

PRESS RELEASE
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NADINE NORMAN
I'M AVAILABLE. AND YOU?
At the Musée d'art contemporain de Montréal

Montréal, November 27, 2002. I'M AVAILABLE. AND YOU? That's the inviting catch line put out by artist Nadine Norman in connection with the exhibition *Nadine Norman – I'm available. And you?* presented at the Musée d'art contemporain de Montréal from November 21, 2002 to January 26, 2003.

I can do it. And you? (video excerpt)

For the past 10 years or so, Nadine Norman has produced multimedia projects (performance, installation, Internet, etc.) that question the identity and perception of women. In the spirit of relational art, this multimedia project focusing on interaction with the visitor applies various tactics for infiltration, collaboration or simulation that emphasize the development process, in real time and in social space, rather than the production of objects. *I'm available. And you?* offers the possibility of meeting and conversing in which reality merges with fiction and visitors are led to question their own availability and their conditioning about interpersonal communications.

Taking up the communication strategies employed by the advertising media – video clips, website, electronic signboards, photographs – the artist sells availability. Enticing slogans and provocative images portray her as an “available woman” in different contexts (bar, garden, street, market, studio...), based on seven interrelated themes: love, sex, family, work, complicity, solitude and fantasy.

A virtual meeting space is also offered via the website www.iamavailableandyou.com. In addition, Norman suggests that visitors “share the adventure” Wednesday evenings at the Musée throughout the project.

Nadine Norman was born in Toronto in 1964. She lives and works in Montréal and Paris. In 1996, she won the Prix Pierre-Ayot, awarded to a young artist by the City of Montréal and the Association des galeries d'art contemporain. In recent years, she has made a name for herself in North America and Europe through various projects inspired by relational art: *Darlings*, 1997, proposed a dialogue between prostitution and labour; *DIY Woman*, 1999, allowed viewers to

construct their own image of the ideal woman; *Je suis disponible* (01) – Lyon, 2001, dealt with the phenomenon of singles clubs; *Pierre, lèche ma vitre*, 2001, examined submission and domination. But it was the project *Call Girl*, 2000, presented at the Canadian Cultural Centre in Paris, that propelled her onto the international media scene. *Call Girl* looked at the sex industry and the notion of exchange.

Catalogue and video screenings

A 24-page catalogue accompanies the exhibition. It contains an essay by exhibition curator Sandra Grant Marchand, an interview between the artist and Cécile Bourne, independent curator, a bibliography and photographs of the project. The catalogue may be purchased for \$11.95 at the Musée's Olivieri bookstore and from other booksellers.

The opening will take place on Wednesday, November 20, 2002, at 6 p.m. A selection of videos by Nadine Norman will be screened in the Famille Guy Angers & Rougier Inc. video room throughout the exhibition.

Coming attraction...

The exhibition has received financial assistance from the Canada Council for the Arts, Mobilia, Bluesponge and Gazoline Marketing.