

## LA FERME

### End of residency presentation

\*ATSA - **When Art Takes Action** invites you to Annie Roy's creative residency ending event for the new project **LA FERME** on May 25th, 2024 at the EspaceTranquille in the Quartier des spectacles!

For 27 years, **ATSA** has created works closely linked to current themes and questions the public on these issues. It is from this perspective that Annie Roy today offers the premises of her latest creation.

**LA FERME** (temporary title) is a project born from questions: How can we understand the rising impact of Artificial Intelligence in our daily lives, our societies? The speed of those changes happening, the anticipated collateral geopolitical and environmental consequences are frightening and we don't have much of a say... What questions should we ask? What world is emerging before us? What kind of humans will we become? What is our relationship to AI? Do we have time to think about the impacts in our daily lives, on the planet and for the future?

This new \*ATSA, When Art Takes Action project is an experimental learning logbook for the artist. She presents it to us with the humility of a person who does not know Artificial Intelligence but who wants to understand the world that is imposed on her, for better and for worse. This work will eventually take the form of an audio-visual installation in public space. She mixes different mediums to put humans at the center of these reflections, at the center of this world which is increasingly invaded by technology. From the intimate to the philosophical, a cube/stage will send viewers back to their own connection with technology. This interactive work of art invites us to begin a critical approach together. With excerpts from interviews of specialists and communicators such as Matthieu Dugal, Dave Antil, Michal Seta, etc., Annie is guiding us on this dreamlike journey to the confines of the artificial. This residency exit event will allow the public to participate in the creation and bring their own observations to this subject which affects us all. In order to imagine the future together.

#### Date to remember

**When:** Saturday May 25th from 3 p.m. to 6 p.m.

**What:** Doors open at 3 p.m., with workshops, activities and continuous discussions. 3 speeches, unveiling of the model of the installation and excerpts performed at 3 p.m., 4 p.m. and 5 p.m. followed by moments of discussion with special guests and vox-pop.

**Where:** Esplanade Tranquille Pavilion of the Quartier des Spectacles located at 1442 Clark Street, Montreal, QC H2X 2R6, at the corner of Clark and Ste-Catherine streets (near the St-Laurent metro station).

#### Creative team

**Annie Roy** - Research, writing, direction

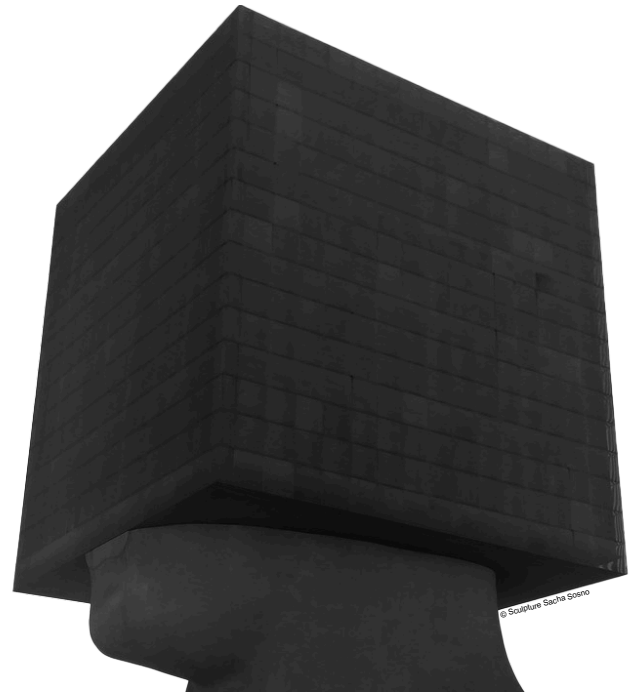
**Raymond-Marius Boucher** - Scenography

**Brigitte Poupart** - Mentoring

**Alexandre Chartrand** - Interview direction

**Ricochet** - Theatrical performance

**Special guests** - **Dave Antil** PhD, Professor at Jean-de-Brébeuf College and affiliated researcher with the International Observatory on the societal impacts of artificial intelligence and digital technology (OBVIA), Laval University, **Matthieu Dugal** Host, Moteur de recherche, Ici Radio-Canada Première et **Michal Seta** is a sound artist, improviser, coder and digital arts researcher.



**\*ATSA - When Art Takes Action** is a non-profit organization founded in Montreal in 1997 by the late artist Pierre Allard and Annie Roy. In a playful and impactful tone, ATSA creates, produces and distributes, here and internationally, event-driven, transdisciplinary and relational works, motivated by the desire to challenge the population towards crucial and worrying social, and environmental causes.

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### Contacts

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### Media kit

**Facebook** - <https://www.facebook.com/atsamtl>

**Instagram** - [https://www.instagram.com/atsa\\_mtl/](https://www.instagram.com/atsa_mtl/)

**Event May 25th** -[link](#)

**Website** - <https://atsa.qc.ca/en/la-ferme-en>

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