

QUAND
L'ART
PASSE À
L'ACTION

PRESS RELEASE
FOR IMMEDIATE RELEASE

LE CLUB DES AMOUREUX DES BACS ORGANIQUES

ATSA invites citizens to develop their emotional relationship with their brown bin thanks to Art !



Created by ATSA, When Art Takes Action, in collaboration with Fred P Corson, thanks to the support of the Plateau-Mont-Royal borough, **Le Club des Amoureux des Bacs Organiques expresses the unique relationship we have with our organic bin**, an extension of our homes to love as our pet.

Starting in August, **15 Montreal artists are paired with 15 families from the Plateau-Mont-Royal to inspire the creation of an original work of art**, expressing the complexity of our love-hate relationship with this faithful companion : the brown bin. CABO 's bins will be **exhibited from september 17 to 26 on the Fleurs-de-Macadam place**. Citizens will be called to replicate the works of the artists during a workshop / parade on September 26. A do-it-yourself kit will be distributed to celebrate our new relationship with our bin throughout the Plateau Mont-Royal. An intervention that we could soon see all over Montreal !

Residents of the Plateau Mont-Royal are invited to register now and until August 24, to express their interest in being chosen, by completing a short participation form on the www.atsa.qc.ca website. The fifteen artists and their families will be unveiled by September 7th on the [ATSA facebook page](#).

CABO takes place **from August 11 to September 26** with a four-part program :

ARTISTIC AND CITIZEN PAIRING

FROM AUGUST 12 TO AUGUST 24

15 artists create 15 original works on the bins of 15 homes in the Plateau Mont-Royal. The artist will be inspired by a telephone exchange with the family to design his work. Participants are invited to involve other members of the household in the exchange and can register before August 24 on the site www.atsa.qc.ca.

EXHIBITION

SEPTEMBER 17 TO 26

CABO's bin will be on display from September 17 to 26, 2020 at Place des Fleurs-de-Macadam on Avenue du Mont-Royal in order to challenge the population to this environmental cause.

WORKSHOPS - PARADE

SATURDAY SEPTEMBER 26 (SUNDAY 27 IN CASE OF RAIN)

A one-day brown bin grimming workshop will be offered to neighborhood residents on September 26 from 11 a.m. to 5 p.m. on Place des Fleurs-de-Macadam. You will need to register on the [ATSA website](http://www.atsa.qc.ca). This day will end with a parade of the bins-pets and their masters and mistresses on Mont-Royal avenue with a presentation of prizes worthy of the biggest beauty contest !

DO-IT-YOURSELF KIT

FROM SEPTEMBER 26 (27 IN CASE OF RAIN)

The distribution of "Do it yourself" kits will be part of the workshop day and will end this charming operation, allowing all citizens who wish to easily reproduce the artists' works on their own bins.

QUOTES

« When we know that 55% of landfilled waste is organic and compostable, we see that there is a lot of room for improvement. It was to help us increase composting and the use of brown bins that we gave ATSA carte blanche to design an original awareness campaign on Le Plateau ».

- Luc Rabouin, mayor of the Plateau-Mont-Royal borough.

« We started to compost with our Industrial Park project, which spoke of overconsumption. We learn through artistic projects to have better practices ! The city of Montreal has moved forward since that time with the allocation of one compost bin per household and an organic waste treatment system. It's sad how our bins can be abused or unused. The ball is in the citizens' backyard now and it's up to us to do our part and love our bin. We hope that CABO will rekindle the flame to take care of our tank and therefore our planet. Waste treatment is a pillar in the fight against climate change ».

- Annie Roy, creator and co-founder of ATSA, When Art Takes Action

« Our household rituals and the weekly routine that surrounds the brown bin are very special. We have them stolen, we become possessive of "his" bac. This sometimes unloved object is an extension of our houses, towards the sidewalk, towards our neighbors. And this, even during the confinement that we have experienced. It's time to give them back some love and assert their role! ».

- Fred P Corson, artistic collaborator and coordination

USEFUL INFORMATION

Dates to remember

September 17 - Inauguration of the exhibition

September 26 - Workshops and Parade Day (postponed to September 27 in case of rain)

Compliance with health instructions

Activities will be done by registration only and in such a way as to respect the health instructions. Instructions will be sent to all participants before the event.

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ABOUT ATSA, WHEN ART TAKES ACTION

ATSA is a not-for-profit organization founded in 1998 by artists Pierre Allard and Annie Roy. The pair create transdisciplinary works and events for the public realm that take the form of interventions, installations, performance art and realistic stagings. Their actions are born of a desire to raise public awareness of various social, environmental and heritage issues that are crucial and that need to be

addressed.

Annie Roy and Pierre Allard's first action, La Banque à Bas, was held on December 5, 1997. An automatic machine acting as a deposit and withdrawal for hot stockings had been illegally

deposited in front of the Montreal Museum of Fine Arts to denounce the indecent profits of the banks. In 21 years, the duo has produced, in the field of social art, nearly fifty urban interventions, including 16 editions of State of Emergency, an awareness event for the homeless. Since 2018 and the death of her spouse and co-founder Pierre Allard, Annie Roy has continued the mission and artistic signature of ATSA with the national and international tour of While having Soup, a work of relational art to meet the other and the biennial event Cook your city with refugees and immigrants on the Place des Festivals. In 2019, Cook your city received the YMCA Peace Medal. This year, ATSA is adapting its events to the health situation and creating a walking podcast Cuisine ton quartier, an attentive and thoughtful walk to discover the journeys and challenges faced by refugees and immigrants in seven Montreal neighborhoods, While having soup in muros at the BNSC of Trois-Rivières as well as CABO, the Club of Lovers of Organic Bacs.

Frédérique P Corson is passionate about the arts, design and project management. She came from Mauritius to Montreal in 2008 to study Fine Arts, which she then completed with two DESS in management of cultural organizations, then in event design. After graduating from university, Frédérique founded a space and event design collective, Clan Content, with two of her peers. They design artistic and urban installations in public spaces. She joined the ATSA team in 2016 with whom she has worked ever since. Frédérique cumulates the mandates allowing her to participate in projects as diverse as AI in public art, the appropriation of the city by its citizens, museology outside the walls. More recently, she has devoted herself to the design of collaborative experiences in an event context.

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Information source : Perrine Austruy, Communication and mobilization coordinator at ATSA

TROUSSE MÉDIA

Communiqué de presse PDF [VERSION FRANCOPHONE] : <https://atsa.qc.ca/2021>

Press release PDF [ENGLISH VERSION] : <https://atsa.qc.ca/2021>

Visuals of the event : <https://atsa.qc.ca/2021>

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

Website : <https://atsa.qc.ca/en/operation-cabo-en>

CONTACT PRESSE

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Don't hesitate to contact us for any interview request with the artists.

Soutenu par

Le Plateau-Mont-Royal
Montréal 

