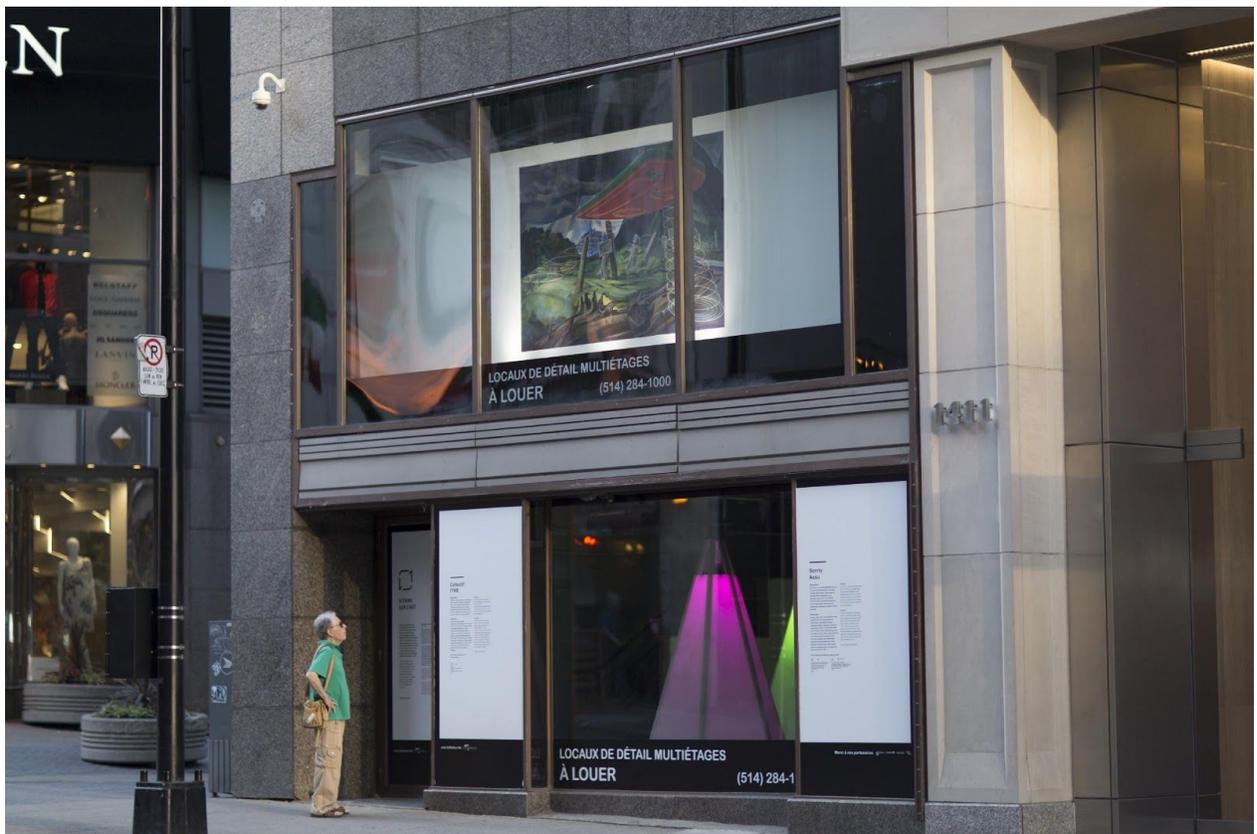


# VITRINE SUR L'ART

For immediate release

Art Souterrain presents its 3<sup>rd</sup> edition of **VITRINE SUR L'ART**,  
*The art of redefining gender*

Free exhibition, from June 16 to September 16, 2018



Vitrine sur l'art, 2017 edition © Mike Patten

**Montréal, May 22, 2018 –**

**Art Souterrain** is pleased to announce that its summer **Vitrine sur l'Art** event is returning to downtown Montréal for its 3<sup>rd</sup> edition, from **June 16 to September 16, 2018**.

All throughout the summer, the storefront windows of vacant spaces will showcase major works of contemporary art. The event will cover over 1.5 km, within the quadrilateral between Bleury, Sainte-Catherine Ouest, Mackay and Sherbrooke Ouest. In addition to promoting Canadian art and making it known to a larger public, this initiative also serves to anchor the visual arts in the daily lives of citizens, through the creation of a free original artistic circuit in public spaces.

Storefronts dedicated to showing contemporary art become unconventional exhibition spaces, featuring major artwork from visual art galleries, private collections and original artist projects. In addition to showcasing Canadian art and making it more widely known to the public, this initiative also enables the enhancement of empty commercial spaces, and thereby participates in the revitalization of a Montréal neighbourhood.

***The art of redefining gender,***  
**Free exhibition, from June 16 to September 16, 2018**

For its 3<sup>rd</sup> edition of Vitrine sur l'Art, Art Souterrain has invited Independent Curator and Contemporary Art and Public Art Consultant, Marie Perrault.

“Before applying it to the arts, the gender question is first and foremost a social one. Unlike one’s sex, which is a physical reality linked to the reproductive system, gender is a socio-cultural construction. Receiving more news coverage than ever, in the context of the denouements of ‘Me Too’ movements and assertions of LGBT+ communities (an abbreviation that can be extended to include multiple identities), the gender theme stimulates contemporary artists. They are nourished by reflections centred around the prescriptiveness of gender roles, explore the ways these standards are conveyed as ‘natural,’ and contribute to the deconstruction of prevalent hetero-normativity and the invention of new genders.”

Marie Perrault, excerpt from a text by Claire Denèle

**About Marie Perrault**

As an Independent Curator and Contemporary Art and Public Art Consultant, and Artistic Director of the 33<sup>rd</sup>, 34<sup>th</sup> and 35<sup>th</sup> editions of the International Symposium of Contemporary Art of Baie Saint Paul, Marie has managed over 350 public art projects through the service for integrating the arts with architecture of the ministère de la Culture et des Communications, for which she also devised an inventory of artwork created. She is interested in technology and viewing devices – especially in their effects on our perceptions and their capacities to condition us – and in recent developments in public and contemporary art pertaining to societal issues. To this end, the editions of the International Symposium of Contemporary Art that she directed addressed daily life, phenomena linked to mobility, and historical constructions.

### **About Art Souterrain**

Art Souterrain is a non-profit organization that was founded in 2009, with the mandate to make contemporary art accessible to the general public. The organization aims to demystify artwork and artistic practices, by implementing many annual projects that strive to educate the public and forge links between a piece of art and its audience.

To achieve its objectives, Art Souterrain firmly upholds a model advocating for the removal of art from its traditional exhibition venues, in order to bring it to individuals on a human level. Through involving unconventional exhibition spaces, the organization hopes to surprise everyday people as they go about their daily business, and thereby provoke new types of interactions.

### **Thank you to our committed partners**

The Vitrine sur l'Art project receives support from the Conseil des arts de Montréal, Secrétariat à la région métropolitaine, Conseil des arts et des lettres du Québec and Canada Council for the Arts.

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**<https://drive.google.com/drive/folders/1MKLT1exYnjhnf4HrDCdYlunqERTdoyrC?usp=sharing>**

**Artsouterrain.com**



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