

COMMUNIQUÉ

For immediate release

TRIGGERS

**Art and Society. Québec in the 60's and 70's
A Benson & Hedges presentation
at the Musée d'art contemporain de Montréal**

Montréal, May 25, 1999. 1968: Prague Spring, May 68 in Paris, assassinations of Robert Kennedy and Martin Luther King — the whole world is in turmoil. In Québec, students occupy the École des beaux-arts, questioning the artist's role and status in society. Under the impetus of a group of artists, *Opération Déclics* (Triggers) takes place in November 68. Five days of deliberation on the position of the arts in Québec, five days of multidisciplinary encounters during which the visual arts take the leadership.

Triggers

With the approaching end of the 20th century, a look back at Québec artistic activity of the 60's and 70's was called for. This survey will take the form of two exhibitions on a single theme: *Triggers. Art and Society. Québec in the 60's and 70's*, a Benson & Hedges presentation. The two exhibitions will run concurrently at the Musée d'art contemporain de Montréal, from May 28 to October 31, 1999, and at the Musée de la civilisation, in Québec City, from May 26 to October 24, 1999.

In Montréal: Society as Artists' Raw Material

The exhibition at the Musée d'art contemporain de Montréal will shed light on the different ways in which society served as the "raw material" for many Québec artists. It unfolds in four main segments. The first, devoted to the sixties, presents works whose hybrid character is drawn from various social aspects (Serge Lemoyne, Pierre Ayot). The second section looks at the impact of the industrial world and technological progress on many artistic practices of the late sixties and early seventies (Serge Cournoyer, Ulysse Comtois). The third and fourth parts cover identity-related areas explored by art in the seventies: the urban world and its social groups, brought out principally by documentary photography (Claire Beaugrand-Champagne, Michel Campeau) and by certain practices of a more conceptual nature (Melvin Charney, Robert Walker). The other area explored is that of sexual identity, with reference to the then-burgeoning feminist discourse (Sorel Cohen, Suzy Lake, Francine Larivée).

In Québec City: Artists' identities

The Musée de la civilisation, in Québec City, will highlight the transformations which the public image of the artist has undergone over the last two decades. Breaking with their identification as marginal individuals, artists then developed new representations of their social identity: artist-anthropologist, artist-communicator, artist-activist.

More than 225 works (sculptures, prints, photographs, installations, mixed media...), by some 90 artists, will be on display at the two museums. The chief organizers of these two exhibitions are Pierre Landry, curator at the Musée d'art contemporain de Montréal, and Lise Bertrand, project coordinator at the Musée de la civilisation.

A reference work

A major publication accompanies the event. It is a co-published by Fides, the Musée d'art contemporain de Montréal and the Musée de la civilisation. The 256-page work, extensively illustrated (more than 200 illustrations), contains seven essays discussing different aspects of the relationship between art and society along with excerpts from interviews, conducted by art critic Gilles Daigneault, with various artists and key figures from the time. Editors for the publication were Marie-Charlotte De Koninck, research coordinator at the Musée de la civilisation, Québec, and Pierre Landry, curator at the Musée d'art contemporain de Montréal. The essays were written by art historians Rose-Marie Arbour, Francine Couture and Gaston St-Pierre, and sociologists Guy Bellavance, Guy Sioui Durand, Andrée Fortin and Marcel Fournier. The publication may be purchased for \$27.95 at the Musée's Olivieri bookstore and other bookstores.

The opening of the exhibition at the Musée d'art contemporain de Montréal will take place on Thursday, May 27, at 6 p.m.

Triggers. Art and Society. Québec in the 60's and 70's is a Benson & Hedges presentation. Omer Deserres and Pentacom SC & R are additional sponsors of the two exhibitions, which also received financial support from the Department of Canadian Heritage's Museum Assistance Program.

Tuesday to Sunday, 11 a.m. to 6 p.m.

Wednesday, 11 a.m. to 9 p.m.

Admission

Adults:	\$6
Seniors:	\$4
Students:	\$3
Families:	\$12

Groups: \$3/person (minimum 15 people)

The Musée d'art contemporain de Montréal was founded by the Québec government in 1964. Its mission is to make known, promote and preserve contemporary Québec art and to ensure a place for Canadian and international contemporary art through exhibitions and other cultural activities.

Educational program for the exhibition *Triggers. Art and Society. Québec in the 60's and 70's*, a Benson & Hedges presentation at the Musée d'art contemporain de Montréal

Guided tours of the exhibition (included in the price of admission)

Meet in the main hall

In June, July and August, tours on Tuesday, Wednesday, Thursday and Friday, in French at 1:30 p.m. and in English at 3 p.m.

No reservation required.

These tours are scheduled in addition to the regular guided tours (discover the permanent collection and the temporary exhibitions) on Wednesday evening at 6 p.m. and 7:30 p.m., and on Saturday and Sunday at 12, 2 and 4 p.m., in French and/or English.

Meetings with artists (free admission)

Meet in the main hall

Wednesday, October 20 - 6:30 p.m. (in French)

Melvin Charney, Sorel Cohen, Clara Gutsche, Gilles Mihalcean

Wednesday, October 27 - 6:30 p.m (in French and English)

Edmund Alleyn, Michel Campeau, Claire Beaugrand-Champagne, Cozic (Yvon Cozic and Monic Brassard)

Video program (included in the price of admission)

Gazoduc TQM Room (next to Olivieri bookstore on the same floor as the main hall)

Tuesday through Sunday at 11:30 a.m. and 1:30 and 3:30 p.m., and Wednesday evening at 6:30 p.m.

June 29 to August 1, 1999

Bobo-z-art. Dir.: Jacques Binamé. Vidéographe, 1971. In French (55 min.)

August 3 to 29, 1999

Québec 75. Groupe Télécap, 1976. In French (60 min.)

August 31 to October 3, 1999

Jacques Giraldeau et l'art 2. Dir.: Jacques Giraldeau. National Film Board of Canada, 1995. In French (144 min.)

October 5 to 31, 1999

L'univers d'Armand Vaillancourt. Dir.: Jean-Gaétan Séguin. Radio-Québec, 1985. In French (57 min.)

Reading room (thematic material for consultation by visitors)

Mariette Clermont Lounge, between the temporary-exhibition galleries