

Montreal Exhibition

Véronique Duplain

SELFIE PROJECT, 8TH EDITION

From Mar 3, 2021

The multidisciplinary artist **Véronique Duplain** begins the **8th edition of the #SelfieProject**. As a true marathon of creation, she will be publishing 28 artistic selfies over the 28 days of February.



Véronique Duplain, Selfie Project, 8th edition, Selfillumine

Whether it is the challenges of daily life in times of pandemic (without naming it...), the representation of influencers or the world of communications; themes abound in this particularly fertile breeding ground. Through this creative feat, her tone remains humorous, her aesthetics striking and her colours vivid. Those who have been following her work already speak of this 8th edition of the Selfie Project as the most successful one to date, both artistically and in terms of content. These self-portraits offer more than just an entry into the artist's personal and greatly aesthetic world: they can also be read as a social critique.

Every day of February brings a new fictional environment in which Duplain embodies a character. Along with the daily images released at 7pm everyday and for which she ensures all stages of production, from the initial idea to the digital retouching of the image and the scenographic elaboration, there will also be video capsules to bring the viewer backstage and reveal the technical aspects, make-up sessions or the conceptual proposition behind the editorial lines. Viewers are invited to discover all the steps leading up to the final photograph.

Arsenal art contemporain Montréal welcomes **Véronique Duplain** for this production during the month of February as part of the **8th edition of #SelfieProject**. The current sanitary crisis forces us to present this daily tour de force via our digital platforms and not *irl*. For this reason, Véronique Duplain will invite all of her followers to engage with her to make the **#SelfieProject** highly interactive.

www.selfieproject.ca

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