

**PRESS RELEASE**

**For immediate release**



### **LA FERME: An Immersive and Engaged Experience on Artificial Intelligence**

**Tiohtià:ke/Montréal, April 8, 2025** – ATSA, When Art Takes Action, presents LA FERME, an engaged installation-performance addressing the issues of artificial intelligence and its impact on our lives. Taking place at Esplanade Tranquille in the Quartier des spectacles from May 23 to 25, 2025, this participatory experience invites the public to question the omnipresence of AI through a striking performance led by actress Geneviève Rochette, embodying the avatar of Annie Roy, who writes and directs the piece. In addition to the performance, a series of workshop-debates hosted by industry experts will be held in Le Réfectoire of the Esplanade Tranquille.

### **A Black Cube to Illuminate Our Awareness**

LA FERME stems from a vital question: Why is such technology becoming so pervasive at a time when we should be reducing our ecological footprint? Are the impacts on our cultural and territorial sovereignty worth the trade-off? The acceleration of these transformations, their geopolitical and environmental consequences, raise concerns, especially as we have little control over their evolution. Are we programming our own obsolescence? LA FERME pushes us to take a stand in reality and rediscover our wonder for life itself, all through a resolutely Quebecois perspective.

This impactful installation, conceived and directed by Annie Roy in collaboration with Raymond Marius Boucher, takes the form of a monumental 12'x12' black cube—a metaphor for AI's black box and the data farms powering its algorithms. Combining video projections, stage performances, and interactive discussions, LA FERME invites us to place humans back at the center of the technological conversation.

This project, spearheaded by ATSA, When Art Takes Action, serves as a sort of artistic logbook. Without being an AI expert, Annie Roy explores this imposed reality with curiosity and humility. The evolving work will take the form of an immersive audiovisual installation in a public space. Through testimonies from experts such as Dave Anctil, Matthieu Dugal, Steven Guilbeault, Valentine Goddard, and Michal Seta, Annie Roy guides us through a critical exploration of AI and its implications.

*"I belong to the generation of rotary phones and rabbit-ear antenna televisions. The speed of evolution—one that even scientists struggle to control—within a capitalist system constantly seeking to maximize profit is alarming. We need to physically feel what all of this means. LA FERME is a theatrical installation in a public space, meant to make us experience emotions, foster connections, and spark discussion among real humans who are starting to feel overwhelmed by the machine."*

- Annie Roy, co-founder of ATSA and director

This event will give the public the opportunity to participate in its creation and contribute to a collective reflection, imagining together a future where technology genuinely serves humanity. An Engaged and Participatory Program Written Without Artificial Intelligence.

Beyond the main performance, several activities will deepen the conversation around AI:

Workshop-debates:

- **Digital Detox:** Reducing our dependence on technology with Daria Marchenko
- **Taking Back Control:** Digital sovereignty issues with Valentine Goddard
- **Fact or Fiction?** Navigating the era of fake news with Anne Nguyen
- **AI Library,** in collaboration with BANQ
- **Tree Seedling Distribution,** as a symbol of a sustainable future

### Practical Information

Dates: Friday, May 23 & Saturday, May 24 at 7:00 PM | Sunday, May 25 at 4:00 PM - performances followed by open discussions | Mocktails and tree seedling distribution.

Location: Esplanade Tranquille, Montréal

Audience: 12+

Access: Free admission | Donations accepted on-site

This project is made possible thanks to the support of the Canada Council for the Arts, the Conseil des arts et des lettres du Québec, the Conseil des arts de Montréal, and the Quartier des Spectacles de Montréal.

### **About ATSA, When Art Takes Action**

ATSA, When Art Takes Action, is a non-profit organization founded in Montreal in 1997 by the late Pierre Allard and Annie Roy. For over 26 years, ATSA has created engaged artistic installations and events that challenge the public on major social and environmental issues. With a playful yet striking approach, ATSA creates, produces, and disseminates transdisciplinary, relational, and event-based works both locally and internationally, driven by the desire to raise awareness about crucial and pressing social, environmental, and heritage causes.

For more information, visit: [www.atsa.qc.ca](http://www.atsa.qc.ca)

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