



Press release – For immediate release

**The Rise of Artch:
A Program in Support of Young Emerging Contemporary Artists**

21 artists will receive entrepreneurship training and
will take part in a large-scale exhibition.

Montreal, June 11, 2018 – Art Souterrain, Carrefour jeunesse-emploi Montréal Centre-Ville (CJE) and Jack Marketing unveil today the Artch program. The purpose of this program, which is designed for emerging Quebec artists in contemporary art, is to give artists the tools and guidance they need in their artistic business projects. The first contingent will be made up of 21 artists, including UQAM and Concordia University graduates, as well as self-taught artists. Candidate selection was performed by a prestigious panel of judges from the field of visual arts, in collaboration with the Conseil des arts de Montréal.

Entrepreneurial art

Serving as a stepping stone for young contemporary artists under the age of 35, Artch will provide training while offering a first-rate dissemination platform. The actions driving this direction will be twofold. First, each artist will receive a \$1,000 grant and 52 hours of training in art entrepreneurship.

Until June 29, artists will be mentored by specialists regarding themes such as career management, copyright in the visual arts, business model building, the importance of networking, demystifying the dynamics of the art markets, art project funding, outreach communications, staging, etc.

“It’s important that artists have access to advanced training that allows them to become entrepreneurs of their art,” states Martin Choquette, CEO, CJE Montréal Centre-Ville and founder of ARTCH. “Our mandate focuses on empowering artists and providing them with an original stage to generate maximum visibility.”

The grand finale: A grand exhibition

The second part of the program will be a playful outdoor exhibition, from September 13 to September 16, at Dorchester Square, right in the heart of downtown Montreal. The exhibition will hold pop-up displays combining design, urbanism and architecture.

Visitors (called *artchers* for the occasion) will be treated to an immersive experience highlighting each artist, along with his or her work. They will also be invited to take part in introductory workshops intended for workers and families.

In addition to discovering over one hundred works overarched by unique structures, participants will enjoy various experiences to suit their needs and interests. A courtesy team (art students) will be on-site to guide and help visitors discover the plethora of artistic arrangements. Also, each artist will be assigned his or her very own communicator whose role will be to explain the artistic essence and methods used in order to enable *artchers* to better appreciate the various works.

“Artch will be the largest public platform for up-and-coming artists,” proudly asserts Frédéric Loury, founder and CEO of Art Souterrain, and founder of Artch. “Our intention with this program is to make contemporary art accessible, to democratize it, and to drive the uprise of these incredibly talented individuals.”

The founders

The name Artch is a combination of the word ‘art’ and the French word ‘*marché*’. This initiative came to light through three organizations seeking to open the market to the largest possible audience:

- **Art Souterrain**, whose mandate is to make the visual arts accessible to a wide-based audience by uprooting it from its traditional exhibition venues;
- **Carrefour Jeunesse-emploi Montréal Centre-ville**, which supports young people aged 16 to 35 in their quest to carve themselves a spot on the labour market through motivation and guidance in the pursuit of their educational, professional, creative or entrepreneurial projects;
- **Jack Marketing**, which offers blanket communications and marketing services: strategy, brand image, creation and web.

Partners include Destination Centre-Ville, Conseil des arts de Montréal, the City of Montreal, the Foundation of Greater Montreal, the Claudine and Stephen Bronfman Family Foundation, the Regroupement des artistes en arts visuels du Québec, Diversité artistique Montréal, the Forum jeunesse de l’île de Montréal, the UQAM, Concordia University and the English Language Arts Network.

About Artch

Artch sets out to support and promote emerging artists in contemporary art. Bringing about a vibrant hub for emerging contemporary art in downtown Montreal, Artch shapes itself as the new visual arts rendezvous for amateur artists, professional artists and the public.

Specifically geared towards up-and-coming artists, Artch is an exchange platform, a space of dissemination offering the opportunity for a first public exhibition—a springboard for the most promising of new talents.

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Source: Artch

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