

Les Escales Improbables de Montréal present

RedBall Montréal

From August 31 to September 6, 2014

Montreal, August 5, 2014 – RedBall Project comes to Montreal at last, after visiting 11 countries and 18 cities since 2001 such as Paris, London, Chicago, Toronto and Sydney. RedBall, by Kurt Perschke (New York), is the world's longest-running street art work.¹ RedBall Montréal will invade 7 different locations over 7 days exploring with insight and wit the unique qualities of Montreal's architecture and urban space. Through its monumental yet playful presence, RedBall reinvents familiar spaces and sheds light in places that, owing to habit, the citygoer no longer perceives. This artistic experiment activates collective imagination through sensory and visual experimentation. Using the architectural, historical and cultural particularities of the city as an opportunity, RedBall Montréal moves through iconic, unlikely, busy and historic locations in Montreal to create a once-in-a-lifetime performance.



RedBall Abu Dhabi



RedBall Paris

« Through the RedBall Project I utilize my opportunity as an artist to be a catalyst for new encounters within the everyday. Through the magnetic, playful, and charismatic nature of the RedBall the work is able to access the imagination embedded in all of us. On the surface, the experience seems to be about the ball itself as an object, but the true power of the project is what it can create for those who experience it. [...] That invitation to engage, to collectively imagine, is the true essence of the RedBall Project. The larger arc of the project is how each city responds to that invitation and, over time, what the developing story reveals about our individual and cultural imagination. » – Kurt Perschke

RedBall Montréal will take place in both familiar and unusual places, in the north or the south of the metropolis, to help us see the city in a different light. This installation in situ and nomadic (one day, one place) re-awakens our vision with humour and derision, and with the touch of play and poetry that one so enjoys from Escales Improbables.

Follow the Redball Montréal line-up from August 31 to September 6

Sunday, August 31 – 10am to 5pm

Biosphere, Environment Museum, at Parc Jean-Drapeau.

Presented in collaboration with Parc Jean-Drapeau. Les Escales Improbables de Montréal also want to thank The Biosphere, Environment Museum, for its participation.

Monday, September 1 – 11:30am to 6:30pm

Place des Arts

Presented in collaboration with La Place des Arts and Le Partenariat du Quartier des Spectacles

¹ San Francisco Chronicle, "RedBall-Invades-in-Ireland", Friday, July 18, 2014, bit.ly/1xXPIW7

Tuesday, September 2 – 11:30am to 6:30pm

Parterre (De Maisonneuve/Clark) in the Quartier des Spectacles

Presented in collaboration with Le Partenariat du Quartier des Spectacles.

Wednesday, September 3 – 11:30am to 6:30pm

Berson Monuments (3884 Saint Laurent Boulevard)

Presented in collaboration with La Société de développement du boulevard Saint-Laurent. Les Escales Improbables de Montréal also want to thank L. Berson & Son for their participation.

Thursday, September 4 – 11:30am to 6:30pm

Former Canadian Pacific Jean-Talon Railway Station (Parc metro station),

Presented in collaboration with Program Hors les murs from la maison de la culture of Villeray-Saint-Michel-Parc-Extension.

Friday, September 5 – 11:30am to 6:30pm

Bank of Montreal (119 Saint Jacques Street West)

Presented in collaboration with Bank of Montreal.

Saturday, September 6 – 11:30am to 6:30pm

Espace La Fontaine at parc La Fontaine

Presented in collaboration with Arrondissement Le Plateau-Mont-Royal. Les Escales Improbables de Montréal also want to thank Espace La Fontaine for its participation.

« One of the best things about RedBall Project is that it's really very funny. The absurdity of this balloon-at-large makes you smile. It also brings, like all good sculpture, a compulsion to reach out and touch. » – Matt Buchanan, The Sydney Magazine.

« He draws upon the already rich and full context of the city in which the ball is sited, not remolding it, but rather interacting and playing with it. In our experience of this work we find the spaces of the city and, in the tradition of Duchamp, we play a role. » – Mary Jane Jacob, "Art Outside In, Inside Out", NIU Catalog Essay

About Les Escales Improbables de Montréal

Les Escales Improbables de Montréal, led by Sylvie Teste, have developed and shared a multidisciplinary, creative and social concept of art in the lives of residents since 2004. Over the years, the projects hosted by Les Escales Improbables de Montréal have delighted a number of audiences by poeticizing human beings' relationship with urban living.

About Kurt Perschke

Kurt Perschke is an artist who works in sculpture, video, collage and public space. His most acclaimed work, RedBall Project, is a travelling public art project that has taken place around the world and received a National Award from Americans for the Arts Public Art Network.

For further information

escalesimprobables.com

redballproject.com

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Les Escales Improbables de Montréal want to warmly thank their RedBall Montréal partners and the Conseil des arts de Montréal for its special support to the reception of RedBall Montréal.



Parc Jean-Drapeau



Biosphère



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DES SPECTACLES
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En partenariat avec

Le Plateau-Mont-Royal
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