

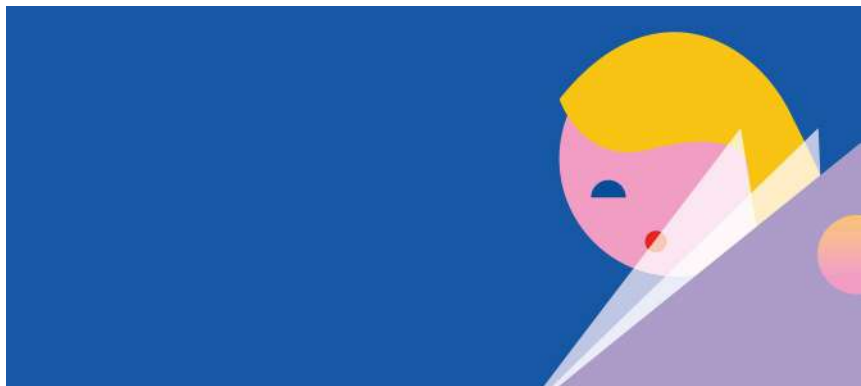


Case Study

Salon du Livre de Montréal 2021 x Gallea

La rencontre artistique **Exhibition** *(The Artistic Encounter)*

November 25th to 28th, 2021





Context

Exhibition: The Artistic Encounter

Dates : November 25th to 28th, 2021

Project Description: Exhibition of twenty-three large-scale artwork by Gallea's artists during the four days of the Salon du Livre de Montréal

Sanitary situation: Salon maintained despite of Covid-19.

Objectives:

- Create a "marriage" between art and literature.
- Engage young visitors with the artworks through cultural mediation activities.
- Decorate the space and inspire the public through Art
- Give visibility to Montréal artists and create sales opportunities



Context

In 2021, for its 44th edition on the theme of the Encounter, the Salon du Livre de Montréal wanted to integrate art into its event at the Palais des Congrès in Montréal. This collaboration, entitled 'La Rencontre Artistique' (The Artistic Encounter) created a marriage between literature and visual art.

Our partner requested large-scale artwork to embellish the large space at the Palais des Congrès as well as to inspire visitors. They also wanted to create engagement opportunities in particular with young audiences, through a cultural mediation activity. The exhibition at the event was also intended to give visibility to the artists and to create sales opportunities.



Solution

- Gallea curated 23 large scale artworks created by 10 local artists.
- Gallea managed the communication with the artists from the selection, drop off, to the return of the art works
- The artwork were exhibited online on our website and physically at the fair.
- QR codes were placed on the floor under each artwork which directed visitors to the online exhibition, where they could view the artists profile, art collection and purchase the art.
- We also had a stand during the four days of the fair where visitors could find out more about the artwork, the artists and Gallea's platform as well as participate in the cultural mediation and engagement activities.
- A cultural mediation activity was designed and implemented for the 20,000 children present over the four day event.
- To create a maximum engagement, visitors were invited to participate in a competition and scan the QR codes placed under each work.
- Gallea also engaged visitors through several publications on our social media networks.



Numbers

10

Artists

23

Artwork
Exposed

79

Participants in
the interactive
activity

48

Newsletter
Subscribers

50 000

Visitors at the
Montréal Bookfair

1

Painting
Sold

+ 180

QR Code
Scans

+ 12 000

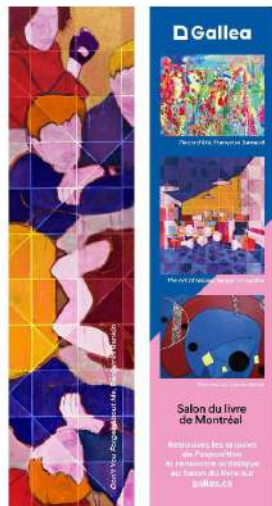
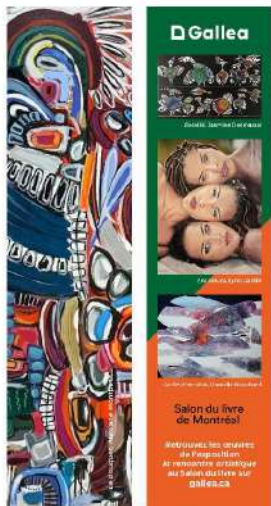
Interactions on
Social Media



Success

- Despite the context of the Covid pandemic and a deadline of only two months, Gallea adapted to all the requests to deliver a tailor-made project at the Book Fair.
- Gallea created all the communication material such as the 6500 bookmarks distributed to visitors, the stand decoration and the floor stickers for the QR codes of each artwork.
- We engaged the public through and activity for the 30,000 adults who attended and through the cultural mediation for the 20,000 children who came to the fair.
- The exhibition on our website and social media posts had over 12,000 interactions.
- The feedback from visitors was very positive and both our partner and the artists were very satisfied with Gallea's services. The artists were delighted to have their work exhibited at a major event, which also resulted in the sale of a piece of art.
- Finally, this project, which represented a great opportunity and challenge for Gallea, was a great success.

Visuals



Salon du livre de Montréal / **D Gallea**

La rencontre artistique

Une exposition en ligne et physique
An online and on-site exhibition

Venez nous voir! Come and meet us!
→ Stand 5

25 au 28 nov 2024
au Palais des congrès de Montréal

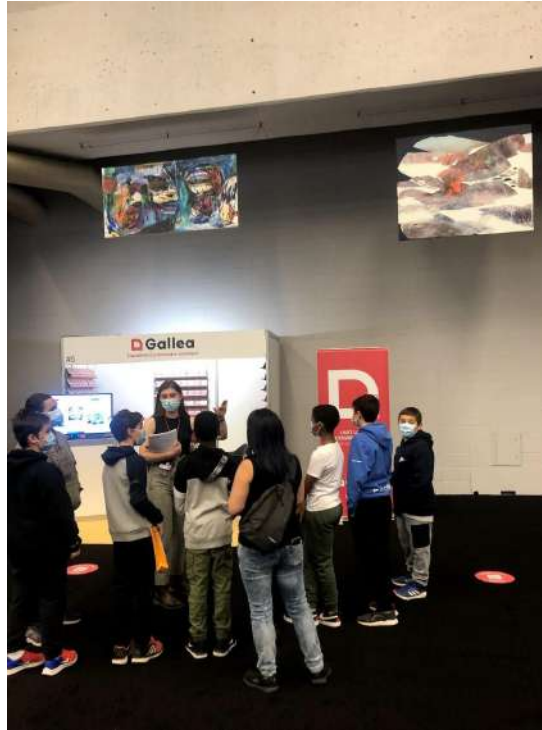




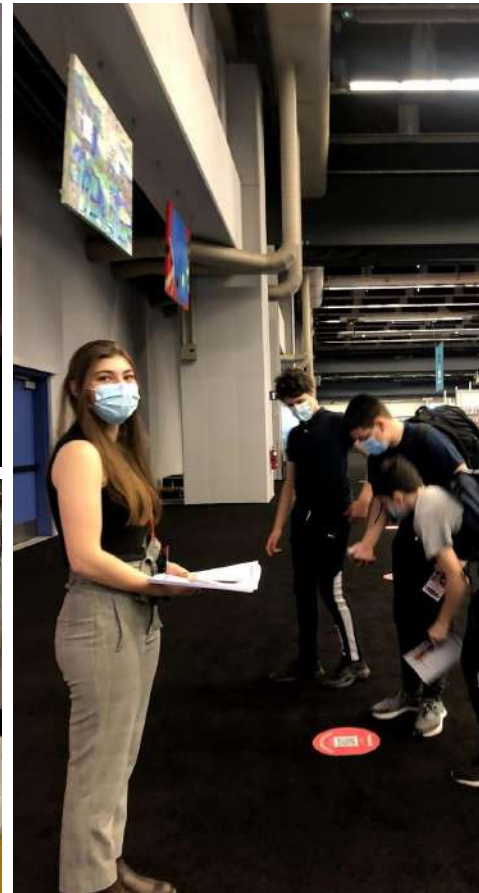
A view on the exhibition



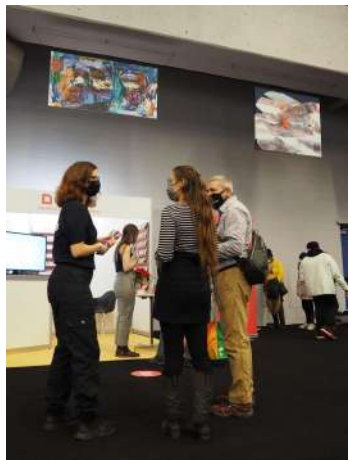
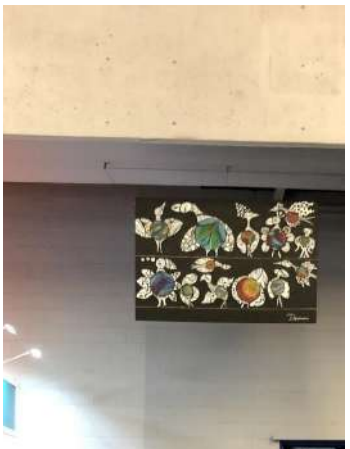
Cultural Mediation Activity



Gallea's Team in Action



Beautiful connections





OLIVIER GOUGEON, General Manager, Salon du livre de Montréal

"Gallea and the Salon du livre de Montréal were inspired by the theme of artistic encounters to offer the public of the Salon a link between literature and the visual arts. While we had little time to carry out this collaboration, Gallea showed great efficiency and determination. I appreciated the professionalism and dynamism of the whole team and was surprised by how much they managed to achieve in such a short time! I particularly liked their cultural mediation activities which offered visitors a real experience of interaction with the exhibition. Bravo!"



Organising an event?

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 **Gallea**