

COMMUNIQUÉ

For immediate release

The Galerie d'art du Centre culturel de l'Université de Sherbrooke is proud to present

Arts Urbains @ Jeux Urban Arts @ Games An EN MASSE project

The artists

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| 1. Vedran Amidzic | 8. Gawd |
| 2. MC Baldassari | 9. Dewey Guyen |
| 3. Beeforeo | 10. Phil Lanimal |
| 4. Le Bonnard | 11. Bruno Rathbone |
| 5. Jason Botkin | 12. David Samson |
| 6. Rupert Bottenberg | 13. Carlos Santos |
| 7. Antoine Gaumont | 14. Harry Villeneuve |



EN MASSE, Arts Urbains @ Jeux / Urban Arts @ Games (detail), 2013
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Live Creation

Wednesdays, Thursdays, and Fridays
July 17, 18, 19 and 24, 25, 26,
From 1 p.m. to 4:30 p.m.

Vernissage

Tuesday August 6, 2013, at 5 p.m.
Curator : **Suzanne Pressé**

The Galerie d'art du Centre culturel is proud to host *Arts Urbains @ Jeux / Urban Art @ Games*, an EN MASSE project. The work, whose theme is inspired by the 2013 Canada Summer Games, will be created live by guest artists under the direction of Jason Botkin and Rupert Bottenberg, leaders of EN MASSE.

The imposing mural falls within the mandate of EN MASSE, which consists in offering a showcase for artists whose influences are less traditional. It will cover all the walls of the gallery, and a significant part of it will subsequently be installed on the Université de Sherbrooke campus.

True to its custom of inviting local artists for the production of these works, EN MASSE will highlight the talent of artists from the Eastern Townships who will participate in the creation of the impressive mural. The other guest artists come from Montreal. Thus, the public will be able to see artists at work and witness talents that stay hidden too often.

Founded in 2009 and based in Montreal, EN MASSE is a master in the production of collective murals. Up until now, the group has worked with more than 250 artists internationally and the number of collaborators keeps growing. EN MASSE aims to promote the talent of young artists from various backgrounds, whether they are inspired by the fine arts, graphic novels or even graffiti and tattoos. For EN MASSE, the creation of a mural is akin to a symphony and improvisation. Each time, it proposes a stylistic coherence which derives a lot from the black and white graphic effects (EN MASSE's trademark), but also from the freedom given to each creator and the art of linking.

EN MASSE's achievements include collaborations with the Cirque du Soleil, the Osheaga Festival, the Montreal Museum of Fine Arts, Espace Go, and HEC Montréal. Besides performing in Montreal, Quebec City, Toronto, and Calgary, the group has had the opportunity to make its art known in New York City, Miami, and San Diego.

For more information
and interviews in English
with Jason Botkin
and Rupert Bottenberg,
please contact

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The exhibition will run
until October 12, 2013