



Press release
For immediate release

This summer, on the BoulevART...

An event not to be missed!

MONTREAL, May 12th 2010 – For its 11th edition, FIMA is extending to **11 days!** From July 1st to the 11th, the festival will bring together over 300 artists from Quebec, Canada, the United States, Romania, France, Martinique, Rwanda, Greece and Israel. The 2010 crop is impressive, in quantity but mostly in quality! As usual, artists will be exhibiting their artwork on Sainte-Catherine Street East, between Saint-Hubert and Papineau (in the heart of Montreal's Gay Village).

Legendary Quebec sculptor and painter **Armand Vaillancourt** will be directing a giant 50' long collective painting to which every passer-by will be invited to contribute.

The public will find great bargains at the FIMA's first auction, led by colourful **François Gourd**. Every exhibiting artist will be invited to submit an artwork. The profits will go to the RAPSIM, which represents over 90 community organizations working with the homeless.

One of the event's focal point is an international exhibition of contemporary art: **100 % Swiss** will highlight the work of seven young artists from Switzerland at the Écomusée du fier monde, from July 1st to August 1st.

The FIMA's performance art and installation chapter, *Contemporary Experiences*, is undoubtedly one of the festival's most popular features. Their main purpose is to democratize and demystify contemporary art by proposing unforgettable experiences to the public. The 2010 line-up offers one of a kind performances : **Léa Lebricomte (France)** will lay under a carpet of slimy snails, **Lyndsay Ladobruk (Winnipeg)** will invite the public to *Love a fat girl* and **Roxanne Chamberland (Quebec)** will do a strange culinary dance with water-filled eggshells, *Angel Food Cake*.

The FIMA 2010 programming is filled with dynamic propositions: DJs and VJs from the SAT's [MixSessions] collective will transform the Arts Lounge into a multimedia environment; Vision Diversité will bring its irresistible world beats at the lounge's happy hours and recognized craft masters will demonstrate their know-how on the street. Also on the street, short artistic films will be screened on a wall, in collaboration with the Videographe, and urban style painters and graffiti artists will produce giant paintings. The FIMA 2010 will undoubtedly be one of this summer's unforgettable events in Montreal!

FIMA - July 1st to the 11th, 2010 • Sainte-Catherine East, between Saint-Hubert and Papineau

For more information, visit our Website: www.festivaldesarts.org

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