

ACTION TERRORISTE SOCIALEMENT ACCEPTABLE IS TEN YEARS YOUNG!

ATSA brings you a commercial break
with the opening of its **CHANGE** store
and the launch of the Web site **CHANGE EN LIGNE**
A new intervention on the subject of marketing



AT A STORE NEAR YOU!

**October 2 to December 20, 2008 on The Main
4351 Saint-Laurent Blvd., corner Marie-Anne**

Tel.: 514-563-1382 - www.atsa.qc.ca

Store hours, Wednesday to Sunday:

W noon to 7 P.M. - T noon to 9 P.M. - F noon to 9 P.M. - Sa noon to 7 P.M. - Su noon to 7 P.M.

Montreal, October 2, 2008 — From October 2 to December 20, 2008, ATSA opens its very own bricks-and-mortar store, dubbed **CHANGE**, at 4351 Saint-Laurent Blvd., in Montreal, across from the Parc du Portugal. In the late '30s, the latter served as a trading post where one might, for instance, barter a watch for a shirt.

At a store near you, ATSA takes stock and proposes a new series of works *not* made in China based on its collection of objects, artifacts, archive photos, and sound and video recordings related to its various projects. **ATSA immerses itself into the world of marketing, offering itself up as a guinea pig and presenting a retrospective of its iconoclastic creative output to be made available for sale.**

This latest urban intervention is part of a wider marketing initiative. Indeed, ATSA's two founding artists, **Annie Roy** and **Pierre Allard**, open their own art marketplace to the public, with the avowed aim of making a buck or two, but also with an eye toward bringing back to the fore the issues they are most passionate about, while also exploring what for them is uncharted territory: business! Quite the paradox, which makes **CHANGE a critique of the ubiquity of marketing in our lives even as it uses commercial space as a forum for bringing citizens together.**

For **CHANGE** is intended to be a living, breathing site for ex**CHANGE**, exchange triggered by objects, on the issues investigated by this duo of engaged artists for over a decade now: social justice, wealth distribution, hyperconsumerism, protection of our environmental, built and intangible heritage, addiction to fossil fuel, violence against children, alterglobalization, and more.

ATSA also sells a range of reasonably-priced, message-based derived products, available at the store and at the latter's virtual counterpart, **CHANGE EN LIGNE** [www.atsa.qc.ca]: crushed-4x4 keychains (reminding the owners of Hummers and other oil-hungry mastodons of their unavoidable demise), **CHANGE** T-shirts and bags, wool socks, handkerchiefs, tuques, paperweights, electrostatic stickers, and small-format pictures of ATSA's installations. These **"objets of conscience"** are all related to interventions having taken place in the street and thus serve to continue those original exchanges while being practical.

CHANGE is also a new trademark, a new logo, a slogan serving as a call to action.

As they walk into this temporary place of business, visitors will indeed be setting foot into a work of art! The friendly store representative will invite them to toss their *small change* to help cover the floor with pennies—making a wish while they're at it, if they so choose!—and thus participate in an artistic work in progress. Mr. CHANGE will offer a free guided tour of the premises and an overview of the works and methods of ATSA, hoping visitors will be inspired to leave with an art object or a derived product that will make the street interventions and the symbols associated with them live on.

The **CHANGE** boutique is a unique opportunity to discover or revisit ATSA's 10 years of artistic production, which bear witness to the power of art to impact the vital societal issues of our time and transform the dynamics of social encounter:

La Banque à Bas (The Sock Bank) (December 17, 1997 to February 12, 1998) — a series of stoves whose doors served as ersatz ATMs distributing warm socks to the homeless, the victims of heartless banks; ***État d'Urgence (State of Emergency)*** (1998–2008) — a camp for urban refugees open 24/7 smack dab in Montreal's downtown core (**recipient of the Prix citoyen de la culture 2008 awarded by Les Arts et la Ville**); ***Parc Industriel (Industrial Park)*** (August 17 to September 4, 2001) — A faux archaeological site made of rubbish and offering a provocative look at our consumer society; ***Attention : Zone épineuse*** (October 5–15, 2002) — a thought-provoking stroll on Mount Royal to raise awareness of the precariousness of our ecological heritage; ***Les Murs du Feu (Walls of Fire)*** and ***FRAG*** (since 2005) — two permanent, site-specific visual trails on the history of The Main; ***Attentat (Attack)*** (since 2003) — a series dealing with our addiction to fossil fuels and featuring citizen parking tickets placed on SUV windshields.

As well: ***Dites-le avec des fleurs*** (October 1999 to Spring 2000) — the planting of 2,000 crocuses in a vacant lot in downtown Montreal; ***À vos marques*** (October 2001) — an installation at the American Can on the culture of work and performance; ***Le temps d'une brassée*** (2004, Hull) — an art gallery transformed into a free laundromat; ***Wild Capitalism Hunting Games*** (Sept. 2005, Calgary) — a symbolic hunt on wild capitalism...

Activities at CHANGE (No cover charge)

• **PubliCHANGE**

Sale of the publication *ATSA : Quand l'art passe à l'action* (\$25)

With stunning graphic design courtesy of Orangetango, this 144-page bilingual publication is a full-colour photographic retrospective of ATSA's productions over its 10 years, accompanied by previously unpublished social commentary from 11 authors — Sami Aoun, Patrick Beauduin, Dinu Bumbaru, Guy Sioui Durand, Steven Guilbeault, Louis Hamelin, Louis Jacob, Jean Lemire, Patrice Loubier, Sonia Pelletier, Laure Waridel — and a word from ATSA founding artists Annie Roy and Pierre Allard. Distributed by Édipresse, with signed copies available at CHANGE and CHANGE EN LIGNE!

• **exCHANGEs regarding various urban interventions**

On Fridays October 3, 17 and 24, between 5 and 7 P.M., Annie Roy, Pierre Allard and their guests will present one of their projects, according to the interest expressed by those assembled.

Activities at the Parc du Portugal (in front of the store)

• **Evening fair** Thursday, October 2, to mark the grand opening of CHANGE – 6 to 9 P.M.

Expect various election-inspired games based on all things monetary, hosted by the Masters of CHANGE and exCHANGE, Stéphane Crête and François Gourd. With party music, popcorn and beer to boot!

• **cinéCHANGEs (movies)**

On Thursdays October 9, 16, 23 and 30, at 7:30 P.M., screening of outstanding documentaries. (Will be cancelled in case of rain.)

• **Troc et CHANGE (barter)**

Saturday, October 18, from 1 to 5 P.M., to recreate a typical afternoon in 1939 and to bring back to life a neighbourhood tradition at the former Cherrier Square. All are invited to bring their stuff to barter! Tables and chairs will be at your disposal. (Will be held on Sunday the 19th in case of rain.)

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