

Press Release : *expo67... revisitée ! imaginer 100 ans de métiers d'art*

From September 10 to October 22, Quebec's Masters and Artisans Museum will present a turning point exhibition of historical proportions: *expo67...revisitée ! imaginer 100 ans de métiers d'art*.

Time, the final frontier. Louise Lemieux Bérubé, Marie-Andrée Côté, Marie-José Gustave, Stéphane Langlois, Michèle Lapointe, François Lauzier, Véronique Louppe, Mathilde Moreau, Arianne Poitras, Alain Salesse and Viatour-Berthiaume; these are the voyagers participating in the *expo67...revisitée!* exhibition project curated by Dr Bruno Victor Andrus. Their mission: to creatively explore 100 years of *métiers d'art*, to revisit Expo 67, to imagine Expo 2017 and Expo 2067, to boldly create what no *métiers d'art* artists have created before.

As time flies, 2017 already marks the 50th anniversary of the Universal and International Exhibition of 1967. Expo 67 was in all aspects a major event in modern world history, and most particularly so for the then emerging *métiers d'art* cultural field in Québec. While the Summer of Love was literally happening in San Francisco that year, crowds of millions were flocking towards Montreal to indulge in the phantasmagoric experience offered by its temporary, hedonistic and dazzling counterpart. With the year 2000 approaching fast on the horizon, held at an epoch where progress was on the agenda and everything seemed possible, at Expo 67, somewhere between folklore, modernity and utopia, the mediation of past and present was set towards a future that was already part of the present. With Expo 67 as a starting point and inspired by the ambitious and optimistic spirit of the times, each of the twelve exhibiting *métiers d'art* artists will thus propose a tryptic creatively engaging with the past, present and future of their practice, their medium, their techniques, their trade. What are we to expect? Come see for yourself, the future of *métiers d'art* is now. Countdown has commenced and take off of the exhibition is set for September 10, 2017 at 1400 hours. Open to the public, new life forms and new civilizations; no passport required.

This exhibition is a co-production of Galerie CRÉA and Quebec's Masters and Artisans Museum; it is partially financed by the Conseil des arts et des lettres du Québec.