 St-Antoine St. W., Montréal

514 871-4000, ext. 4006

Friday, September 28, from 9:30 am to 4:30 pm

### **John Londoño and Casacom**

Exploring the theme of family and daily life, John Londoño has invited the staff of Casacom, a public relations firm, to look back through their personal photo albums and create new images. These photos are being edited and juxtaposed with those of the artist to form a new composition. Born in Venezuela, Londoño now lives and works in Montréal as a photographer, director of photographer and filmmaker.

See it during the Journées de la culture at Casacom:

407 McGill St., suite 1000, Montréal

514 286-2145, ext. 221

Friday, September 28, from 8:00 am to 5:00 pm

The Culture pour tous Web site documents the process of creation of these eight projects.

**[www.culturepourtous.ca/artatwork](http://www.culturepourtous.ca/artatwork)**