



Québec - São Paulo exchange

residencies

from May 1st to June 12th, 2011

opening

Friday May 13th, 2011, at 5 pm.

www

chambreblanche.qc.ca

Within the framework of the *Integração/action* exchange project initiated by Le Lieu, centre en art actuel, a delegation of Brazilian artists will be present in six artist-run centres of Quebec to show their various artistic projects. On the occasion of this Québec-São Paulo exchange, LA CHAMBRE BLANCHE will receive the artist collective Esqueleto Coletivo, as well as Set Experimental® between May 1st and June 12th, 2011. The opening of their residencies will take place during a progressive opening on May 13th, 2011, that will begin at 5 pm. at LA CHAMBRE BLANCHE and will continue at 6 pm. at the complexe Méduse and at 8 pm. at Le Lieu.

Esqueleto coletivo is formed by Rodrigo Barbosa, Mariana Cavalcante, Luciana Costa, Eduardo Verderame and David Santos. Founded in 2003, the group is interested in questions related to urban issues and uses medias as vehicle for their criticisms. Within the framework of its residency at LA CHAMBRE BLANCHE, Esqueleto Coletivo presents a project entitled *Conscience*. It consists in the creation of products and in the development of marketing strategies, advertising actions and promotional operations linked to the products.

Giuliano Chiaradia, the man behind Set Experimental®, produces concepts of transmedia. For his residency at LA CHAMBRE BLANCHE, Set Experimental® will create a digital environment where the virtual meeting will try to get as close as possible to physical reality. Indeed, *#microfugas* consist in a video installation in which it will be possible to have a real time conversation with people from other part of the world in LA CHAMBRE BLANCHE's the gallery.

Founded in 1978, LA CHAMBRE BLANCHE is an artist-run centre with a mandate to promote experimentation and dissemination in the field of visual arts. LA CHAMBRE BLANCHE gives a prominent place in its programming to the broadcast of projects by artists from the international scene. In recent years, the centre has increased the cross exchange programs, including France, Italy and Japan. Not only do these exchanges enrich the cultural landscape of the city, but they also contribute to the growth of Quebec artists internationally.

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