

Press release
Special event
2019-2020 Edition

Lumière sur l'art
by Jocelyn Robert
The fifth edition proposes an
innovative Treasure Hunt

Parc des Champs-de-Bataille
Québec (Québec) G1R 5H3

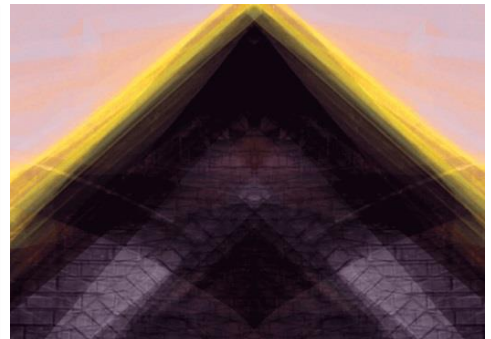
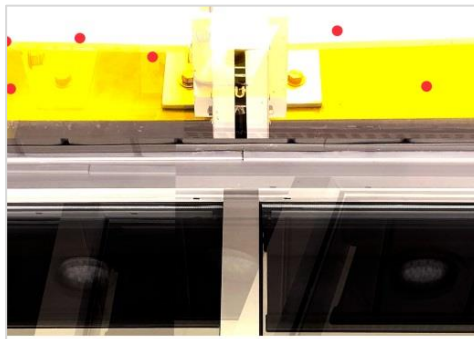
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Québec City, Thursday, November 14 2019 ✕ The Société de développement commercial du quartier Montcalm (SDC Montcalm) and the Musée national des beaux-arts du Québec (MNBAQ) have invited multidisciplinary artist **Jocelyn Robert** to create a tailor-made circuit for the fifth edition of *Lumière sur l'art* on Avenue Cartier in Québec City. The new circuit, entitled *La Chasse aux trésors (Treasure Hunt)*, will enliven the Quartier des arts through current art and will offer passersby an adventure that is at once entertaining and interactive.

To produce the 34 lampshades along Avenue Cartier, the Québec City artist crisscrossed the streets in the heart of the Montcalm district in

search of distinctive architectural features or details of the urban setting to serve as photographic documentation. “I wanted to opt for an intervention project rather than a photographic project. The images present the district itself,” the artist noted. “I spent a lot of time in the district’s streets to get a feel for their flavour and spirit and to more clearly perceive the area.” I then processed the photographs on a computer to distill the forms that struck me as fundamental.”

The images simultaneously present several facets of a site, a building or objects that are in harmony with the neighbourhood, its residents and numerous visitors. Jocelyn Robert’s circuit reflects the artist’s meticulousness and know-how. He has transformed images taken from real life by means of multiplications, juxtapositions, fragmentations, transparencies and colours.

Beyond the circuit’s resolutely aesthetic qualities, the artist invites inquisitive individuals to seek out the facets of the neighbourhood that underpin the creation of each image. Strollers will pace up and down the Montcalm district with a map or their cellphone in hand to discover the source of the 34 images presented on the lamps. Some will be easy to spot while others will be aimed at the most intrepid participants in the *Treasure Hunt*. Two media guide adventurers in their quest: a website www.chasse.mnbaq.org and a printed map available from several local merchants. The new lampshades offer residents a fresh glimpse of their neighbourhood and, above all, highlight what defines it and makes it unique.

From Pellan to Jocelyn Robert

In the wake of works by Alfred Pellan and Fernand Leduc in 2015-2016, Rita Letendre and Jacques Hurtubise in 2016-2017, Pierre Ayot in 2017-2018, and Manon De Pauw in 2018-2019, Jocelyn Robert was the obvious choice for the fifth edition of *Lumière sur l’art*.

“Attributing *Lumière sur l’art* to Jocelyn Robert was sure to produce attractive images that arouse curiosity. He has added a participatory dimension that delights us. The MNBAQ is pleased to be at the root of this striking initiative of businesspeople in the Montcalm district and is indeed pleased to note how Jocelyn Robert has taken on the project to transform it into a game. The artist’s enthusiasm and complicity are affording the Quartier des arts a revitalized attraction for Québec City.



From the outset, this project has served as a bridge between Avenue Cartier and the MNBAQ, one that links residents to the museum,” noted Annie Gauthier, Director of Collections and Exhibitions at the Musée national des beaux-arts du Québec.

The fifth edition of the *Lumière sur l’art* circuit will illuminate Avenue Cartier until the fall of 2020.

After Lumière sur l’art, a visit to the MNBAQ

Jocelyn Robert’s works are found in the collection of the MNBAQ and its Prêt d’œuvres d’art collection. Visitors who wish to learn more about the artist’s work can go to the Pierre Lassonde Pavilion at the MNBAQ, where *Automoiré n° 6* and *Automoiré n° 1b* are displayed in the *From Ferron to BGL: Contemporary Art in Québec* exhibition.

Jocelyn Robert, in a nutshell

Jocelyn Robert is an interdisciplinary artist from Québec City. He works in the realms of music, the audio arts, computer art, performance, installations, photography, video and writing. His installations, images and videos have been exhibited abroad and his audio works are available on more than 30 CDs. *Le Quartanier* (Montréal), *Ohm Éditions* (Québec), *Errant Bodies Press* (Los Angeles), *Semiotext(e)* (New York) and numerous catalogues of artistic events, including *Ars Electronica* and *Sonambiente* (Germany), have published his texts. Several articles and three monographs have focused on his work. He is involved in the Québec arts community and founded *Avatar*, an audio and electronic art centre, and participated in the foundation of the *Méduse* cooperative. He has taught at Mills College in Oakland, California, and the *Université du Québec à Montréal*, and currently teaches at the *École d’art* at *Université Laval*.



Information sheets

Giant lamps

Designed considering the golden number, which best respects the formats of the composition of the works, each of the 34 glossy semi-transparent vinyl paintings measures 942 cm long by 200 cm high. Three layers of ink were necessary to obtain optimum printing quality and ensure durability. The structure of the lamps, made of welded aluminum, weighs 56 kg and measures 1.6 m high and 2.4 m in diameter. City streetlamps provide lighting through five LED strip lights.

Self-supporting structures

The 17 self-supporting structures, each one equipped with two lamps, comprise three steel tubes with a diameter of 127 mm. Their height of 4.9 m and weight of 705 kg are equally impressive. They are painted brown like the city streetlamps and are mounted on the sidewalks on Avenue Cartier.

The Lumière sur l'art circuit is a lighting concept of LightEmotion, under the direction of a strategic committee comprising the Office du tourisme de Québec, the Commission de la capitale nationale du Québec, and Québec City. It was implemented by Scène Éthique under the direction of the SDC Montcalm and its partners. The project was made possible initially through financial support from Québec City, the Entente de partenariat régional en tourisme de la région de Québec (EPRTRQ) between the Ministère du Tourisme, the Office du tourisme de Québec and the Secrétariat à la Capitale-Nationale, the Musée national des beaux-arts du Québec (MNBAQ) and the advisory role of the Commission de la capitale nationale du Québec. Financial contributions from Québec City, the MNBAQ and the SDC Montcalm have made this edition possible.

The Musée national des beaux-arts du Québec is a government corporation subsidized by the Québec government

Québec 

Lumière sur l'art

2019-2020 edition

Avenue Cartier, Quartier des arts, Québec City

To access the map, visit chasse.mnbaq.org, scan the QR code displayed on the lampshade structures or visit businesses on Avenue Cartier to obtain a printed version of the map.

INFORMATION: 418 643-2150 or 1 866 220-2150 / mnbaq.org

Pages 1 et 2 – Jocelyn Robert, details of the works of *La Chasse aux trésors (Treasure Hunt)*, *Lumière sur l'art* 2019-2020 edition

Page 3 – Jocelyn Robert, *Automoiré n° 6*, 2018. Digital proof printed on an inkjet printer, 1/3, 106.7 x 78.7 cm. Collection of the MNBAQ Photo: © MNBAQ, Denis Legendre // Jocelyn Robert © Photo: Renée Méthot / Université Laval

General Information

OPENING
HOURS OF THE
MUSEUM COMPLEX

Until May 31, 2020

Tuesday to Sunday, 10 a.m. to 5 p.m.

Wednesday till 9 p.m.

Closed Mondays (except December 30, 2019, March 2, April 13 and May 18, 2020)

Closed December 25

Exceptionally, on Wednesday, January 1, 2020, the Museum will open its doors from 12:00 to 5:00 p.m.

ADMISSION

Adults: 22 \$

Seniors (65 and Over): 20 \$

Ages 18 to 30: 12 \$

Ages 13 to 17: 7 \$

Families (2 adults and 3 children
13 to 17): 48 \$

Families (1 adult and 3 children
13 to 17): 26 \$

Children 12 and under: free

Members: free

Wednesdays from, 5 p.m. to
9 p.m.: half-price

Reduced rates for groups

SERVICES AVAILABLE

Parking, Librairie-Boutique,
café, restaurant, free Wi-Fi and
Cloakroom

CONTACT US

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