



PRESS RELEASE
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FARCE TO BE FEATURED FROM JULY 12-26TH THANKS TO THE 2014 JUST FOR LAUGHS INTERNATIONAL VISUAL ARTS CONTEST

Montreal – April 1st, 2014 – As part of the *Street Arts* programming of the 32nd edition of the Just for Laughs Festival taking place from July 12-26th 2014, the **Just for Laughs International Visual Arts Contest** will feature works by visual artists from around the globe, illustrating in a humorous manner this year's theme: **FARCE**.

The Finalists' Exhibit will feature works by visual artists selected by a multidisciplinary jury from hundreds of participants, literally transforming Sainte-Catherine Street into the *Boulevard of the Arts*, in the heart of Montreal's Quartier des Spectacles. Winners of the 1st, 2nd, 3rd and "Public's Choice" prizes will also be awarded a prestigious Victor trophy – humour's "Oscars" created by MARC-Marinescu for Just for Laughs.

The Contest's registration period takes place from April 1st to May 30th 2014. Professional visual artists who are interested in submitting their work are invited to consult the regulations at www.ciavivac.com.

Farce to be featured

After the Funny Story in 2001, the Joke in 2002, Irony in 2003, Parody in 2004 and Cynicism in 2013, another one of the themes from MARC – Marinescu Constantin's "Twelve Universes of Humour" (1993) is assigned to be explored this year: Farce. "*Farce operates in a concrete setting. The victim is set up, not necessarily in a mean-spirited fashion, and we the spectators get to experience it from the perspective of the instigator, who is also not necessarily mean-spirited. Full of intrigues and misunderstandings, farce is strongly related to action (a trap, a catch) as well as to the resulting twists and suspense. Slightly provocative, it is a mocking assault without injury.*" – definition from the Just for Laughs Museum's exhibit "Twelve Universes of Humour" (1993)

History of the Contest

In 2013, the Contest succeeded with a massive comeback after a ten-year absence, with its first international edition produced by URBANA Marketing, under the artistic direction of MARC-Marinescu Constantin. Close to two hundred submissions from artists from over twenty countries were received and evaluated by a multidisciplinary jury composed of: Jean-François Bélisle, Executive Director, Arsenal Montreal + Toronto, François Blanchard, Creative Director, Just for Laughs, Dinu Bumbaru, Policy Director, Heritage Montreal, Jean Grondin, Philosopher and Professor, University of Montreal, René Villemure, Ethicist, MARC-Marinescu Constantin, Event Director and Artistic Director, 2013 JFL International Visual Arts Contest. The finalists' exhibit featured the works of 39 artists from 14 countries and was appreciated by close to 1.6 million visitors.

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INFORMATION

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