

FACT SHEET

MAISON MANUVIE | ARTWORK AND ARTIST

COLORIMETER: ARTWORK AT MAISON MANUVIE

The interactive installation *Colorimeter* transforms the grand hall of Maison Manuvie. The feature wall of the hall will be adorned with over 500 coloured panels, arranged in a vertical grid. These colour panels, developed by SACO Technologies, will produce a constantly changing gamut of colours. The panels will be activated by the colours captured by a camera in the grand hall and its surroundings.

These panels are reminiscent of the digital palettes found in design software, the calibration patterns used in audiovisual equipment and the Pantone colour swatches used in printing. Each panel is a custom-made digital light box, measuring 1 ft by 2 ft, containing 54 high-power LED lights for a total 30,294 controllable bulbs. The interactive piece comprises multi-coloured strips that evoke the hyperpixelation of very-low-resolution images.

A miniature camera with a computerized colour-tracking system scans and zooms around the grand hall, stopping whenever it finds saturated colours. Images captured in real time are transformed and reinterpreted to bring out the colour in motion. The feature wall is not simply a mirror of the hall, acting rather as a highlighter of specific colours within it. For example, if someone is wearing a red scarf, the camera will zoom in and extract the colours from the article to be rendered.

Thanks to the low resolution of the art piece and lack of video details, there are no privacy issues – anonymity is completely preserved.

The use of pure colour in *Colorimeter's* visual and structural properties is well-anchored in a long tradition of colour in modernist and contemporary art. In this regard, there is no doubt that this piece echoes Jean-Paul Mousseau's mural *Lumière et mouvement dans la couleur* (1962), located in the entrance hall of Hydro-Québec's head office. It is a symbol of technological advancement, while symbolic for a society that recognizes the contribution of artistic modernity to Quebec's cultural heritage.

ARTIST'S BIOGRAPHY



Mexican-born artist Rafael Lozano-Hemmer, renowned for his relational installations, videos and photographs, has been living in Montreal for nearly 15 years. At the intersection of architecture and performance art, his urban interventions have earned him international recognition.

Light is a fundamental element in Mr. Lozano-Hemmer's installations. With it, he explores themes of absence and presence, and examines issues related to the phenomenon of the surveillance camera. The artist exposes Man's humility and smallness in the face of immensity, grandeur and immoderation by playing with proportions that place humans at the heart of the space they occupy.

According to the artist himself, he creates "anti-monuments," because his interventions in the urban fabric are not related to the site and nature of the monuments he uses as a backdrop, but rather to the behaviours that emanate between the individuals who interact with his pieces.

The artist works with modern technologies, since they are, according to him, the very language of globalization. Close to performance art through their interactive nature, Mr. Lozano-Hemmer's installations are complex technological projects that engage the participation of several contributors in the fields of art and computers. He places the spectator at the forefront and at the very heart of his projects; the success of his work depends on the spectator's participation and interaction with the piece.

The works of Rafael Lozano-Hemmer are part of more than 40 permanent collections, including those of the Musée d'art contemporain de Montréal, the Montreal Museum of Fine Arts, the Museum of Modern Art in New York, the Guggenheim Museum in New York City, the Tate Collection in London, the Jumex Collection in Mexico City, and the Daros Collection in Zurich. He represented Mexico at the Venice Biennale in 2007. His works have been presented at about 20 biennials, the Art Basel Unlimited (Switzerland), the Biennale of Sydney (Australia), the Liverpool Biennial (England), the Shanghai Biennale (China), and the Istanbul Biennial (Turkey). Included among the numerous awards and distinctions Mr. Lozano-Hemmer has accumulated over the course of his career are: Companion of the Ordre des arts et des lettres du Québec, Conseil des arts et des lettres du Québec 2016, the Governor General's Award in Visual and Media Arts, two BAFTA awards (British Academy Awards for Interactive Art in London), and the Bauhaus Prize in Dessau, Germany.