

festival   
CHROMATIC

UNE CÉLÉBRATION  
DE L'ART ET DE  
LA CRÉATIVITÉ  
MONTRÉLAISE.



CHROMATIC.CA

8e édition



CONCEPTION GRAPHIQUE : COMMISSAIRE OFFICIEL / CRÉDITS PHOTO : NIK MIRUS & LM CHABOT (L'ÉLOI)

24.05.17  
01.06.17

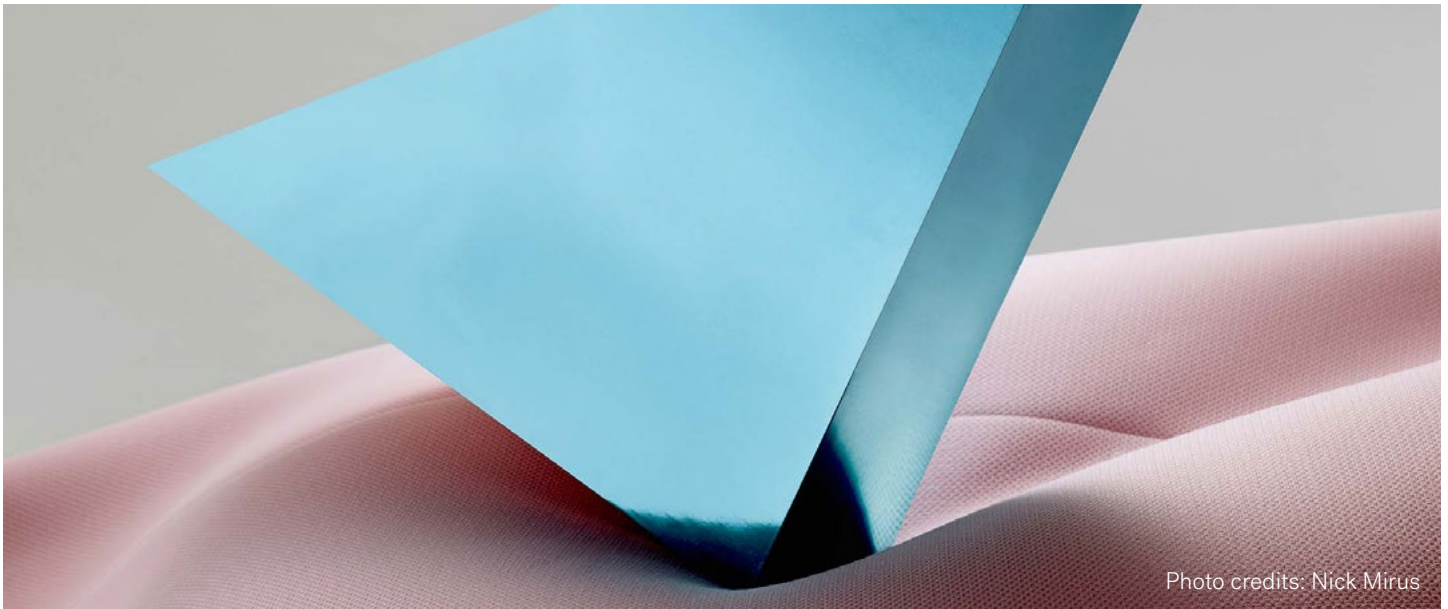
ARSENAL

INSTALLATIONS  
NUMÉRIQUES  
VR - PHOTO - VIDÉO  
SCULPTURES  
PEINTURES  
DJs & VJs  
CONFÉRENCES  
ATELIERS  
ACTIVITÉS FAMILLE

STUDIO L'ÉLOI

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# CHROMATIC 2017 Editorial

## A look into Montreal art and creativity.

Chromatic is back for its 8th edition in atypical Montreal locations : the Arsenal and the Studio l'Éloi. A staple of Montreal cultural life, our event maintains its federating, creative and accessible nature.

-

For the last 8 years, Chromatic's ambition is to open up culture by offering a diverse and pluridisciplinary program. Throughout our four components (Expo Chromatic, Nuit Chromatic, Chromatic Kids and Chromatic Pro), we wish to unite different publics and generations. Our festival looks to become a place for sharing, discovery and encounters.

-

From the onset of our latest **Expo Chromatic** was created an artistic blend that starts in Montreal and reaches unto the shores of Asia. The technical and thematic mixing, that goes from aesthetics to social thought, produces a bold mix of quality. This exhibit looks to alternate pleasure and emotion, openness to others and festivity, all in a relaxed atmosphere.

**Nuit Chromatic** enriches our festival by bringing crazy musical evenings. DJs and VJs have insane beats and a supercharged atmosphere ready for our public. These dance and festivity events offer a great moment for discovery, from the very heart of Expo Chromatic. We also take care that the youngest aren't forgotten. With **Chromatic Kids**, they are awakened to different artistic, interactive and recreational practices. For the duration of the festival, a number of diverse guiding actions aimed towards the youngest and the general public have been imagined for the sake of openness and accessibility.

-

For our second edition of **Chromatic Pro**, we pursue our ambition in becoming the inescapable rendezvous for professionals in culture and business. Our partnership with C2 Montreal, an international conference dedicated to creativity and commerce, works in this direction. We have gathered a whole ecosystem of professionals from both culture and the creative industry in order to feed debates about the latest economic and technological shifts in art and culture, whether on a local or international scale. A true catalyst, Chromatic Pro 2017 promises to be a rich experience for professionals from art, culture, the creative industry and business.

-

By means of all these components, we invite the public to enjoy a stimulating and unique festival where digital and contemporary art mix with electronic music.

-

The whole Chromatic team can't wait to share these amazing moments with you between May 24th to June 1st!

festival ✨  
CHROMATIC

A celebration  
of Montreal's creative  
art scene.



Photo credits: L.M Chabot



# Festival CHROMATIC

**A celebration of Montreal's creative art scene.**

Each spring, the Chromatic Festival takes place in the heart of Montreal. While emphasizing Quebec's local talent, it's calling is to provoke connections between artistic communities from here and abroad.

-

In 2017, the Festival will keep expanding for its 8th edition.

-

Occupying two singular Montreal locations, the Arsenal and Studio l'Éloi, Chromatic gathers artists, professionals and the greater public around experiences that bind creativity and artistic innovations.

Multi-faceted, the Festival will unfold into four parts:

## Expo CHROMATIC

-

For one week, around 50 local and international artists will showcase their work in atypical and unique Montreal locations.

Their goal : immerse, impress, question and play with the public, in a relaxed atmosphere.

## **Nuit CHROMATIC**

-

Every year, the Chromatic Festival opens and closes with supercharged eclectic nights. They are a great way for the public to show their appreciation of music, art and the young creators showcased during the exhibit.

## **CHROMATIC Kids**

-

A culture festival must not forget the children. That's why Chromatic Kids offers families a number of creative workshops for a day. is our family-oriented event. Observe, learn, modify and create, anyone can let their imagination loose for an unforgettable family experience.

## **CHROMATIC Pro**

-

During the Festival, Chromatic devotes a whole component to art and culture professionals : Chromatic Pro. Throughout conferences, interactive workshops and meetings, witness the latest economic shifts brought on by the latest innovations in art and culture.

# The Places

## CHROMATIC Festival 2017



### **L'Arsenal**

2020, William street, Montréal  
Québec H3J 1R8

-

### **Chromatic Pro**

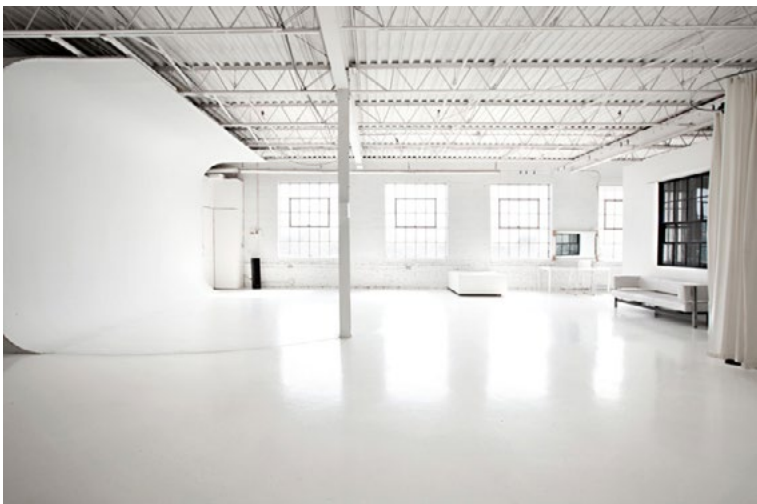
For its second edition, Chromatic Pro invests the Arsenal in partnership with C2 Montreal. This innovative space, meant to promote and develop contemporary arts, is an ideal place for holding talks about creativity and growth in art and culture.

-

For a number of years, the Arsenal has been hosting C2 Montreal, the most important international conference dedicated to creativity and commerce. Within the event, a privileged space, the Garage, is meant to foster debate about art and the economy throughout different conferences. Two smaller spaces will instead offer multiple workshops and other hybrid events : contests, coaching sessions and discussions.

*All the sites are accessible to the people with disabilities.*





## **STUDIO L'ÉLOI**

6250, Hutchison street, Montréal

Québec H2V 4C5

-

**Expo Chromatic**

**Nuit Chromatic**

**Chromatic Kids**

For its latest edition, the Chromatic Festival invests the heart of the Mile End at Studio L'Éloi. This original site is in total harmony with the energy and artistic and creative direction initiated by Chromatic.

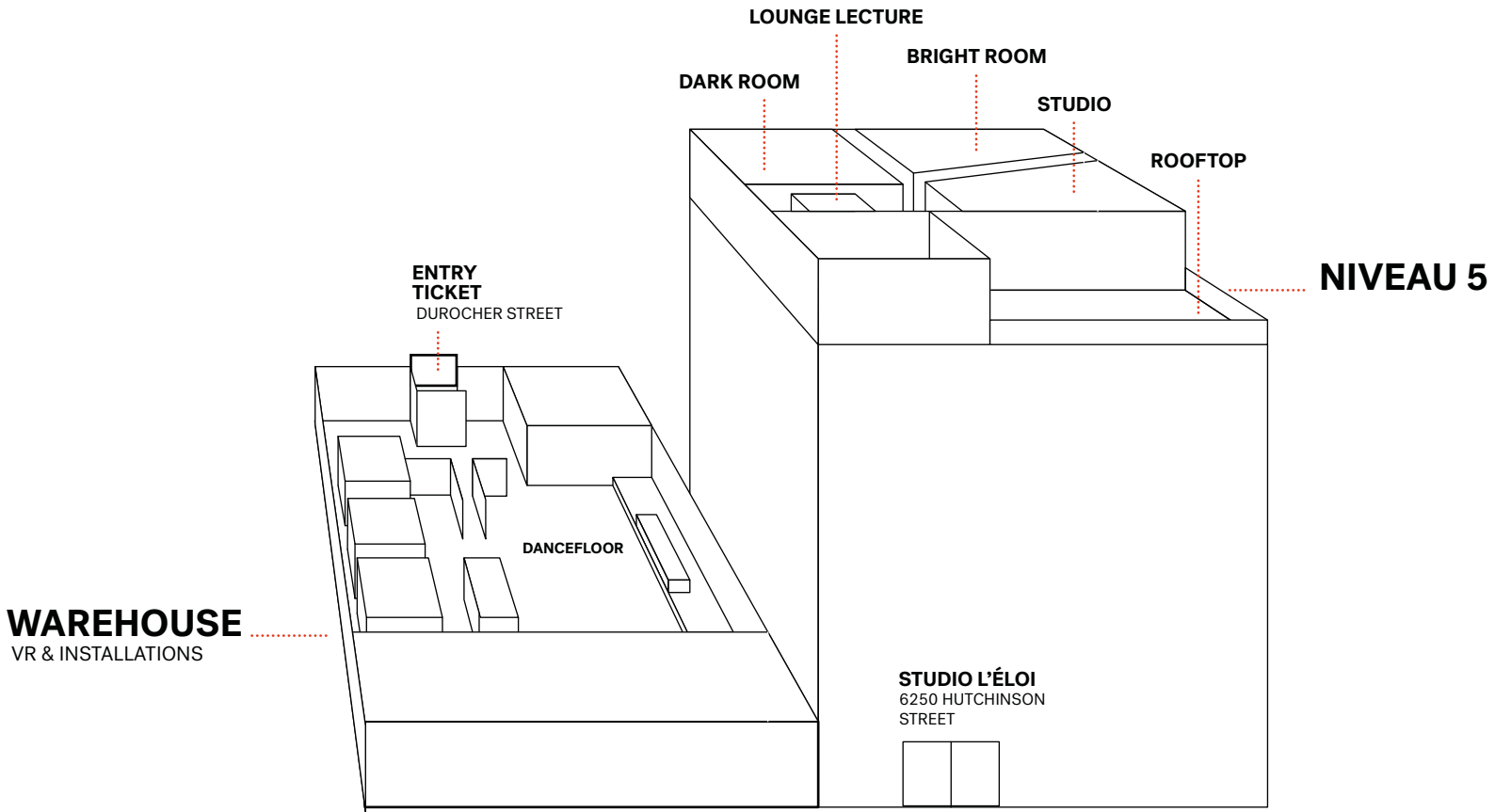
-

Multicultural in its nature, the Mile End is home to numerous contemporary art galleries along with the heart and soul of the local independent music scene. Many labels such as Bonsound and Dare to care in addition to diverse rock hangouts like Casa del popolo and Cabaret du Mile End have set up here. The famous video game developer Ubisoft is also deeply entrenched in the neighbourhood. All this turmoil makes it a perfect place to mix art and creativity.

-

During Expo Chromatic, Nuit Chromatic and Chromatic Kids, this highly symbolic location will be able to host up to 1500 people across two levels. Within Studio L'Éloi, three distinct and staged spaces have been imagined : the Dark Room, the Bright Room and the Studio. Upon the Rooftop, a few DJs showcased during Nuit Chromatic will start the night with a relaxed tropical vibe. As for the Warehouse, it is the privileged space for DJ sets and VJ art. A VR lounge will also be available in order to explore the boundaries of creative reality.

*All the sites are accessible to the people with disabilities.*



# Festival CHROMATIC In the twinkling of an eye

wed. May 24th	6pm 11pm	CHROMATIC Pro				
thur. May 25th	6pm 11pm	CHROMATIC Pro				
fri. May 26th						
sat. May 27th	9pm 3am	Expo CHROMATIC Vernissage		9pm 3am	Nuit CHROMATIC Opening	
sun. May 28th	10am 6pm	Expo CHROMATIC	10am 6pm	CHROMATIC Kids	10am 6pm	Off CHROMATIC The GRANDE print art fair
mon. May 29th	1pm 9pm	Expo CHROMATIC		5:30pm 8am	Off CHROMATIC Composite #10	
tues. May 30th	3pm 11pm	Expo CHROMATIC		5pm 11pm	Off CHROMATIC EMAC On The Roof	
wed. May 31st	3pm 11pm	Expo CHROMATIC		7pm 11pm	Off CHROMATIC Centerfold	
thur. June 1st	1pm 5pm	Expo CHROMATIC Cloture		9pm 3am	Nuit CHROMATIC Closing	

# CHROMATIC.CA

## Nouveau site internet

Chromatic is getting a new website by the end of April! Prettier and easier to use, it will better communicate the wide variety of activities available during the Festival and all year long.

-

Find out more about Chromatic at [chromatic.ca](http://chromatic.ca)



CHROMATIC  
pro

The art  
and business  
innovation hub.



Photo credits: L.M Chabot



# CHROMATIC Pro

The art and business innovation hub.

May 24th and 25th (in partnership with C2 Montreal)

CHROMATIC PRO teams up with the international conference dedicated to creativity and commerce, **C2 Montreal**.

-

For two nights at the Arsenal, participants will be able to take part in conferences, **roundtables** and **workshops** exploring innovation and growth in art and culture. Simultaneously, the C2 Montreal village will also be available to them. In this environment made to stimulate significant meetings and creative reflection, the discoveries and inspirations you find will shed new light on your work as a professional. In such, creators and entrepreneurs from art and culture will be able to share with the larger C2 Montreal public and help spawn new ideas and collaborations.

-

At the Arsenal, visitors from Chromatic Pro and C2 Montreal will have the chance to admire a specially made **showcase** of artwork and installations prepared by Chromatic. In an exceptional and original decor imagined by C2 Montreal, viewers will embark on a breathtaking voyage. The work exhibited during C2 Montreal is a great opportunity for artists to promote their talent to a public and professional audience from each corner of the world.

-

Thus, the exhibit proposed by our team for C2 Montreal becomes an **art market** intended for international delegates from institutions, territories, foundations and businesses from art and culture in order to promote local artists and allow their work to travel abroad.

# CHROMATIC Pro

## Conferences, roundtables, workshops

### Day 1

Wednesday May 24th / 6pm - 11pm

### The Garage (150 people)

#### Welcome and opening remarks

Speech

6:00pm - 7:00pm

-

With :

**Philippe Demers** (president, Chromatic Festival / General Manager, MASSIVart)

**Patrick Truong** (General Manager, Chromatic Festival)

-

Join us from 6pm at C2 Montreal and enjoy the buzz before the first conferences.

-

Participants will have the chance to admire the artwork and installations of the 12 showcased artists proposed by Chromatic Pro. They also have the opportunity to exchange with other participants and inaugurate the festival!

-

As representatives of Chromatic, Philippe Demers and Patrick Truong are happy to welcome you and wish you a great festival!

#### Cultural entrepreneurship and business models

*The case of Dax Dasilva, founder of Lightspeed and Never Apart*

Interview / English

7:00pm - 7:30pm

With :

**Dax Dasilva** (Founder and CEO, Lightspeed / Founder, Never Apart)

-

Moderated by **Bradley Grill** (Public relations manager, Lightspeed / Communications and social actions, Never Apart)

-

Dax Dasilva is one of the entrepreneurs that pull off everything. Founder of Montreal-based and extremely successful Lightspeed, Dax eventually did a full 180. In 2015, he creates Never Apart, a Montreal-based non-profit cultural organization that looks to bring positive social change and acceptance of others through art and culture. Montreal, a beacon for multiculturalism and a natural hub for culture and creativity, seems to be the perfect environment for such an undertaking.

-

Together, Dax Dasilva and Bradley Grill will discuss this inspiring and informative career.

## **Art and business**

*Why do businesses invest in art and culture ?*

Roundtable / French

7:45pm - 8:30pm

-

Presented by Loto-Quebec

-

With :

**Simon Robert** (Social Responsibility manager, Loto-Quebec)

**Stéphanie Lepage** (Public Affairs and partnerships manager, Aéroports de Montréal)

**Élisabeth Lepage** (Marketing manager, Roots Canada)

-

Moderated by **Nathalie Courville** (President, Courville Communications & Marketing)

-

Whether it be because of patronage, partnerships, philanthropy, subsidies or true collaboration, relationships between businesses and artists are multiplying tenfold.

Simon Robert, Stéphanie Lepage and Élisabeth Lepage will present their respective (Loto-Quebec, Aéroports de Montréal and Roots Canada) approaches to relations with art and culture. From social responsibility to marketing imperatives, in addition to fostering a brand's identity around art and culture, they will discuss the different implications of such relationships.

-

Nathalie Courville, professor at HEC Montréal and a specialist in matters of partnerships between art and business will moderate the discussion.

## **Creativity : putting your money where your mouth is**

*Why managers must be a creative asset within a team ?*

Conference / French

8:45pm - 9:15pm

-

Presented by Ubisoft

-

With :

**Stéphane Cardin** (Producer of For Honor, Ubisoft Montréal)

-

Stéphane Cardin worked for nearly five years conceiving For Honor, Ubisoft's flagship game for early 2017. Keeping a team creative for such a long period of time is a significant challenge for any manager.

-

According to him, the key to this is simple : get rid of the gap between creativity and management and become the creative lead. Because telling others "to be more creative" just isn't enough. He will tell us his story, his own creative process and will let us in on the latest tricks in managing creativity in entertainment.

-

Stéphane Cardin works on this every day. He puts his money where his mouth is!



## **Creativity in service to society**

*A social development tool ?*

Conference / English

9:30pm - 10:15pm

-

With :

**Cindy Orstein** (Art & Culture Director, City of Mesa and Executive Director, Mesa Arts Centre)

**Mouna Andraos** (Founder, Daily Tous les Jours)

-

How can creativity help society ?

-

This is a question to which Cindy Orstein has a few answers. She will present a few ways to apply an artist's creative process to the daily social challenges faced by many cities.

-

Mouna Andraos will join her to share her own experiences from Daily Tous les Jours, an interactive design studio that sets individuals at the heart of its projects and that has previously collaborated with Cindy Orstein in Mesa, Arizona.

## **Creating Innovation Strategies**

*A Case Study with Universal Pictures.*

Conversation / English

10:30pm - 11pm

-

With :

**Greg Reed** (Vice-president, Technology and Partnerships of Universal Pictures)

**Marie-Louise Mortensen** (Vice President, Strategy & Business Development, Universal Filmed Entertainment Group)

-

Moderated by **Philippe Demers** (President and Founder, Chromatic)

-

Building a strategy to effectively leverage emerging technology trends and stay ahead of disruption in the movie making business.

-

Greg Reed and Marie-Louise Mortensen will discuss how Universal Pictures is developing an infrastructure to drive innovation across the studio that leverages emerging technologies. They'll explain how studios can use their creative assets and talent to influence start-ups and new technologies to drive growth.

-

They will share insights on how Universal Pictures is staying ahead of disruption across every aspect of the creative value chain, including production, marketing and distribution. They will also address how their approach manages risks associated with unexplored business models and technology solutions.

## The Lodge 1 (30 people)

### **Cultural entrepreneurship and business models**

*Creating a business model to follow your ambitions*

Workshop / French

7:45pm - 9pm

-

In collaboration with the Pôle d'entrepreneuriat culturel and Parcours C3

-

With :

**Olivia Commune** (Coach and entrepreneurship and leadership consultant, Olivia Commune coaching)

**Kim B. Deland** (Designer and entrepreneur, Kimb Studio Design)

-

Kim B. Deland et Olivia Commune will highlight the importance of planning a business model ahead of time in order to increase your chances of success and innovating when developing a cultural or creative organization. In a context of cutthroat competition where businesses must constantly reevaluate their products, it is necessary to consider how your organization operates and creates value. Such notions as mission, vision and values will also be discussed in order to let you create an organization in your image and that is linked to your specific artistic or creative project.

-

This workshop is aimed towards both newly minted project managers who want to start off on a solid footing and experienced professionals in culture who want to take a moment to innovate.

### **How to finance your cultural project**

*Which are the emerging best practices for financing culture ?*

Workshop / French

9:15pm - 10:15pm

-

With :

**Nathalie Courville** (President, Courville Communications & Marketing)

-

Discover the latest sources of financing for your cultural project. Nathalie Courville, an expert in the subject, will let you in on all the ways to secure enough financing for your project. From sponsorships to crowdfunding to grant requests, this workshop will put you on the right track.

-

A special attention will be given to crowdfunding and how to manage an effective campaign according to the nature of your project.

## La Fabrique (30 people)

### **Incubator Express**

*Professional coaching sessions*

Meetings / English and French

8:45pm - 10:15pm

-

With :

**Madeleine Bazerghi** (Project manager, iC Montréal)

**Marie-Michèle Cron** (Visual and digital arts councillor, Conseil des Arts de Montréal)

**Kristian Manchester** (Executive Creative Director, Sid Lee)

**Ana Marinescu** (President, Urbana marketing)

**Catherine Orer** (Business management consultant for artists and creators, ORER Communications / The Artist Entrepreneur)

**Linda Rutenberg**, (Art photographer and Chief inspiration officer, Dawson college)

**Karl Théard** Main director, Technology Group, Business Development Bank of Canada)

**Catherine Turp** (Creative Director, Moment Factory)

**Julien Valmary** (Director, support and strategic initiatives, Conseil des arts de Montréal)

-

Imagined as a session of speed consulting, Chromatic Pro's incubator express allows artists and cultural entrepreneurs to benefit from an expert's experience. This exceptional, one hour and a half event lets participants set up a meeting with our coaches for exclusive, fifteen minute individual exchanges. Whether it concerns financing, requesting grants, project management, communication, marketing or even legal advice, if it concerns culture and arts, it is the place to be. Join us and meet the pros!

-

After getting to know all the coaches, chose one, show your project and ask your questions!

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Registrations upon arrival. Limited space available.

## Day 2

Thursday May 25th / 6pm - 11pm

### The Garage (150 people)

#### **From local studio to world leader**

*The case of PixMob.*

Conference / French

6:30pm - 7pm

-

With :

**David Parent** (CEO, Pixmob)

-

In ten years, PixMob became the world leader in connected events. The idea ? To reverse a viewer's relationship with the stage by making him the main actor. Each audience member, equipped with a device that reacts to the music, thus becomes a "pixel" in a larger, collective performance.

-

Today, PixMob can brag that it has organized the half-time show for the Superbowl, the opening games of the NBA, the Sochi Olympics, Taylor Swift's international tour and even Arcade Fire's Coachella concert. But before this wave of success, the company went through different phases of development and took many risks.

-

David Parent will tell you the incredible story of this Montreal studio!

#### **Success and failures in creative studios**

*Moment Factory, Félix & Paul and TeamLab*

Roundtable / English

7:15pm - 8:15pm

-

With :

**Quentin Bleton** (Solutions Architect, Moment Factory)

**Sebastian Sylwan** (Chief Technology Officer and Creative Partner, Félix & Paul)

**Takashi Kudo** (TeamLab 's Director of Communications, Japon)

-

Moderated by **Louis-Étienne Dubois** (Assistant professor University Ryerson)

-

The matter of failure is rarely discussed in terms of a business' or project's success.

-

This meeting aims to insist on the importance of failure in the success of three creative studio. Sebastian Sylwan of Félix & Paul, Quentin Bleton of Moment Factory and Takashi Kudo (Japon) will share their own experiences by insisting on the role of failures and challenges as a source for learning, development and ultimately, success..

#### **La Fête des Lumières, from Lyon to Dubai**

*The case of an internationally exportable cultural event.*

Interview / French

8:30pm - 9:15pm

-

With the support from Centre Jacques Cartier.

-

With :

**Jean-François Zurawik** (Event Director, City of Lyon / Fête des Lumières de Lyon)

-

Moderated by **Philippe Demers** (General Manager, MASSIVart / President, Chromatic)

-

Every year, installations and luminous projections invade the urban landscape of the French city of Lyon to showcase its heritage and transform its historic monuments.

-

Anchored in history and local tradition, la Fête des Lumières has become the inescapable cultural event who the inhabitants and allows the city to shine way beyond its walls. Since, the event is now recognised as an international reference and its concept of luminous installations has been exported to many cities.

-

Jean-François Zurawik will share with us how this large scale event works, the effect it has left on Lyon and the role of the original city in exporting the concept abroad.

## **Art and Architecture**

*Building tomorrow's creative cities*

Roundtable / French

9:30pm - 10:30pm

-

With the support from Centre Jacques Cartier.

-

With :

**Guillaume Lachapelle** (Visual artist)

**Martin Leblanc** (Architect, principal associate, Sid Lee Architecture)

**Michèle Meier** (Vice-president, Communications, Marketing and RSE and International Affairs, Ivanhoé Cambridge)

-

Moderated by **Archibald Verney-Carron** (General Manager, Art Entreprise)

-

The 20th century saw the rise of international upheavals with the advent of the technological revolution, notably digital, that profoundly changed urban spaces and the way humans use them. The territory was quickly developed, often without any regard for the long-term effects on the landscape and the citizens.

-

Similarly to the "slow movement", art requires us to take a moment. Through the eyes of an artist, urban projects reveal themselves, the sensitive city defines itself and its users appropriate it. From this rises the idea of the architect/artist, an important tool in building cities. Our guests; architects, artists and land developers, are all interested in the development of future urban habitats where art is at the forefront.

## La Loge 1 (30 places)

### **HackCité 375**

*Un hackathon for Montreal's 375th anniversary.*

Contest / French

6:30pm - 7:15pm

-

Moderated by **Ilias Benjelloun** (President and Creative director, MTL Newtech)

-

As partners of the project, Chromatic Pro will host the HackCité 375 contest for one evening. Inspired by a multidisciplinary artistic process intent on creating an interactive digital artwork for Montreal's 375th anniversary, this hackathon brings together 60 participants from art, design and technology to create a first draft of what will be a weeklong challenge, before finally facing the judges.

-

During this evening, nine candidates will deliver a short pitch of their project. The public and the jury composed of representatives from Printemps Numérique, A144, MTL NewTech, Pixsenses, DIX au carré, Float4 and Chromatic, will act as coaches before the final pitch few days later.

-

Follow this fabulous contest in service of creativity and the Montreal community.

### **Growth and cultural organizations**

*A winning relationship ?*

Roundtable / French

7:30pm - 8:30pm

-

In collaboration with the Pôle entrepreneurial créatif et culturel and Parcours C3

-

With :

**Amélie Richard** (General Manager, Eltoro Studio)

**Louise Lapointe** (Co-General Manager and Art Director, Casteliers)

**Laurent Simon** (Associate professor in the Department of entrepreneurship and innovation, HEC)

-

Moderated by **Géraldine Dallaire** (Founder, Pôle entrepreneurial créatif et culturel / Coordinator of Parcours C3)

-

When talking about start-ups in culture or the creative industry, it is important to question what growth means. What does it imply for creative or cultural organizations ? Is it always desirable ? What are the challenges ?

-

Our guests will try to answer these questions while sharing the keys to successful economic growth and an ambitious creative project.

## **Digital tools and cultural businesses**

Workshop / French

8:45pm - 9:45pm

-

In partnership with the Pôle entrepreneurial créatif et culturel and Parcours C3

-

With :

**André Menand** (Director of Specialised Services in Business Growth, Saje / Coordinator Parcours C3)

-

The integration of digital tools is one of the latest challenges for cultural and creative organizations, especially when it is relatively small in size. By 2018, 70% of digital transformation initiatives will fail due to the lack of a global vision and poor preparation.

-

To avoid this trap, this workshop proposes a better understanding of the different steps in planning the integration of digital tools into your organization and to start to familiarize yourself with the process with the help of a few simulations.

## **Mobilizing Montreal's creative community**

*The examples of Dynamic/MTL and CreativeMornings.*

Conversation / French

10:00pm - 10:45pm

-

With :

**Boyana Stefanova** (General Manager, CreativeMornings)

**André Valle** (Co-Founder, Dynamic/MTL / Partnerships, Dynamo)

-

Dynamic/MTL and CreativeMornings organise a series of conferences for Montreal's creative community by bringing together renowned professionals from various backgrounds in order to share their work and experiences. André Valle, co-founder of Dynamic/MTL and Stefanova Boyana, General Manager at CreativeMornings, will explain the creative process behind these conferences that serve Montreal's creative community.

-

If you've ever asked yourself how to organize a series of successful events with hardly any budget or any prior experience, our guests are here to tell you the necessary instructions and the simple, yet often stressful, steps to start your project.

## La Fabrique (30 people)

### **Staying creative, a daily challenge**

Conference / French

6:30pm - 19:15pm

-

With :

**Patrick Plourde** (Vice-president Fun House, Ubisoft Montréal)

-

In his career as a creative director, Patrick Plourde lives short but intense relationships with the brands for whom he works for. He commits himself to the discovery of a brand's universe to properly recreate it, before moving on to a new project.

-

This conference will present his creative process as the vice-president of Fun House, a small division of Ubisoft Montréal. It is specialised in the exploration of new markets and was conceived as an ever-evolving entity designed to push back the limits of creativity and put innovation at the center of one of the largest game designer's creative process.

### **Exploring VR's creative process**

Workshop / French

Session 1 - 8:15pm / 9:30pm

Session 2 - 8:45pm / 11pm

-

Avec :

**Franck Rosay** (Producer, Ubisoft Montréal)

**Hervé Sliwa** (Creative Director, Ubisoft Montréal)

-

Hervé Sliwa and Frank Rosay, members of the Samsara research and development team at Ubisoft, will exclusively present their latest work in VR storytelling.

-

Participants will have the chance to be the first to test this innovative experience developed for Oculus Rift.

-

They will also be able to share their impressions with the developers and be introduced to the different steps of the creative process.

-

Not to be missed!



## **Caisse de la Culture Desjardins Lounge**

May 24th and 25th

7:00pm - 10:00pm

-

In **The Garage**

-

With :

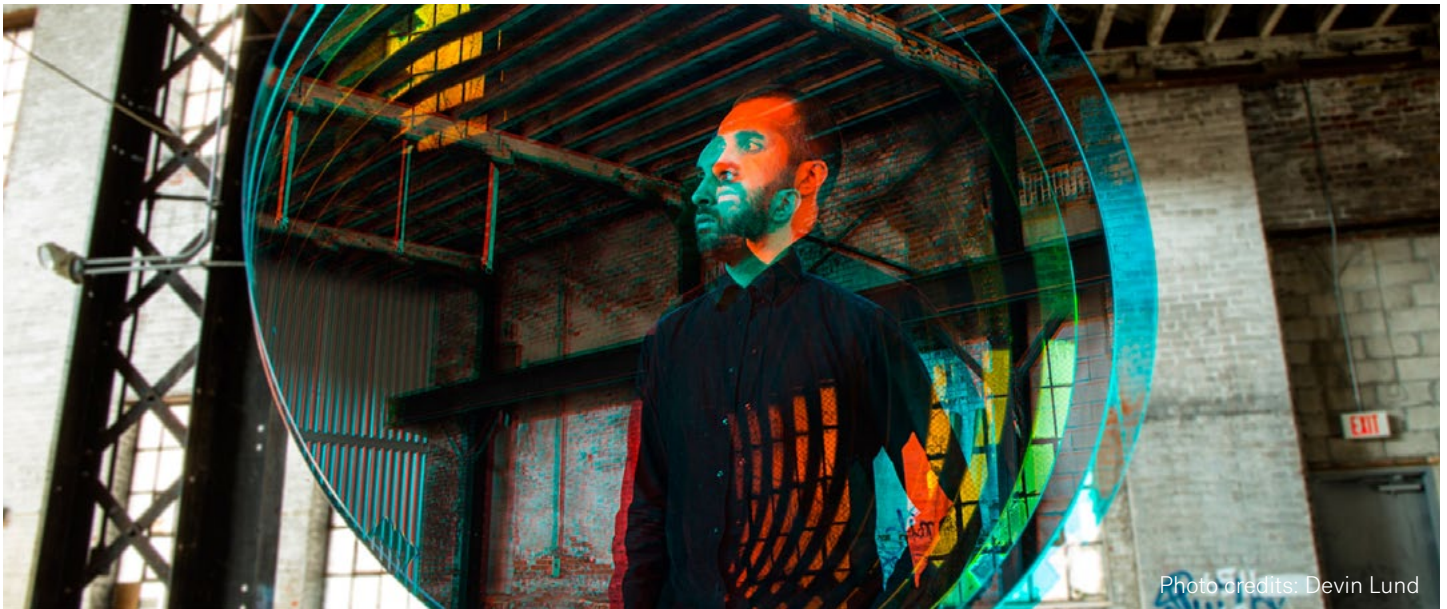
**Marie-Christine Cojocar** (General Manager, Caisse de la Culture Desjardins)

**Chantal Déry** (Director of market development, Caisse de la Culture Desjardins)

**Veronika Molnar** (Personal Finance Advisor, Caisse de la Culture Desjardins)

-

As partners of Chromatic Pro, representatives from the Caisse de la Culture Desjardins will be present to answer your questions for two evenings at the Garage. Participants are welcome to ask for financial advice in order to bolster their



# CHROMATIC Pro

## Art installation showcase / art market

Because culture stimulates creativity, this year, Chromatic Pro teams up with C2 Montreal to offer an innovative digital art route. A common thread unites the dozen digital art pieces that will be revealed : the manipulation, embezzlement and questioning of reality.

-

Chromatic Pro presents its first art installation showcase in the C2 Montreal ecosystem. Its goal is to export local artists and creators. Promoting our innovations in digital art and featuring our artists helps shape Montreal's image as a creative and attractive city. This art market is a great opportunity for Quebecois artists and culture professionals to share and form strong bonds from within C2 Montreal.

-

It is also intended for representatives from institutions, territories, foundations and businesses in art and culture. The goal is twofold : it aims to promote an artist's work and help him reach better fame. It also looks to remove barriers that prevent artwork and especially art installations from travelling abroad. This market represents a significant opportunity for sharing and making connections for both local artists and professionals in culture.

## Artistic program

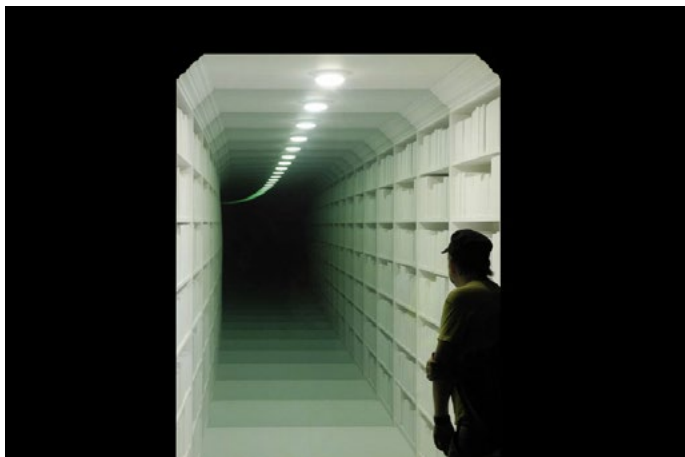


Photo credits: Guillaume Lachapelle

### **Guillaume Lachapelle** *Lost in reflection*

[guillemelachapelle.com](http://guillemelachapelle.com)

Guillaume Lachapelle lives and works in Montreal. He has presented his work in individual and group exhibitions across Canada and the United States, including the Circa Exhibition Center, the Rimouski Regional Museum, the Sherbrooke Museum of Fine Arts, The Art Mûr Gallery, Edward Day in Toronto, and the Guided by Invoices gallery in New York. In Europe, Guillaume stands out at the Künstlerhaus Bethanien, an international residency in Berlin. Since then, he regularly exhibits his work in Germany, and has participated in the exhibition "Personnal Structures" in Venice in 2015.



Photo credits: Guillaume Arseneault

### **Guillaume Arseneault** *Feu Tungstène / Tungsten Fire*

[gllmar.github.io](http://gllmar.github.io)

Digital artist Guillaume Arseneaults, diverts pixels, bytes, photons and wavelengths using software programming and electronics to create innovative and interactive experiments. Captivated by the relationships between kinetic energy, electricity, digital and life, Guillaume hybridizes technologies to create installations where movements and efforts intertwine to feed the intriguer. Sensitive to the programmed obsolescence, he conceives in a perspective of emancipation of the proprietary technologies while remaining economical in his resources.

-  
From immersive installation and architectural projection to sound, lighting and technological design, the diversity of projects is his creative fuel.

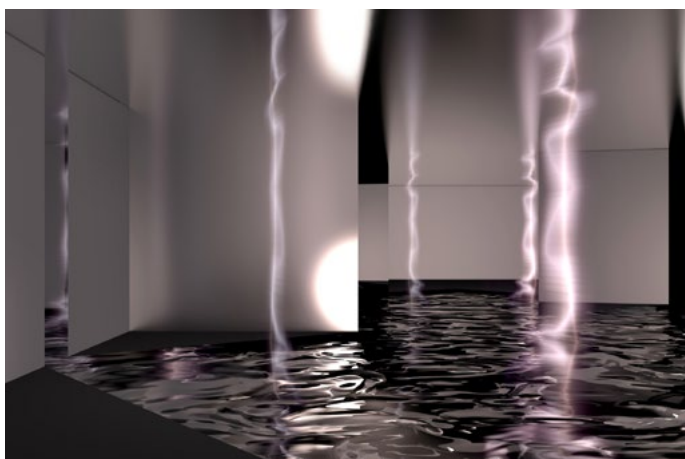


Photo credits: Sabrina Ratté

### **Sabrina Ratté** *Domestic Landscape*

[sabrinaratte.com](http://sabrinaratte.com)

Sabrina Ratté's video practice investigates virtual environments generated by analog technologies. Electricity, as raw material, is sculpted, transformed and altered digitally to be reborn as luminous and vibrating architectures. Her work exists on the edge of science-fiction, between abstraction and figuration, utopia and dystopia, architecture and landscape. Her works include installations, prints and live performances.

-  
Previous exhibitions: Dolby Gallery, Young Project Gallery, Paddles On! 1st Digital Art Auction at Phillips, EMPAC, Museum of the Moving Image, International Digital Arts Biennial - Bian, Lampo, Elektra, MUTEK. She is represented by the Laffy Maffei Gallery in Paris.

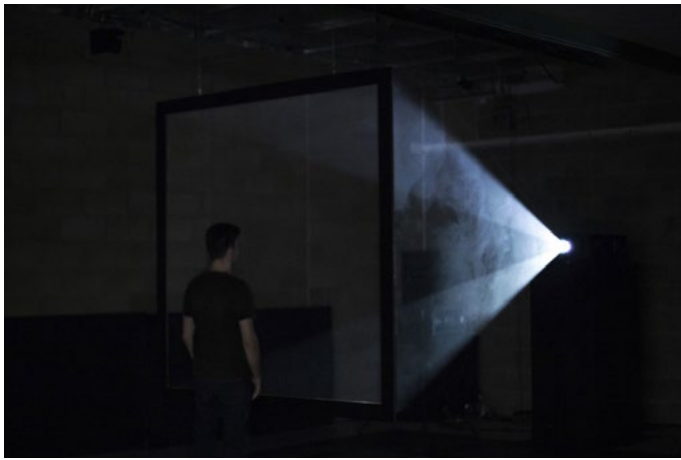


Photo credits: Daniel Iregui

## **Daniel Iregui - Iregular**

### **MOON**

[iregular.io](http://iregular.io)

Visual artist, designer and programmer, Daniel Iregui creates interactive installations and digital experiences using technology and design to involve the audience in works of art that are always evolving and never the same.

-

In 2010 Daniel founded Iregular, an interactive content creation studio where he produces his work and commercial commissions. He was born in Bogotá, Colombia in 1981 and currently lives and works from Montréal.



Photo credits: Myriam Bleau

## **Myriam Bleau**

### **Stories of Mechanical Music**

[myriambleau.com](http://myriambleau.com)

Myriam Bleau is a composer, multimedia artist and musician based in Montreal.

-

Working at the frontier between musical performance and the digital arts, Myriam seeks to create audiovisual systems that go beyond the screen; creating performance installations and musical interfaces. Her enthusiasm in the popular music scene have guided her electronic hybrid practice, incorporating hip hop, techno and pop elements. Myriam's work has been recognized and presented internationally, some include: Elektra (CA), Ars Electronica (AU), Transmediale (DE), Sonica (UK), Now and Scopitone (FR), Sonar and Lev (ES).

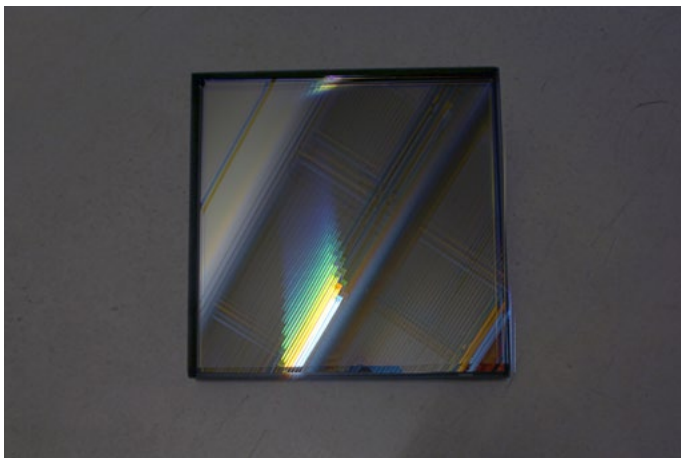


Photo credits: Devin Lund

## **Jordan Söderberg Mills**

### **Bounding Circle II**

[soderbergmills.com](http://soderbergmills.com)

Jordan Söderberg Mills is a visual artist from Toronto, Canada that uses physics to create digital filters in the real world. He plays with light, colour and optical perception through work in glass and steel. With a background in sculpture, architecture and design, he undertook an apprenticeship with master blacksmith Francisco Gazitua, student of Antony Caro, in the foothills of the Andes. He recently earned a Masters Degree from Central Saint Martins, and has created projects for Tate Britain, the V&A, the Istanbul Biennale, Milan Design Week, and The Power Plant Contemporary Art Gallery.

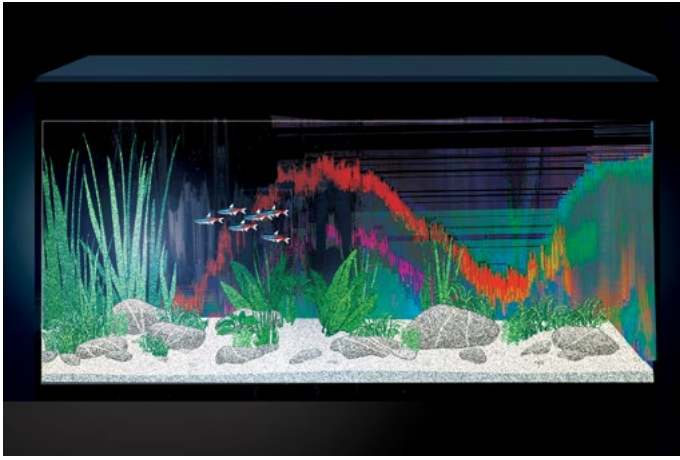


Photo credits: Float4

## **Float4** ***Stable-Instable***

[float4.com](http://float4.com)

Float4 is an award-winning studio, passionate about weaving compelling digital experiences into physical spaces to amplify their identity. Collaborating as a team of versatile, like-minded individuals, we strive to redefine conventions by designing and producing site-specific interactive multimedia installations.

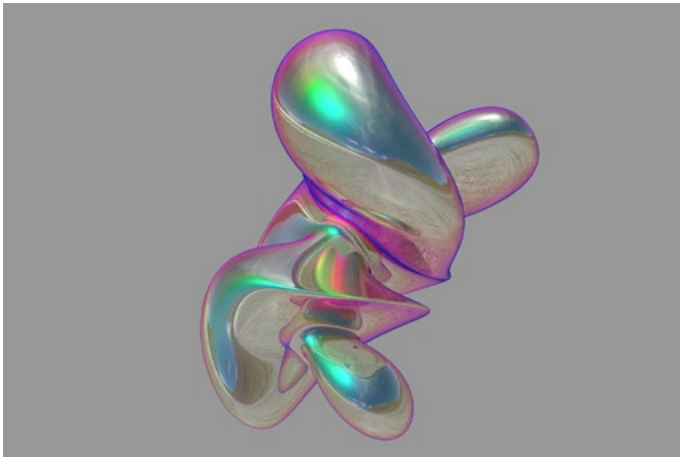


Photo credits: Tyson Parks

## **Tyson Parks** ***Branes***

[tysonparks.com](http://tysonparks.com)

Tyson Parks is a Los Angeles and Vancouver-based artist who makes work in a wide range of media, including sound, video, sculpture, 3D animation, interactive installation, and the Internet. Parks's work explores the relationships between people and technology. His work is an ongoing exploration of how perception affects human understanding in a technology-saturated world. Tyson is interested in utilizing new technologies to create poetic fusions of otherwise disparate realities. The complicated relationships that arise from his showcasing of fused and forced realities serve as parables for how we relate to the world and to one another.

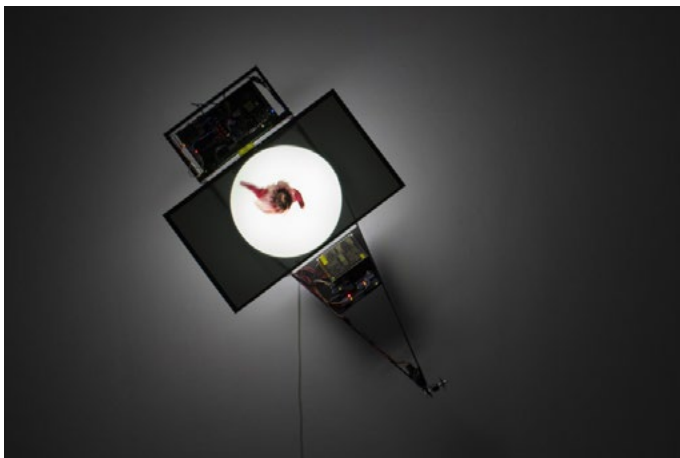


Photo credits: Kenny Wong

## **Kenny Wong** ***Undermine***

[kennywong.co](http://kennywong.co)

Kenny Wong was born in 1987 in Hong Kong. Wong's works explore the delicate relationship between daily experiences and perceptual stimulations by hybridising analogue and digital representations.

-  
Wong is interested in exploring visual patterns, motions, and sound textures, as well as presenting works in the form of computational kinetic sculptures. Wong actively works as a collaborating artist, multimedia designer, mechanical engineer/designer, and art researcher.



Photo credits: Mateo Mounier

## **Mateo Mounier** *Digital Skin*

[mateom.com](http://mateom.com)

Mateo is a multimedia artist providing immersive emotional experiences, he is a key component of user connectivity and memorable brand communications.

-  
In his experiential design he transforms advertising from a passive to a participatory activity, from conceptual design to production and integration.

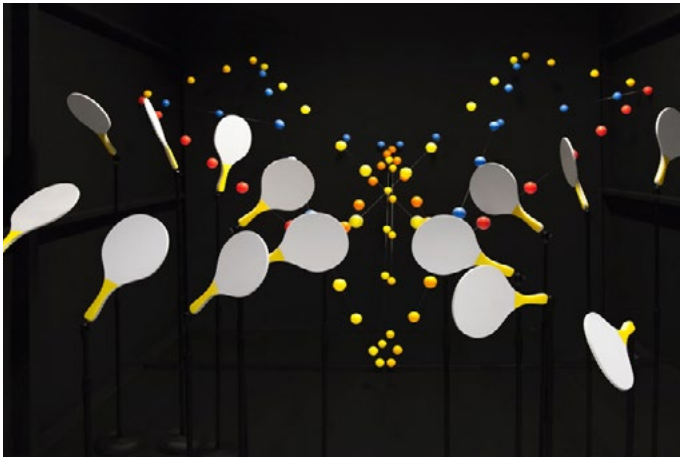


Photo credits: Greg Barth

## **Greg Barth** *Trajectoire 3*

[gregbarth.tv](http://gregbarth.tv)

Designer turned director Greg Barth is an award winning artist and director from Geneva, Switzerland, currently based in London. Greg Specialises in design driven projects ranging from video art and Installations to Music Videos and TV advertisements. His passion for strong, often surreal concepts, and contemporary minimal aesthetics have brought him to work for renown international clients, get published in prestigious design books, and be strongly featured in the visual industry's leading blogs and websites.



Photo credits: Richard John Seymour

## **Jonathan Chomko** *Relative Clocks*

[chomkorosier.com](http://chomkorosier.com)

Chomko & Rosier is a studio working across the fields of art, design and technology. The studio's interest lies in engaging the public in the social, historical or scientific context of a place.

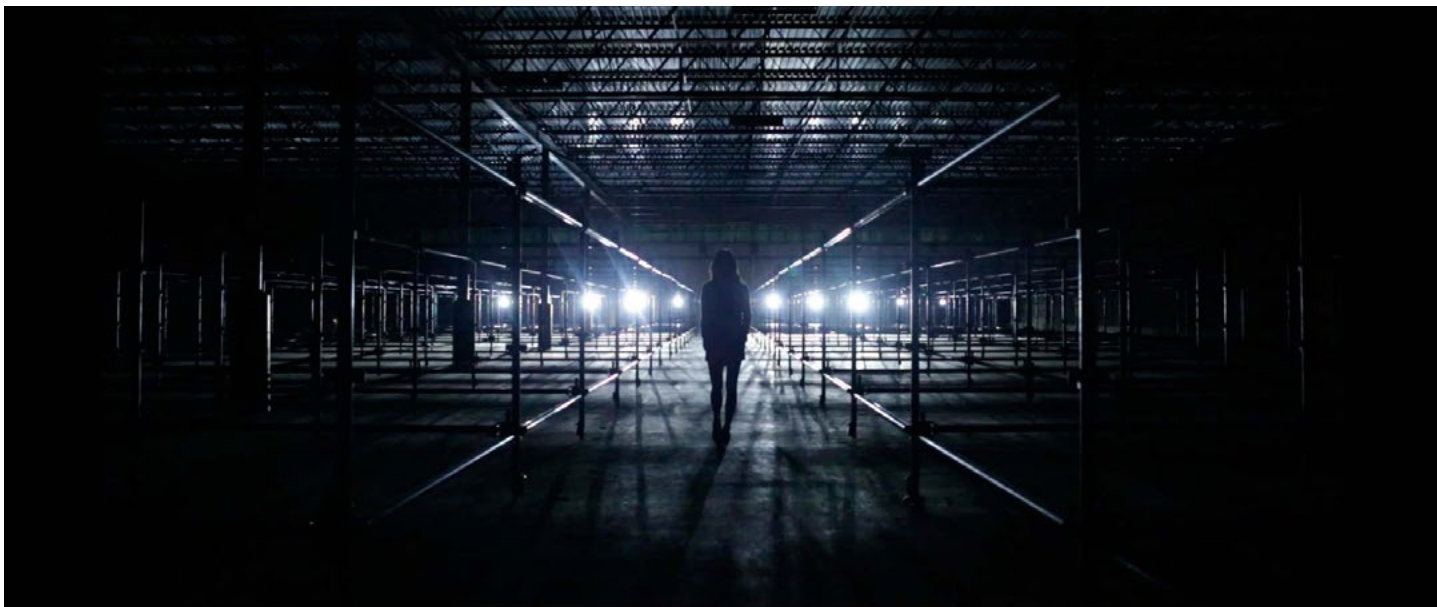
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With their multidisciplinary approach they create interactive installations and experiences for the public realm. The studio's work spans research, conceptual development, design and production, working collaboratively on range of client based and self-initiated projects. The studio's work has been installed nationally and internationally, and has been recognised as a Design of the Year by the London Design Museum. Previous clients include the UK Space Agency, Historic Royal Palaces, British Council, FutureEverything, Illuminating York, Watershed and Media Ambition Tokyo.

expo   
CHROMATIC

L'exposition  
all you can art.



Photo credits: L.M Chabot



# Expo CHROMATIC

## The all you can art exhibit.

Within Studio L'Éloi, the **Expo Chromatic** brings together a selection of local artists, many of international renown, to celebrate the diversity of contemporary visual arts. Showcased in four singular rooms, the **fifty artists** portray a wide range of Montreal's contemporary arts scene

-

The **Dark Room** focuses on art videos and luminous installations while allowing us to discover painting under a new dreamlike lens. Among the work, one can find the psychedelic video deconstruction of the Trevi fountain by **Adrienne Crossman**, **Virgil Baruchel's** animated neons and the black velvet painted faces by **Kaenten Bonli**.

-

The **Bright Room** is a space to reflect upon different materials and mediums and how today's artists keep inventing new ways to use them. Featured will be **Caroline Mauxion's** abstract photography, sheet metal and tagged concrete sculptures by **Derrick Piens** and **Annie Descoteaux's** full-bodied and sensuous sculptures.

-

The **Studio** brings together artists that will transform the rooms and storage spaces of the photography studio L'Éloi into artistic installations that reinvent their original intent. **Madelyne Beckles** will readapt the lockers into a school hallway, **Monica Rekas** will occupy the camera storage with her videos and **Étienne Chartrand** will install his mishmash in between the fake walls. The Studio is the gateway into each artist's slightly chaotic universe.

-

In the **Warehouse**, live performances and digital, kinetic and VR installations will blur the public's grasp of reality. Similarly to 3D artist **Fvckrender** or designer **Cinzia Campolese**, the featured artists will carry viewers into an intangible, dreamlike environment. Different installations by **Ubisoft**, movies submitted by the Jardin de réalité virtuelle of Centre Phi, **Loto-Québec**, **Emac**, **Centerfold** and **Mapp\_MTL** will also add to the surreal experience.



# Expo CHROMATIC

## Warehouse - Niveau 1



Photo credits: Nonotak

### **Nonotak** **ZERO POINT TWO**

[nonotak.com](http://nonotak.com)

NONOTAK studio is the collaboration between the illustrator Noemi Schipfer and the architect musician Takami Nakamoto. Commissioned by the Architect Bigoni-Mortemard to create a mural in the lobby of a public housing building in Paris, NONOTAK was created in late 2011.

In early 2013, they began working on light and sound installations, creating an ethereal, immersive and dreamlike environment meant to envelope the viewer. Capitalizing on Takami Nakamoto's approach of space & sound, and Noemi Schipfer's experience in kinetic visual. They presented their first audiovisual installation at the Mapping Festival in May 2013. Their work have been exhibited at institutions and galleries including Tokyo Grant Hyatt Hotel, l'Opéra de Lyon, Batiment d'Art Contemporain de Genève, Theater de NWE Vorst, La Fabrique, Pavillon Carré de Baudouin, Le Générateur.

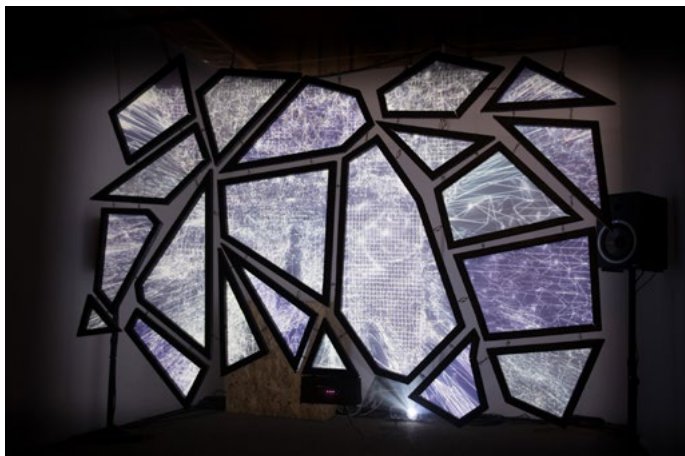


Photo credits: Louis Désilets

### **Blackbox collective** **Transfert**

[collectifblackbox.com](http://collectifblackbox.com)

Currently studying interactive media at the Université du Québec à Montréal, Blackbox collective is interested in arts, design and new technologies allowing for the exploration of new mediums. With diverse backgrounds from different fields of video art, sound design and computer programming; The collective is well known to create generative and interactive works. Their first creation: Collective Memory is an interactive installation linked to memory and was presented as part of the Chromatic festival in May of 2016.

### **Cinzia Campolese** **How many planets in the solar system?**

[cinziacampolese.com](http://cinziacampolese.com)

Cinzia Campolese (b.1987) is an Italian-born, French-raised artist living in Montréal focused on audiovisual environment. After having graduated from the University of Architecture in Florence as a set and costume designer, she moved to Paris where she worked with new light technologies relevant to the practice of performance, artistic installations and large scale architectural projections with 1024 architecture.



Photo credits: Cinzia Campolese



Photo credits: Centerfold

## Centerfold

For this exhibit, Centerfold will display artists that use Instagram as a medium to express their creativity. This show will feature a selection of curated photographs that have been uploaded by these artists on their Instagram profiles.

- Centerfold began as an idea to facilitate artists' endeavours by putting money in the pockets of artists. From there, this idea has flourished into a series of pop-up exhibitions that feature local artists and crowd-source funds for those featured. The revenue from the exhibition is distributed back to the artists based on the popularity of their contributions.

- Our goal is to support art and creativity by funding those who create.

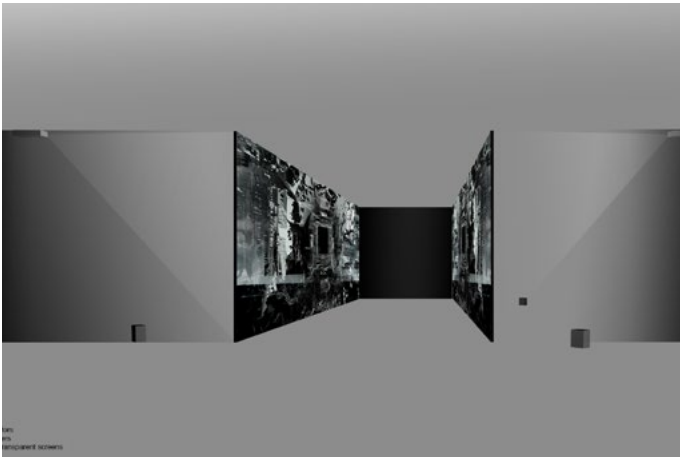


Photo credits: Milo Reinhardt

## EMAC présente : Milo Reinhardt and Teodoro Zamudio

### *The Valley*

[facebook.com/emaconcordia/](https://facebook.com/emaconcordia/)

In collaboration with EMAC, *The Valley* represents the coalition of two emerging artists. Developed by Milo Reinhardt and Teodoro Zamudio of collectif susy.technologie, *The Valley* is concerned with establishing both digital and physical experiences encompassed by their combined research in design, augmented reality, and sound design. The purpose of this collaboration is to create a multi-sensorial audio-visual installation existing at the intersection of their respective practices.

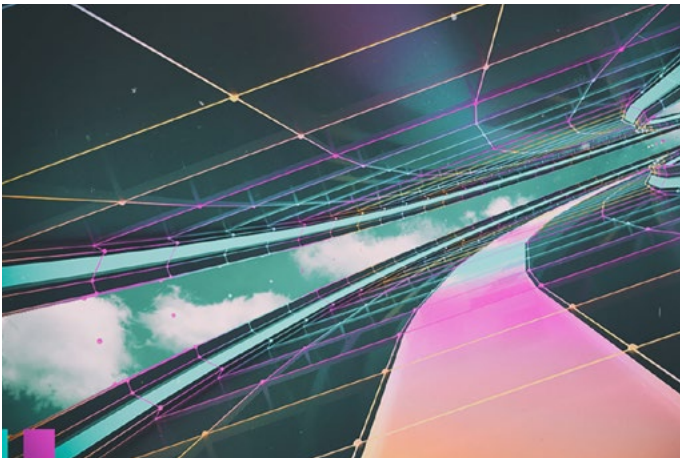


Photo credits: Fvckrender

## Fvckrender

### *Daily Render (live performance)*

[instagram.com/fvckrender/?hl=fr](https://instagram.com/fvckrender/?hl=fr)

After having been refused several times at design school, Frédéric Duquette created FVCKRENDER in order to learn 3D and design.

- Only a few months after the beginning of this project Frédéric had the first of several contracts to follow. With over 600 days of consecutive creations, he continues his projects by working with Silent Partners Studio freelancing. With over 20K followers on Instagram, Fvckrender's works have been featured in Billboard Magazine, Rolling Stone Magazine and several other renowned publications.



Photo credits: MAPP\_MTL

## **MAPP\_MTL X TAPE MAPPING CLUB TAPE MAPPING CLUB**

[mappmtl.com](http://mappmtl.com)

As part of Chromatic, MAPP\_MTL presents the TAPE MAPPING CLUB, a group of graphic designers and animators dedicated to promoting the movement of TAPE MAPPING. TAPE MAPPING is the meeting between tape art and video mapping. The public will also be invited to participate in the fresco tape art which will then be augmented by the video projection.



Photo credits: 12 Galaxies

## **12 Galaxies Desert Glitch**

[12galaxies.io](http://12galaxies.io)

Desert Glitch is a video installation created in partnership with Sid Lee Collective by Sid Lee L.A. The piece tells the story of humanity's inward journey towards self awareness - combining mythology, sacred geometry and spiritual traditions in a hyper-modern, retro-future aesthetic. Desert Glitch was created by 12 Galaxies, an international collective of artists from Canada, the United States, Argentina, and Australia. The artwork will premiere at Chromatic Montreal.

-  
Sid Lee Collective is a creative incubator that helps fund, produce, and exhibit passion projects of fearless global artisans.

## Dark Room - Niveau 5



Photo credits: Adrienne Crossman

### **Adrienne Crossman** *Trévi*

Adrienne Crossman is an artist, educator and curator. In the pursuit of creating a queer aesthetic, Crossman's work is concerned with the exploration of non-normative and non-binary spaces, while attempting to locate queer sensibilities in the everyday. Adrienne is currently an MFA candidate in Visual Arts at the University of Windsor.

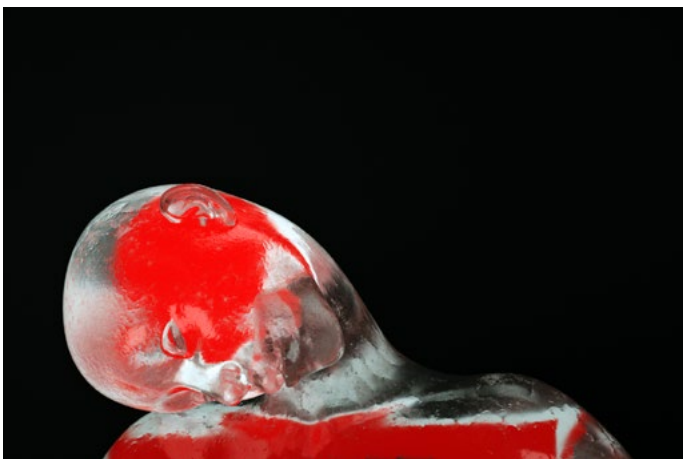


Photo credits: Félix Félix Gourd Gourd

### **Félix Félix Gourd Gourd** *Freak Show*

Félix Félix Gourd Gourd is an artist whose practice focuses on experimental 3D animation. Born in Montreal, he studied classical percussions at the Conservatoire de Musique de Montréal before shifting his practice towards digital art. His connection with music stays strong, however, and he has worked on video-scenography for many artists like Blaise Énard, Simon Chioini, Britney Spears, Backstreet Boys, Calvin Harris, Selena Gomez, Dead Obies, Milk & Bone, Cri et Loud X Lary X Adjust.

- His personal practice is interested in the experimental and investigates the possibilities of an up-and-coming medium: 3D animation. Recently his work is moving towards new diffusion platforms like immersive projection (fulldome 360°) and develops new diffusion channels through which he explores light, reflexivity, transparency and depth. Sound by Simon Chioini and Blaise Énard



Photo credits: Kaeten Bonli

### **Kaeten Bonli** *Lack/Loss*

Kaeten Bonli is a Saskatchewan-born multidisciplinary artist, whose work explores minimalism, portraiture and the visual language of virtual media. Recently confronting the thematic intersections between mental health and queerness, Kaeten's abstract work attempts to address contemporary representations of identity through a queering of traditional art methods such as painting and installation. Kaeten holds a BFA in Studio Arts from Concordia University and currently works in Montreal, Canada.



Photo credits: Lilith

## **Lilith** *Alien ritual*

Lilith (Charline Dally) is a Montreal based artist from the Oy  visual art label. She merges analog and digital process : 3D modeling, glitch, video feedback and analog synthesis to make video medium becoming an hypnotic induction. Retro-futurism is an invitation to travel into the forgotten time, celebrating ancient wisdom, already here, deep within our collective consciousness. She likes to associate ancient civilizations with science fiction, offering a strange and poetic world perception. She has realised visual performances in Hong Kong, Shenzhen, Montreal and Paris.

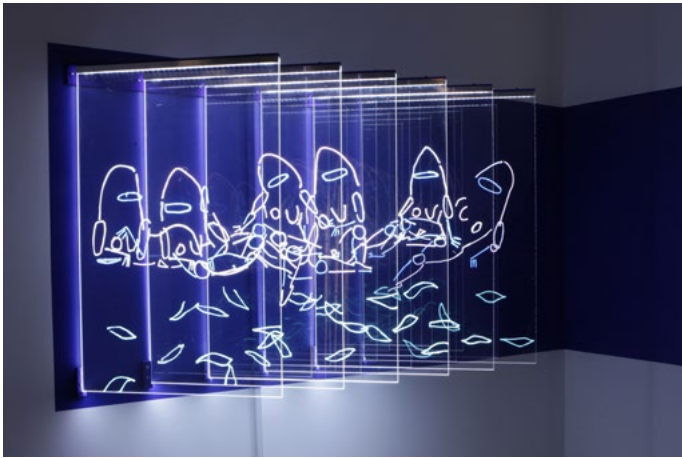


Photo credits: Jake Sherman

## **Virgil Baruchel** *Re:Pose*

Virgil Baruchel is a Paris born artist living and working in Toronto, Canada. His autodidactic practice, rooted in painting and drawing, informs a body of work in performance, sculpture and installation. So far he has exhibited works in Canada, France and the USA.



Photo credits: Zo  Wonfor

## **Zo  Wonfor - Lauren Chipeur - April Martin** *The way that light travels through water*

Zo  Wonfor is a curator based in Dresden, Germany. She considers systems, resourcefulness, and landscape in her work and finds beauty in the way things die. "The way that light travels through water" has been created in collaboration with April Martin and Lauren Chipeur.

-  
April Martin is a sculptor based in Chicago. Her work embraces the scale of shared living, breathing, heating, melting. She explores stain, colour, porous boundaries and perpetual soaking through materials such as plaster, porcelain, fabric and metal.

-  
Lauren Chipeur is a sculpture and installation artist based in Montreal. Her practice is concerned with the moods and temperaments of materials, gestures and interiors that give form to proximity. She is particularly charmed by tape and it's capacity to both attach and unstick.

## Bright Room - Niveau 5



Photo credits: Guy l'Heureux

### **Annie Descôteaux** *Terrain Vague*

Born in Quebec City, Annie Descoteaux received her BFA from Concordia University. Working under grants from the Canadian Arts Council and the Conseil des arts et des lettres du Québec, she is interested in the value given to everyday objects as well as power struggles, hierarchies and other social constructs that she represent in a language at the edge of abstraction. Descoteaux has participated to many exhibitions in Quebec, France, Belgium, the United-Kingdom and the United-States.

-  
Annie Descôteaux is represented by galerie 3.



Photo credits: Guy l'Heureux

### **Camille Lalonde Lachapelle** *Les Demoiselles (La Maîtresse, L'Aguicheuse et La Prude) / Le mât*

Camille Lalonde is a multidisciplinary artist working in a wide variety of materials, mostly plastic, wood, cement, textile and styrofoam. In her work she tackles issues of psychology and sociology. She first studied Graphic Design at UQAM and then graduated from her BA in Concordia University in painting and drawing in 2016. She is currently a MFA candidate at Concordia University specializing in sculpture. She lives and works in Montreal.

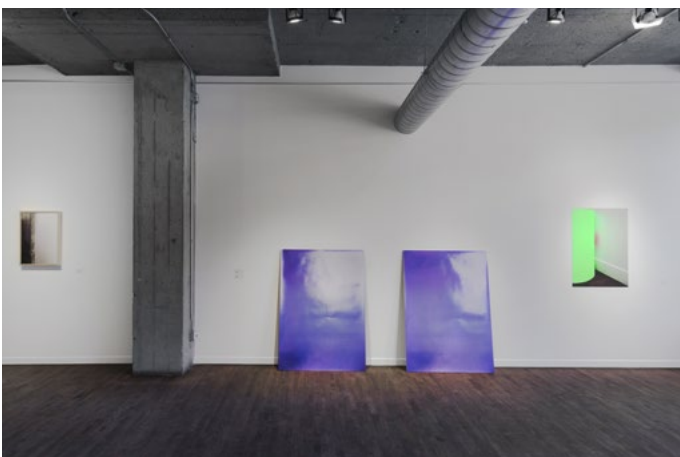


Photo credits: Guy l'Heureux

### **Caroline Mauxion** *Passage I et II / Indice I, II et III*

Caroline Mauxion creates poetic and conceptual work by taking inspiration from the light imprint in photography - a tangible and invisible contact between the sensitive surface and its referent. This notion of contact animates her research and leads to approach her photographs as materials and surfaces that she manipulates and places in space. Regardless of the exposition, Caroline's photographs are evolutionary and moving. While some of her images are an aesthetic of abstraction, others are guided by a desire to place them in the very space of the exhibition. These different avenues allow Caroline to explore the contours of a photographic image. Originally from France, Caroline resettled in Montreal in 2010 after attaining her master's degree in communication studies and photography.

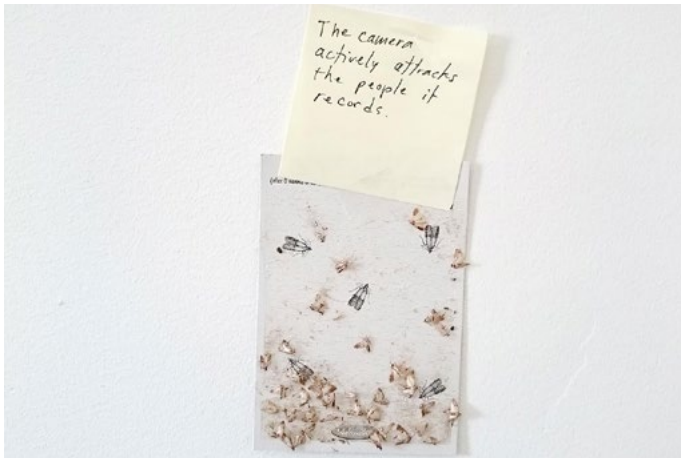


Photo credits: Carolyne Scenna

## **Carolyne Scenna** *Illu\$ions*

A native of Montreal, Carolyne Scenna is a multidisciplinary artist. She is currently pursuing MFA studies at UQAM. Her research focuses on the polysemic potentials of the image through the collection and making of personal archives. . In manipulating her everyday ecstasies like precious archives, she documents all manner of things, one step at a time, like a diary perpetually being rewritten. Her work has been displayed at several artist centres and galleries (Parisian Laundry, Les Territoires, Arprim, Clark, Espace Cercle Carré, Art Mûr) and as performances for various events (OFFTA, Jamais Lu, R.I.P.A., Nuit Blanche de Montréal). Her first solo exhibition will be presented at Galerie de l'UQAM in October 2017.



Photo credits: Derrick Piens

## **Derrick Piens** *The Serfs / Reconstructed Public*

Born in 1978, Chatham, ON, Derrick Piens received his MFA from Southern Methodist University (Dallas, TX) in 2007, and BFA from Nova Scotia College of Art & Design University in 2005. He has participated in numerous solo and group exhibitions across Canada, the United States, and Europe. His sculptures are included in numerous private collections in the London, New York, Dubai, Dallas, Montreal and Toronto. Derrick has received numerous grants, scholarships and awards, recently receiving funding from the Ontario Arts Council.

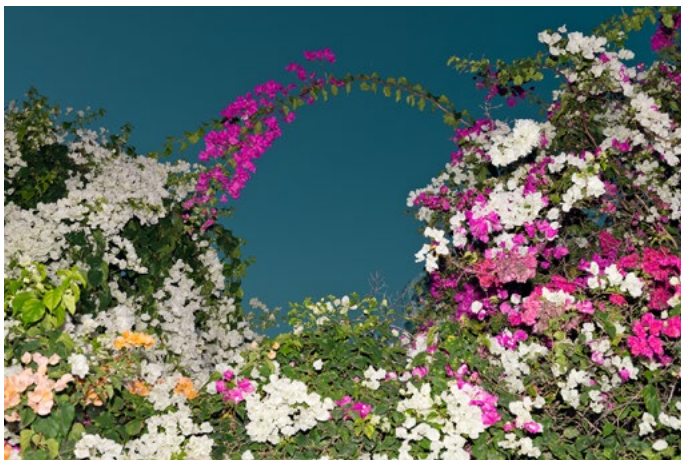


Photo credits: François Ollivier

## **François Ollivier** *L'arche / Auto-portrait*

Self-taught photographer born in the South of France and living in Montreal since 2011, François Ollivier studied languages. After working as a lighting designer for shows, and spent several years being a creative ad guy, he now focuses on photography, based on observation and magnifying the simplest things.



Photo credits: Vickie Vainionpää

## **Vickie Vainionpää**

### ***Veil / Void***

Vickie Vainionpää is an emerging artist living and working in Montréal. She holds a B.A Honours with Studio Art Specialization from the University of Waterloo. Her recent exhibitions include Fresh Paint/New Construction at Art Mûr (Montréal, QC) and YES! at UWAG (Waterloo, ON). She has won many creative awards such as the Artist Project's UNTAPPED Emerging artist booth award, as well as the University of Waterloo's Excellence award for Sculpture and 1st place in the Ontario Society of Artists Emerging Exhibition in 2016. She was recently a resident at the Ragdale Foundation, IL.



## Studio - Niveau 5



Photo credits: Cyndie Belhumeur

### **Cyndie Belhumeur** *Tier I / Tier V*

Cyndie Belhumeur is a self taught artist; her practice explores various motives by stimulating a tangible material sensitivity through the use of textile. Gradually blurring the boundaries between painting and sculpture creations from wall fixtures, mimicking the size of the paint to the pieces that hang on the floor. Cyndie lives and works in Montreal.



Photo credits: Étienne Chartrand

### **Étienne Chartrand** *La femme qui souffle; smoke in the eyes and good end*

In the continuity of classical painting, Étienne Chartrand paints images of aesthetics opposite the apogee of the Renaissance. The metaphysical stakes of painting are present in his pictorial work; several objects and creatures come to life in these spaces to build a mythology. Etienne finds his inspiration in cartoons, graffiti, as well as painting «abstract constructivism» and «automatism». He studied graphic design at the Université du Québec in Montréal and is currently completing his master's degree in painting and drawing at Concordia University.



Photo credits: Josni Bélanger

### **Josni Bélanger** *Night Out*

Josni Bélanger finished his degree in photography at the Cégep du Vieux-Montréal in 2014, the same year that his first book, Josni B, was released. After a residency in France at the École Nationale Supérieure de Photographie in 2015, he returned to Montreal and created the zine Ad Rem distributed by Stolen Ground. He is currently finishing his bachelors in photography at Concordia University.



Photo credits: Alycia Kravitz

## **Madelyne Beckles** *Theory of the Young Girl*

Madelyne Beckles is an artist based out of Montreal. Her work centres on themes of narcissism, self deprecation, consumption, and shame which she attempts to deconstruct through a feminist critical race framework. She has most notably performed at Art Basel Miami, Art Production Fund, the MoMA and Frieze Art Fair New York. She has been profiled on The New York Times Magazine, C magazine, Vogue.com, and has written for New York Art Quarterly and Canadian Art Magazine.



Photo credits: Monica Rekas

## **Monica Rekas** *XXX*

Monica Rekas is an emerging artist currently living on occupied Kanien'kehá:ka territory. Working primarily in film and video, her works often centre on themes of identity politics, sexual representation, and afro-cyber resistance.

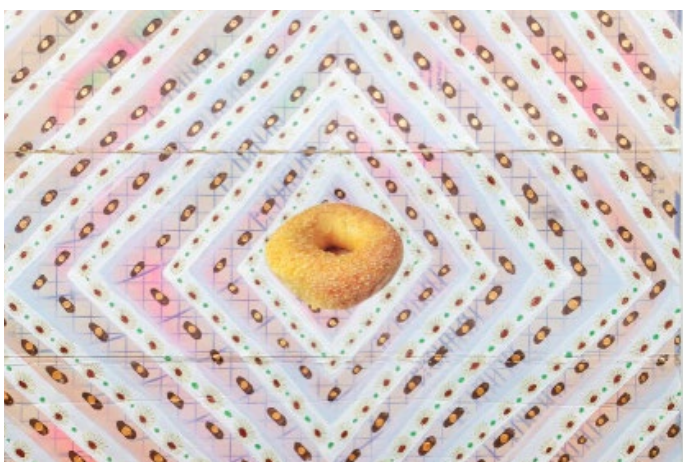


Photo credits: Vincent Toi

## **Patrick Lundeen** *The Chefs / Bagels*

Patrick Lundeen is an artist and musician from Lethbridge, Alberta. He studied at the Alberta College of Art and Design and the Glasgow School of Art, and received his MFA from Concordia University in 2006. Since leaving grad school, Lundeen has had sixteen solo exhibitions in New York, Chicago, Montreal, Quebec City, Dundee (Scotland), Gothenburg, Stockholm, Calgary, Saskatoon and Charlottetown. Patrick Lundeen's work has been written about in Flash Art, The Globe and Mail, The National Post, Canadian Art, BorderCrossings, Time Out Chicago, Art and Auction, The Villager and ArtSlant.

## Lounge VR - in the Warehouse

Submitted by the Jardin de réalité virtuelle of Centre Phi

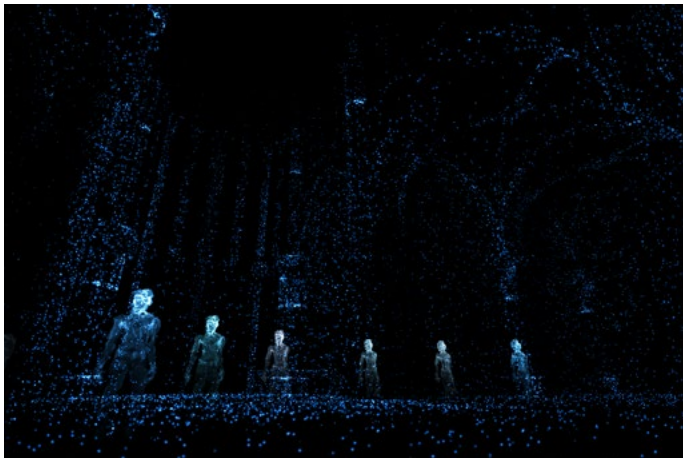


Photo credits: Amaury La Burthe & Arnaud Colinard

### **Amaury La Burthe & Arnaud Colinart** *Notes on Blindness*

[notesonblindness.co.uk/vr/](http://notesonblindness.co.uk/vr/)

AGAT Films & Cie / EX NIHILO is a Paris-based collective consisting of nine associate producers. The company's founding ethos allows it to maintain a balance between the collective and the individual, allowing freedom for each filmmaker to develop, produce and promote their work according to their own vision, but with the creative and financial security offered by a collective structure. Our output always expresses our belief that the cultural value of filmmaking must not be defined solely by market forces. We staunchly defend the value of public television, which we believe is the best guarantor of artistic creation, and of the renewal of its forms and talents. We apply this philosophy to all of our work, from cinema and television to new media – and likewise to fiction just as much as documentary and the performing arts. This allows us to spread the risks inherent in our roles as producers. AGAT believes that the arrival of digital technology and the fragmentation of the broadcasting model places ever greater importance on the creation of the kind of distinctive, high-quality producer-driven work in which the company specializes



Photo credits: George Michael Brower

### **George Michael Brower** *Playthings*

[playthingsvr.com/](http://playthingsvr.com/)

George Michael Brower (b. 1988) is a Brooklyn-based interactive artist. As the founder of Always & Forever Computer Entertainment, George practices a broad range of disciplines from animation to sound design and programming.



Photo credits: Phil Tippet

### **Phil Tippet** *MAD GOD*

[transportvr.com/mad-god](http://transportvr.com/mad-god)

[tippet.com/](http://tippet.com/)

Legendary animator Phil Tippet is the founder and namesake of Tippet Studio. His varied career in visual effects has spanned more than 30 years and includes films such as Starship Troopers, Robocop, Jurassic Park and the original Star Wars Trilogy



Photo credits: Tyler Hurd

## **Tyler Hurd** **Chocolate**

[tylerhurd.com](http://tylerhurd.com)

Tyler is a person. A person who created a delightful little VR short film called «BUTTS» and a nonsensically joyful VR music video for the song «Old Friend» by Future Islands which premiered at Tribeca 2016 and the critics seemed to enjoy. A person who is happy when things are not serious. And most notably, a person who writes bios about himself in the 3rd person.

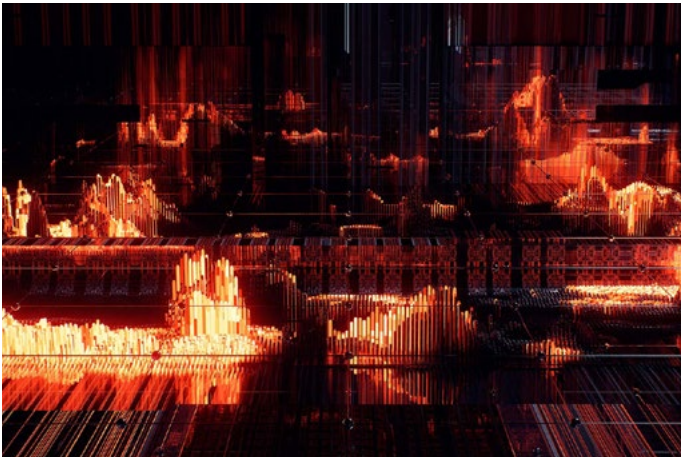


Photo credits: Scatter

## **Scatter** **Zero Days**

[michaelrigley.com](http://michaelrigley.com)

Based on the Participant Media feature-length documentary “Zero Days” Directed by Alex Gibney, «Zero Days VR» is the story of a clandestine mission hatched by the US and Israel to sabotage an underground Iranian nuclear facility told from the perspective of Stuxnet, a sophisticated cyber weapon, and a key NSA informant. Audiences experience the high stakes of cyber warfare placed inside the invisible world of computer viruses.

## Lounge vidéo - in the Dark Room

Located in Studio L'Eloi, the Video Lounge will project some of the most talented artists and renowned work.

### **Esteban Diacono**

*Mondegreen*

*I Love Music*

[cargocollective.com/estebandiacono](http://cargocollective.com/estebandiacono)

Esteban Diacono is a multidisciplinary motion graphics designer from Buenos Aires, Argentina. Self taught, he acquired knowledge and expertise working in almost every aspect of the visual communication world. Graphic Design, Editing, Color Grading, Post Production, Compositing and 2D and 3D animation. His body of work is incredibly diverse, having worked on music video clips, game design, brand films, educational campaigns, live visuals, mapping projects, tv branding and advertising, vfx, show openers for the BBC, experimental projects, etc. He currently spends half a year in Buenos Aires, and the other half travelling and working abroad.

### **Mike Pelletier**

*Still Life*

[mikepelletier.net](http://mikepelletier.net)

Mike Pelletier (1978) is a Canadian artist based in Amsterdam, Netherlands. Working in mediums such as 3D animation and kinetic installation, his work bridges the divide between digital and physical space. Using technologies such as motion capture, body scanning, and body tracking, his work examines classical art's obsession with portraiture and adds to it an androgynous, posthuman, and often uncanny protohuman aesthetic. His work thus critiques modern technology's essentializing archetypes and movements to bring to light various modes of performance and representation in the contemporary era. Pelletier's work has been shown in the US, UK, Canada, Netherlands, Germany, Romania, Brazil, Spain, and Mexico, among others.

### **Martine Frossard**

*Somewhere in Between*

[martinefrossard.com](http://martinefrossard.com)

Martine Frossard is an artist, who focuses her work on illustration, animation and participative / interactive installation. Her work has been shown in galleries and festivals, in Canada, United States and Europe.

### **This Is Not Design - Collective**

*GOOD DAY, merci*

*dis'plāsmēt*

*END*

[vimeo.com/tind](http://vimeo.com/tind)

TIND (thisisnotdesign) is a video art group from Montreal active since 2001. It is formed of many VJs, video artists and photographers. TIND' style is mainly based on the visual textures created by the errors found in video compression, interferences, bad video signals and video feedback. This texture accumulate itself in layers and then create a blurry space between the abstract and the figurative world. The visuals are always based on the rythms of the music and the music is also inspired by the visuals.

**Weirdcore*****Tame Impala - Cause I'm A Man******Clarence Clarity - Meadow Hopping, Traffic Stopping, Death Splash******PUNK short for SHOWSTUDIO***[weirdcore.tv](http://weirdcore.tv)

London based WEIRDCORE is half English, half French and results in a director and collaborator who is one hundred percent out there. Weirdcore's work is the result of years of experimental design and animation work that pushes the boundaries of consciousness and visual interpretation. With a unique blend of formats, colours, designs and mediums, Weirdcore has collaborated with some of the most exciting modern artists and directors such as Aphex Twin, M.I.A, Nabil, Hype Williams, Charlie XCX, Skrillex, Sophie Muller, Diane Martel and Miley Cyrus, in order to create innovative and groundbreaking videos, visuals, interactive installations and other projects.

## Lounge lecture - Niveau 5

This year, Chromatic Festival is incorporating a reading lounge in Studio Eloi. Equipped with some of the most trendiest magazines, visitors can step into a room of relaxation and enjoyment.

Magazines present :

**Atelier 10**

[atelier10.ca](http://atelier10.ca)

**The Baffler**

[thebaffler.com](http://thebaffler.com)

**Bomb Magazine**

[bombmagazine.org](http://bombmagazine.org)

**Cabinet**

[cabinetmagazine.org](http://cabinetmagazine.org)

**The Collective Quarterly**

[collectivequarterly.com](http://collectivequarterly.com)

**Frieze**

[frieze.com](http://frieze.com)

**Paper Monument**

[papermonument.com](http://papermonument.com)

**Tidal**

[tidal-mag.com](http://tidal-mag.com)

**Tom Tom**

[tomtommag.com](http://tomtommag.com)

**The Travel Almanac**

[travel-almanac.com](http://travel-almanac.com)

**TUNICA**

[tunicastudio.com/magazine](http://tunicastudio.com/magazine)

nuit   
**CHROMATIC**

The meeting place  
for nocturnal  
creators.



Photo credits: Chromatic





# Nuit CHROMATIC

The meeting place for nocturnal creators.

## OPENING NIGHT

**Saturday May 27 / 9pm - 3am**

### **Studio L'Éloi**

Entry 10\$ in presale / 15\$ at the door

[Facebook Event](#)

On May 27th, Studio L'Éloi opens its doors to the Chromatic Festival. For this year's opening night, our team selected the best local visual and musical artists to offer you a festive, eclectic and electric evening.

-

On the program : two spaces, two vibes!

-

Take in the amazing view from the **Rooftop** with its sunset to the tropical beats of Tupi Collective.

-

Next, meet up at the **Warehouse**, an industrial hangar that will host the Expo Chromatic and many musical performances. Put your best shoes on and dance to the carefully selected grooves by our DJs before experiencing a delicious A/V performance that promises to both surprise and delight.

## PROGRAM

### Warehouse

#### DJs :



#### **Vincent Lemieux**

[soundcloud.com/lovecitycentral/sets/vincent-lemieux-mixes-podcasts](https://soundcloud.com/lovecitycentral/sets/vincent-lemieux-mixes-podcasts)

Vincent Lemieux needs no introduction; as a staple figure of Montreal's electronic music scene, Vincent Lemieux is what you'd call the ultimate music lover. MUTEK program coordinator, founder of Musique Risquée label, event promoter, producer and DJ, Vincent plays on all scenes.

As a DJ, he is known for his sharp selection of house disco and minimal techno, or funk, soul and hip-hop. Globetrotting from Chile to Canada, Spain, Russia, Germany and France, Vincent Lemieux lights the international scene leaving no one indifferent. You might have come across some of his mystical Soirées Risquées at Salon Daomé or his Disco Dessert parties at Bleury.

Get ready for a night you won't forget!



#### **Kris Guilty + Gene Tellem**

[soundcloud.com/genetellem](https://soundcloud.com/genetellem)

[soundcloud.com/rilly-guilty](https://soundcloud.com/rilly-guilty)

As one of the true pillars of the Montreal musical scene, Kris Guitly has been bouncing his vinyls from club to club for years. Kris cultivates a fascinating passion for music; his goal is to engage and connect with the public while providing eclectic and high quality beats. For Nuit Chromatic, Kris will be pairing up with the talented Gene Tallem to perform a groovy house set. Off the dancefloor, you can find Kris at his vinyl store La Rama, where you can discuss and discover one of the best musical collections in the city.



## Woulg & Push 1 Stop

[soundcloud.com/woulgmusic](https://soundcloud.com/woulgmusic)

[vimeo.com/push1stop](https://vimeo.com/push1stop)

After their astonishing performance A/V Interpolate at SAT, the Woulg & Push duo is bringing their ambiance to Chromatic. Songwriter and multimedia artist, Woulg creates dusky experimental soundscapes. He will be performing live exclusively for Chromatic's opening night with an electrifying electro techno.

-

In collaboration with Push 1 Stop, they will create an audio-visual performance that blurs the lines between motion design, 3D and audio-reactive visuals.

-

As a team, they create new interactions between audio and visual in real time.

-

Don't miss this creative duo's performance that will not cease to amaze you!

## Rooftop

### DJs :



## Tupi Collective

[mixcloud.com/tupicollective/uploads](https://mixcloud.com/tupicollective/uploads)

Based in Montreal for the past four years, the Tupi Collective duo, consisting of Marcus Freitas (Mj Mks) and Wallace Roza (Dj Skambo), is well known on the local scene for his impressive collection of Brazilian vinyls. The two artists have worked with many reputed artists such as Nomadic Massive, Dj Mozilla and Rommel Ribeiro.

-

During their sets, they mix an eclectic colourful cocktail that sways between reggae, samba, hip hop and Brazilian grooves.

-

Embark yourself in a journey to the tropics.

## Warehouse

### VJs :



#### **VINO (Vincent Noel)**

[vincentnoel.myportfolio.com](http://vincentnoel.myportfolio.com)

Passionate with digital visual art, Montrealer Vincent Noel aka VINO loves to make procedural VJ performances.

-

Not originally from the video segment, VINO programs the majority of his visuals using TouchDesigner software.

-

He graduated in Bachelor's degree in Interactive Media at UQAM and he now works as a technician for at the Quartier des spectacles de Montréal, where he keeps himself into the digital world from morning to night. His style is now even more colorful and extravagant, besides venturing into 3D space like a fish in the ocean!



#### **OLLYGRAM**

[vimeo.com/86261254](http://vimeo.com/86261254)

Ollygram (Oliver Simpson) has been adding atmosphere and energy to clubs and festivals in the form of projected light since 2006.

-

He has performed live visuals for some of the most respected artists in the underground electronic music scene, including Richie Hawtin, Juan Atkins, Moritz von Oswald, and John Talabot.

-

Ollygram develops his own software that generate logic-based animations that respond to various inputs and controls. He likes to use film and photographic material for their texture and tone, and combines this with computer-generated graphics that have vitality and sweetness. He enjoys the interplay of space, sound, visuals and human energy. Ollygram seeks the place where steel and concrete meet water and air; the ghost in the machine



## **CLOSING NIGHT**

**Thursday June 1st / 5pm - 3am**

### **Studio L'Éloi**

Entry 5\$ in presale and on site before 9pm / 10\$ on site after 9pm

[Facebook Event](#)

All good things must end.

-

To close our 8th edition, Chromatic invites you for one last time to give tribute to art and our local young creators.

-

Come and enjoy once more our Expo and take the opportunity to embark on a musical journey with Afrobeat specialist Awari Sound System, master soundsmith Lexis and his disciple Deadboy, along with disco-house sessions with Miraa aka Aamir and 2GZ.

-

A great way to start off summer and crown off the festival.

# PROGRAM

## Warehouse

### DJs :



#### **Miraa aka Aamir B2B 2GZ**

[soundcloud.com/mirabeatz](https://soundcloud.com/mirabeatz)

[soundcloud.com/2gz2016](https://soundcloud.com/2gz2016)

Resident DJ at Branche Collective, member and founder of Ghost Club Records and co-founder of Waiting Room underground parties, 2GZ has participated at many of Montreal's nightlife cult locations, like Bleury bar or Belmont. Musically, 2GZ is really close to the 90's house movement and plays Dj sets from Soulfoul House to 80's touch, raw house and percussive groove.

-

He will be sharing the decks with Aamir, (also known as Miraa) a French hip-hop beatmaker. Miraa is well known in the French hip hop scene as an imaginative beatmaker who uses loops like no one else. In Montreal, Miraa becomes his alias Aamir, as a DJ spinning records from house to disco, cruising over African grooves. The two artists have just created their own label Unema Records, and will give you a taste of this project for your satisfaction!



#### **Deadboy & Lexis**

[soundcloud.com/deadboy](https://soundcloud.com/deadboy)

[soundcloud.com/musicismysanctuary](https://soundcloud.com/musicismysanctuary)

Alexis Charpentier aka Lexis is the founder of the Music Is My Sanctuary website, dedicated to the discovery and sharing of "Forgotten Treasures & Future Classics". Established in 2007, it is now a highly influential and trusted source for the more adventurous music lovers worldwide. "MIMS" has also introduced side projects like the 24 Hours of Vinyl event series. For the past 15 years, Lexis has been a pillar of the Montreal scene as a DJ and event organizer. He also tours for worldwide shows and festivals.

-

For one night only, Lexis will share the stage with Deadboy; whose music and mixes top the UK underground culture, picking references from grime and dancehall to house and the glassy new age synths of the early 90s. On May 19, he released his first solo album of a completely different kind. The collaboration of the two talents is a guarantee of high quality music that you would certainly not want to miss!

## Rooftop

### DJs :



### **Awari Sound System (The Ants)**

[facebook.com/awarisoundsystem](https://facebook.com/awarisoundsystem)

As the youngest of The Ants Family, Awari Soundsystem is born around love of vinyl. The experience invites to the journey and transforms the audience into globetrotters traveling through beats of Africa and Tropics, in the past and present. In Yoruba, Awari means discover, curiosity, findings. Founded in Montréal, Awari offers events, music curation and cheerfulness.

-  
Come to discover their universe for a sunny 5 @ 8 on a rooftop.



### **Téhu**

[facebook.com/tehumusic/videos/1166109743443441](https://facebook.com/tehumusic/videos/1166109743443441)

With over fifteen years of experience as a beatmaker and DJ, Tehu developed his own style with a jazzy-funk sound mixing composition, sampling and scratch.

As a multi-instrumentalist, he has completely redefined the concept of beatmaking, whether in studio or on stage.

-  
The success of his formula? A musical performance totally improvised by mixing funk, triphop, jazz and electrics waves. In 2016, Tehu released his first solo project, EP Boulevard, in which he claimed his style around progressing groove sounds composed from loops created live.



### **Charles Cozy**

[soundcloud.com/charles-cozy](https://soundcloud.com/charles-cozy)

As the son of a DJ and musician, Charles Cozy grew up in a musical atmosphere. It is no coincidence that he decided to take a musical path and become a beatmaker and DJ himself.

-  
Cozy promotes a variety of Montreal's musical scene including hip-hop, funk and future sound. Part of Alaiz collective (Kaytranada, High-Klassified, Dr. Mad etc.) he marked his imprint in the Canadian music scene since 2009. Last summer, he performed on a European tour alongside DJ Walla P and Dr. Mad.

-  
Come around to enjoy an energetic and explosive set, shifting between electronic, hip hop and RnB.

## Warehouse

### VJs:



#### **TiND**

[tind.org](http://tind.org)

[facebook.com/tindmontreal/](https://facebook.com/tindmontreal/)

Active since 2001, TiND is a well-known video art group on the Montreal scene for developing its own audiovisual creation techniques. By diverting analog audio equipment like the famous distortion pedal, TiND creates a singular imagery, echoing the visual sound.

-

Their live audiovisual performance presents itself as a laboratory of experimentation in real time where we meet controlled improvisations, prepared interventions and controlled mistakes.



#### **VJ BunBun**

[vj-bunbun.com/](http://vj-bunbun.com/)

[behance.net/vj-bunbun](https://behance.net/vj-bunbun)

[facebook.com/vj.bunbun](https://facebook.com/vj.bunbun)

Since graduating from the University of Arts London in 2010, BunBun has worked & performed within the U.K, U.S, Asia-Pacific and Canada.

-

More recently, her work has been featured at the Ancient Future Festival, Burningman, Dérapage 15, Eclipse, Festival International de Jazz de Montréal, Om Reunion Project, OpenMind Festival, and Stereo. BunBun currently holds multiple monthly and bi-monthly VJ residencies in Montréal, Quebec.



CHIRO  
MATIC  
— kids —

Creative  
workshops,  
for families.



Photo credits: L.M Chabot



# CHROMATIC Kids

## Creative workshops, for families.

Chromatic Kids is our family-oriented event.

-

It gathers artists and culture professionals who want to spread their passion of stimulating kids creativity, from 3 to 12 years old.

-

Because the young are our future, access and initiation to the arts must occur early in life. That's why Chromatic Kids offers parents and their children a chance to participate in a number of workshops for a whole day. Observe, learn, modify and create, everyone gets a chance to let their imagination and creativity fly for an unforgettable family experience.

-

House-making, robotics, screen printing, mini-boom musical... Our young attendees are invited to experiment, play, create and even daydream in a festive and friendly atmosphere. The ten or so playful workshops offered by local artists are sure to amaze and create unforgettable moments for the whole family.

-

Families are also invited to visit the Expo Chromatic for a day along with a mediator in order to enjoy the talent of our artists!

**Sunday May 28**

**10am - 6pm**

## **PROGRAM OF CREATIVE WORKSHOPS**

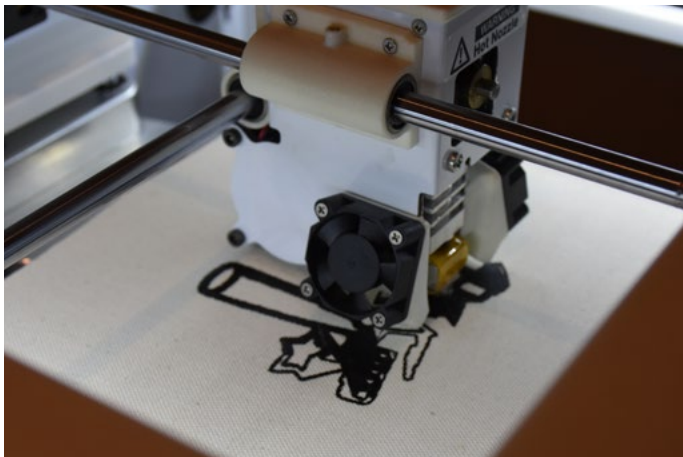


Photo credits: Studio XX et Fab Lab du PEC

### **Studio XX et Fab Lab du PEC**

#### ***Détournement 3D***

*over 5 years old*

Travel back in time by soaking your drawing into the canvas. No, you're not dreaming, with the help of a 3D printer, you won't actually create an object, but rather, a 2D impression.

-

Conceived as part of the city's cultural action program, in partnership with the ministry of Culture and Communications and the City of Montreal, this workshop is co-animated by the Fab Lab du PEC and Studio XX.

-

The Fab Lab du PEC is a manufacturing laboratory (LABoratoire de FABrication) situated within Hochelaga-Maisonneuve's Community Education Building. Its goal is to allow community members to take control of manufacturing technologies by experiments and knowledge sharing.

-

Studio XX is a feminist and bilingual art center committed to the exploration, creation and critical analysis of media arts. It supports independent productions and the spreading of artwork by using contemporary technological practices.

-

*10:00am - 5:00pm*



Photo credits: Chromatic

### **Léa Mercante**

#### ***Étale ta couleur***

*over 3 years old*

Get an introduction to screen printing on paper or fabric in exploratory trip of colour and shapes.

-

Winner of the 2014 Cirque du Soleil prize, Léa Mercante is a textile designer and plastic artist. After receiving a formal education in textile design and printing in Paris, Barcelona and Montreal, she decides to go freelance in Montreal. Passionate by colour and geometry, Léa creates playful and poetic artwork.

-

*10:00am - 5:00pm*



Photo credits: Hand Sewn Heads

## Hand Sewn Heads

### *Fun de Mer*

*over 3 years old*

Dive into an ocean world and be seduced by enigmatic creatures. Don't forget your favourite creature! Immersion guaranteed.

-

Originally from the Niagara region in Ontario, Ian has a degree from the Ontario College of Art and Design in sculpture and installations. Along with different techniques that he has developed, Ian continues to explore and refine his art throughout many personal projects.

-

10:00am - 5:00pm

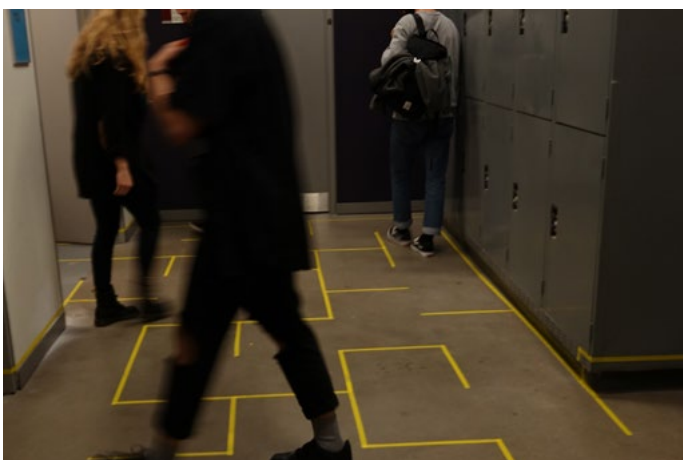


Photo credits: Rihab Essayh

## Rihab Essayh

### *La Dérive*

*over 5 years old*

Let yourself be guided by this singular labyrinth which should make freedom taste even sweeter.

-

Rihab Essayh was born in Casablanca (Morocco) in 1992. Currently a Fine Arts student at Concordia University, she is interested in drawing, art installations and new medias. Her latest exhibits were at Concordia's FOFA Gallery and both the Art Souterrain and Art Matters festivals.

-

10:00am - 5:00pm



Photo credits: Raplapla et Jules mon poisson bulle

## Raplapla et Jules mon poisson bulle

### *Ma minuscule maison*

*over 3 years old*

Build your own house while exploring different types of matter and geometric shapes. Wood, fabric, carton and paper shall guide your sense of design and architecture.

-

Erica Perrot and Isabelle Aubut, founders of made in Montreal toy market Marché nënë, will join us once again to share this workshop.

-

Erica Perrot isn't your run-of-the-mill Montrealer. She is the creative force, behind the Raplapla dolls created in 2005. Made to be loved, shared and maybe take a little punishment, these toys are assembled right here in Montreal. They are easily recognizable, with their Mona Lisa smile and perfect outfits.

-

Since 2013, Isabelle Aubut draws from her own memories to create sustainable, educational and playful objects that bring us back to our childhood while furthering our love of beautiful things and respect for the planet.

-

1:00pm - 5:00pm



Photo credits: Chromatic

## **Techno Culture Club** ***P'tit héros super histoire***

*over 3 years old*

What do superheroes do besides showing up in comics and movies ? We let you decide, by being a movie director and actor! Become the superhero of your dreams for the time of a movie. Silence, camera roll aaannndd action!

- Techno Culture Club fosters contexts for exchanges, creativity and experiments at the crossroads of culture and new technologies. The organization works to invent cultural practices for the 21st century alongside institutions and the public.

-  
10:00am - 5:00pm



Photo credits: Les ateliers techno de Kim

## **Les ateliers techno de Kim** ***Robomathon***

*over 5 years old - coding over 8 years old*

Did you ever imagine yourself controlling a robot with a single stroke of a pencil ? Be amazed by the infinite paths of the Ozobot mini-robots who will follow your orders to the letter.

- Kim is a mother and a coach that helps kids from 5 to 12 years old learn about technology and become inventors and makers. After 25 years in the tech industry, she decided to pass along her knowledge to the younger generations.

-  
10:00am - 5:00pm



Photo credits: Culturalex

## **Culturalex** ***Textures mangeables/Edible Textures***

*over 3 years old*

Experiment a new way to use fruits and vegetables. But this time, they will land in your art instead of your dish.

- Alexandra Rodriguez is a Montreal-based multimedia artist. Fascinated by the intertwining of sounds and images, she creates work often noted for its vibrant colours and the presence of sounds and found objects.

-  
10:00am - 5:00pm



Photo credits: Les spirographeuses du dimanche

## Les Spirographeuses du dimanche

### ZINE-O-THON

*over 5 years old*

Let your imagination loose by giving the breath of life to your own little art book! Folding, glueing, drawing will brighten your work.

-

On Sunday's, they wield their pens and scissors instead of going to church. They are the occasional professional spirographeuses et publish their zines according to the seasons and their whims since the winter 2014.

-

10:00am - 5:00pm



Photo credits: Chromatic

## Baby Scratch

### Sunday Scratch Sessions

*over 3 years old*

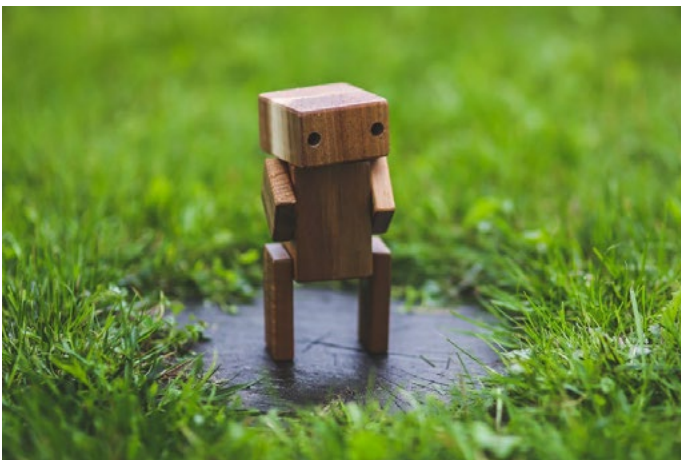
Transform yourself into a master spinster and experiment in "SCRATCH" techniques with the Sunday Scratch Sessions collective. To your discs!

-

Created by DJ Manzo and Killa Jewel, the **Sunday Scratch Sessions** are quickly become a monthly gathering point for Montreal scratchers. For this second edition, this DJ collective joins the Chromatic Kids programming for an exploratory scratch workshop, open to everyone.

-

10:00am - 5:00pm



## Dessine moi un robot

### Robocut Studio

*over 3 years old*

Awaken the robot by bringing out your inner artist, draw it on a piece of paper, slip it through a slot and watch it move!

-

Robocut Studio is a Montreal-based multidisciplinary studio specializing in digital fabrication, installations, and exhibitions both electronic and robotic. With over 7 years of experience in custom design projects, Robocut Studio provides consulting, design as well as production services for creative minds from all fields.

-

10:00am - 5:00pm

## **PROGRAM OF THE RECREATIONAL ACTIVITIES :**



Photo credits: Chromatic

### **Chromatic Kids** **Collective artwork** *over 3 years old*

Unveil your emotions, free your energy and leave your mark by partaking in an innovative, collaborative experiment with the Chromatic Kids collective artwork.

-  
10:00am - 5:00pm



Photo credits: Marlène Giraud

### **Marlène Giraud** **Yoga Station** *over 3 years old*

Profitez d'un moment de détente avec nos sessions de yoga spécial Kids qui sauront développer votre équilibre et stimuler votre motricité tout en apaisant vos petites têtes.

-  
10:00am - 5:00pm



Photo credits: Pico Tattoo

### **Pico Tatoo** **Tattoo Station** *over 3 years old*

Take advantage of a moment of relaxation with our special Kids yoga sessions that will help you find balance and stimulate your motor skills.

-  
10:00am - 5:00pm



Photo credits: Dina Berrada

### **Geneviève Bourassa** **Mini-reporters Chromatic Kids**

*over 3 years old*

Become a Chromatic reporter for a day! Meet the public and the festival's artists and ask them your questions. Helmet, microphone, camera and you're off!

-  
**Limited space /** Registration only on site.

-  
1:00pm - 5:00pm



Photo credits: Chromatic

### **Tran et Miraa** **The mini kids party**

*over 3 years old*

Starting from 5pm, DJ Tran and DJ Miraa will heat up the dance floor and make the kids move to their favorite hits.

-  
5:00am - 6:00pm

## **PROGRAM OF THE GUIDED FAMILY TOURS**

Discover the talents of local and international artists in a 30 minutes guided tour that will awake your senses.

-

Duration of the tour **30 minutes.**

-

**Every hour starting at 11am.**



# Mediation at CHROMATIC FESTIVAL

Team Chromatic prepares a number of actions to make its festival and artwork more accessible to the public. Throughout its different components, the festival is devoted to speaking to a large audience in the hopes of sharing and opening up culture.

-

## **An accessible event**

The art programming of Expo Chromatic, Nuit Chromatic and Chromatic Kids was elaborated in order to awake, sensitize and reveal innovative and eclectic artistic practices to the public.

-

## **Public mediators are available**

For those who wander into Expo Chromatic, a person will be available to answer any questions about the artwork within Studio L'Éloi and the Warehouse.

-

For the especially curious, mediators will also be available at C2 Montreal as a part of Chromatic Pro's art market.

-

## **Guided tours**

Twice per day at 2:30pm and 4:30pm from May 28th to June 1st, guided tours of Expo Chromatic are offered to better discover and learn about the showcased artists and their work.

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## **Guided tours specifically designed for families**

On May 28th, half-hour visits between 11am and 4pm are available to playfully awaken and educate the youngest during Chromatic Kids.

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## **Wheelchair accessible**

Within the Chromatic Festival, both Studio L'Éloi and the Arsenal are accessible to people with reduced mobility.

off  
CHROMATIC



Photo credits: L.M Chabot

# OFF CHROMATIC

All year long and throughout the Festival, Chromatic teams up with many artistic and cultural organisations to offer a diverse Off program and put forward Montreal at its best.



**The GRANDE Print Art Fair  
An ARCMTL presentation in conjunction with  
the Montreal Printed Art Festival and Chromatic**

-  
**STUDIO L'ÉLOI**

6250, Hutchison street, Montreal  
Quebec, H2V 4C5 (in the Warehouse, Durocher  
entry)

-  
**Sunday May 29 - 10am / 6pm**

The GRANDE Print Art Fair gathers more than 50 artists and organizations selling posters and printed art, meet and mingle with the public and showcase the incredible vitality of this artistic community in Montreal. Silkscreen prints, letterpress, engravings, every form and every new trend in printed art will be on display!

-  
It's your only chance each year to discover the incredible talent that Montreal's printed art scene possesses. Taking place at 6250 avenue Durocher, the GRANDE complements the exhibits and activities taking place events taking place during the Chromatic 2017 Festival.

-  
An ARCMTL presentation in conjunction with the Montreal Printed Art Festival and Chromatic.

-  
**Free access**

-  
[arcmtl.org/grande](http://arcmtl.org/grande)



**Composite #10**  
**Presented by Chromatic at Infopresse**

-

**INFOPRESSE**

4316, Saint-Laurent Boulevard, Montreal  
Quebec, H2W 1Z3

-

**May 29th - 5:30pm / 8pm**

As part of its professional component, Chromatic presents the 10th edition of Composite at Infopresse. This event initiated by the Conseil des arts de Montréal aims to help artists and entrepreneurs from the creative digital industry to share their projects and ideas.

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Composite evenings are the place to be for artists, creators and the digital industry, along with professionals from the cultural, marketing, design and economic communities.

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The goal : to inspire, inspire... and INSPIRE! by organizing meetings between creators, art centres, organizations, businesses and digital professionals.

-

**Free access**

[An online reservation is required](#) - Limited space

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[Facebook event](#)

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[Composite's Facebook](#)



**EMAC on the roof**  
**Presented by EMAC and Chromatic**

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**STUDIO L'ÉLOI**

6250, Hutchison street, Montreal  
Quebec, H2V 4C5

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**May 30th - 5pm / 11pm**

EMAC (Electronic Music and Arts Concordia) is an association from Concordia University that aims to promote digital art projects and encourage creativity by use of workshops, discussions and performance events. Its mission is to stimulate innovation by creating opportunities where artists can present their projects in a number of disciplines.

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Following a call for projects, EMAC will exhibit a digital art installation within Expo Chromatic entitled The Valley by Milo Reinhardt and Teo Zamudio. A DJ party composed by EMAC's usual repertoire will also be organized on the Rooftop on May 30th as an additional element of collaboration.

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**Free access**

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[EMAC's Facebook](#)



**Centerfold Evening  
By Centerfold and Chromatic**

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**STUDIO L'ÉLOI**

6250, Hutchison street, Montreal  
Quebec, H2V 4C5

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**May 31st - 7pm to 11pm**

Centerfold is an organization that helps artists stay afloat by guaranteeing a small revenue. As it grew, Centerfold started organizing a number of small transient exhibits in non-traditional locations to showcase local talents. Visitors finance the artist's work with an open contribution as an entry fee and by purchasing beverages at the bar. The collected sums are divided among the artists according to a voting system held during the event.

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The goal is to promote art and creativity by financing those who live from it.

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Chromatic and Centerfold will unite forces for one musical night to help finance Centerfold's showcased artists from within Expo Chromatic. A share of the bar purchases will be given to the artists and will allow Centerfold to keep shining.

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**Free Access**

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[Centerfold's Facebook](#)

Principal Partners				
Institutional Partners				
Partners				
Programming Partner				
Média Partner				
Service Partners				

## Practical informations

### LOCATIONS

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#### **Studio L'Éloi**

#### **Expo CHROMATIC - Nuit CHROMATIC - CHROMATIC Kids - OFF CHROMATIC**

6250, Hutchison street, Montreal, Quebec, H2V 4C5

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#### **L'Arsenal**

#### **CHROMATIC Pro**

2020, William street, Montreal, Quebec, H3J 1R8

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#### **Infopresse**

#### **OFF Chromatic / Composite #10**

4316, Saint-Laurent Boulevard, Montreal, Quebec, H2W 1Z3

### SCHEDULES AND FEES

#### **CHROMATIC Pro**

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#### **Wednesday May 24th and Thursday May 25th**

6pm - 11pm

Ticket Chromatic Pro Day 1 or Day 2 : **249\$ / students 189\$**

All access Pro Pass (2 days) : **349\$ / student 269\$**

All Pro tickets give access to both Nuit Chromatic 1 and 2 and the private Expo Chromatic art exhibit on May 27th from 7:30pm till 9:30pm.

**[Chormati Pro tickets access / Facebook Event](#)**



## Expo CHROMATIC

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### **Saturday May 27th**

9pm - 3am during Nuit Chromatic Opening Night 1 / **Paid entry**

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### **Sunday May 28th**

1pm - 9pm / **Free entry**

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### **Monday May 29th**

1pm - 9pm / **Free entry**

-

### **Tuesday May 30th**

1pm - 11pm / **Free entry**

-

### **Wednesday May 31st**

1pm - 11pm / **Free entry**

-

### **Thursday June 1st**

1pm - 5pm / **Free entry**

5pm - 3 am during Nuit Chromatic Closing Night 2 / **Paid entry**

## Nuit CHROMATIC

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### **Saturday May 27th**

9pm - 3am Opening Night 1

**Entry 10\$ in presale / 15\$ at the door**

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### **Thursday June 1st**

5pm - 3am Closing Night 2

**Entry 5\$ in presale and at the door before 9pm / 10\$ at the door after 9pm**

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### **Nuit 1 and 2 Pass**

**Entry 13\$ only available in presale**

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**[Nuit Chromatic ticket access / Opening Night Event - Closing Night Event](#)**

**CHROMATIC Kids**

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**Sunday May 28th**

10am - 6pm / **Free entry**

**OFF CHROMATIC**

-

**The GRANDE Print Art Fair**

**Sunday May 28th**

10am - 6pm / **Free entry**

-

**Composite #10**

**Monday May 29th**

5:30pm - 11pm / **Free entry on [reservation](#)**

-

**EMAC on the roof**

**Tuesday May 30th**

5pm - 11pm / **Free entry**

-

**Centerfold**

**Wednesday May 31st**

7pm - 11pm / **Free entry**

## Organizers and contact

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### **To learn more**

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[chromatic.ca](http://chromatic.ca)

New website available soon!

Follow us : [Facebook](#), [Instagram](#), [Twitter](#), [Linkedin](#)

CHROMATIC



thank you