

QUAND
L'ART
PASSE À
L'ACTION

FOR IMMEDIATE RELEASE

LE CLUB DES AMOUREUX DES BACS ORGANIQUES

ATSA invites citizens to develop an emotional bond
with their brown bin through Art!



After an initial edition on Plateau Mont-Royal in the summer of 2020, in collaboration with Fred P Corson, ATSA is pleased to once again take up the torch on behalf of the **Club des Amoureux des Bacs Organiques** (CABO for short, or the club for lovers of food compost bins) for all the neighbourhoods of the borough of Verdun, in collaboration with **Quai 5160 – Maison de la culture de Verdun!**

CABO is an artistic mobilization project dealing with issues revolving around the sorting of waste. It is based on the unique relationship we have with our brown bin – one of the modern-day citizen's best friends and an extension of our homes – here subjected to an artistic makeover, a practice that could possibly soon spread across all of Montreal!

As part of Quai 5160 – Maison de la culture de Verdun's summer cultural programming, citizens are invited to attend on **Saturday, June 18** (June 19 in case of rain) an artistic performance by 7 artists, who will create before an audience an original work out of a brown bin. The event will take place on the grounds of **Notre-Dame-des-Sept-Douleurs Church's presbytery, in Verdun, from 1 to 5 p.m.** As a guideline for their creation, each artist was assigned one sorrow and one dominant colour. The public will get to observe the artists' creative process and the progress of the works, and speak to them!

As a continuation of this artistic initiative, on **Saturday, July 23** there will be a creation workshop at the same location, so that Verdun residents can have their turn at personalizing their brown bins!

The artists!

June 18 (June 19 in case of rain)

Seven artists will each create an original work using a brown compost bin. An artistic performance to watch up close, and an opportunity to speak with the artists! Each artist was instructed to let three factors inspire their work: the site (Notre-Dame-des-Sept-Douleurs Church – Our Lady of the Seven Sorrows), an assigned sorrow, and an assigned dominant colour. Meet the seven artists of the CABO project in Verdun:

Ivan Atehortua... employs a number of techniques, foremost among them caricature, collage and urban art.

Colour: pink

Sorrow: the burial of Jesus: the strength to forgive

Zoé Boivin... uses painting in a broad range of media, such as acrylic, pastel, watercolour and ink, as well as drawing to convey freedom and self-expression, with spontaneous and organic gestures.

Colour: blue

Sorrow: the flight into Egypt: the desire for heaven

Avril Guarino... has pencils sharpened and ready for use with just about all visual supports.

Colour: violet

Sorrow: meeting Jesus on the way to Golgotha: patience during trials and tribulations

Martine Lacroix... creations right out of colouring books, with fave materials such as acrylic, pastels, collage.

Colour: orange

Sorrow: the prophecy of Simeon: courage

Julian Palma... wears many hats, including those of muralist, illustrator and presenter.

Colour: red

Sorrow: the body of Jesus pierced by a lance and taken from the Cross: entering the heart of Jesus

Alexandra Tanguay-Verreaul... uses varied media, including collage, painting, graphic design and dance.

Colour: yellow

Sorrow: the loss of the Child Jesus for three days: consolation

Ariane Valade... her passion and time are divided among the visual arts and costume creation.

Colour: green

Sorrow: the crucifixion and death of Jesus: the renunciation of si.

To view each artist's bio and artistic approach: <https://atsa.qc.ca/cabo-verdun-exposition>

EXHIBITION

July 15 to 25

Between July 15 and 25, the bins will be on display at Verdun's cultural centre in order to make the public better aware of the underlying environmental cause.

WORKSHOPS – PARADE

Saturday, July 23: A day-long workshop on personalizing the brown bin will be held Saturday, July 23 from 11 a.m. to 5 p.m. for Verdun residents on the grounds of Notre-Dame-des-Sept-Douleurs Church's presbytery. Places are limited and registration is required, by clicking on this link: <https://montreal.ca/evenements/projet-cabo-verdun-avec-atsa-32121>. The day will be capped by a parade featuring the bins and their respective masters, so everyone can see the food compost bin elevated to the stature it is worthy of!

DYI KIT

DYI kits from the previous edition of the event will be handed out while stocks last on Saturday, June 18, and a distribution of kits for the 2022 edition will be held Saturday, July 23. The kit allows anyone to easily reproduce the works of the artists on their own brown bins!

ABOUT ATSA, WHEN ART TAKES ACTION

ATSA, When Art Takes Action is a non-profit organization founded in 1997 in Montreal by artists the late Pierre Allard (1964-2018) and Annie Roy (1968-). With a fun, impactful approach, ATSA creates, produces and presents, both locally and abroad, works that are event-based, transdisciplinary and relational, fuelled by a desire to raise public awareness of crucial social, environmental and heritage causes of concern.



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PRESS RELATIONS

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MEDIA KIT

Event visual : <https://atsa.qc.ca/images/CABO/ATSA-CABO-bandeau-site-web-1.jpg>

Photo visual : <https://atsa.qc.ca/images/CABO/thumbs/CABO2020-ATSA02.jpg>

Facebook page : <https://www.facebook.com/atsamt/>

Facebook event : <https://fb.me/e/9Au4kJQ3M> Site internet : <https://atsa.qc.ca/cabo-verdun>