



Toronto Free Gallery is proud to present:

CHANGE, is Action Terroriste Socialement Acceptable/Socially Acceptable Terrorist Action (ATSA's) complete body of work together in one location, enabling the visitor to discover or rediscover this socially engaged collective through an appreciation of its overall output.

EXHIBITION, ART, DERIVED PRODUCTS FOR SALE! EVERYTHING MUST GO! FROM \$2 TO \$2,000!
Also, online store and art catalogue at www.atsa.qc.ca/projs/change/uk/change.html

DATES: June 3, 2010 and closing Saturday, July 24, 2010.

OPENING RECEPTION: Thursday, June, 3 FROM 7-10PM

ARTIST TALK: Saturday, June 5, 4-6pm

LOCATION: Toronto Free Gallery 1277 Bloor Street West, Toronto, ON M6H 1N7

CHANGE, a retrospective of ATSA's work coupled with an intervention on marketing, all at a "store" near you! **CHANGE**, the crossroads of business and art. An open invitation to change, where positive transformation must come through sustainable development and our smart choices as consumers. **CHANGE**, a platform for reexamining the major societal issues covered by ATSA: wealth and resource distribution; rampant consumerism; stewardship of our natural, built and intangible heritage; addiction to fossil fuels; violence toward children; globalization; and more. **CHANGE**, a paradox: a critique of the ubiquity of marketing in our lives but also the use of commercial space as a mechanism for fostering encounters and discussions on art, consumerism, and the issues that led to the creation of the works featured.

ATSA is a not-for-profit organization founded in 1998 by artists Pierre Allard and Annie Roy. The pair create transdisciplinary works and events for the public realm that take the form of interventions, installations, performance art and realistic stagings. Their actions are born of a desire to raise public awareness of various social, environmental and heritage issues that are crucial and that need to be addressed. To sway both the public and the media—in short, to motivate as many citizens as possible to take an active role in improving society—**ATSA** marshals artistic quality, a playful, imaginative outlook, impactful media exposure, and key messages backed by sound, thorough research. See www.atsa.qc.ca

See attached for more details:

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More About ATSA...

ATSA's approach is to ensure that the aesthetic and symbolic statements of its art also serve as tools for interaction and education. Its artistic creations—always provided free of charge and designed to draw people closer together—are one-of-a-kind experiences from both a sensorial and a humanistic standpoint. They are educational and intergenerational, and question the urban landscape, promoting exchange and reflection in the public realm.

ATSA is a creative, pacifist and responsible movement committed to producing and promoting events which help advance the causes of sustainable development and the fundamental rights of man and of nature.

Achievements of ATSA...

ATSA is recipient of the **2010 Pratt & Whitney Canada Nature de l'Art Prize** awarded by the **Conseil des arts de Montréal**, the **Citoyen de la Culture 2008** award handed out by **Les Arts et la Ville** and of the **Artistes pour la Paix 2008** award.

ATSA's noteworthy achievements include **État d'Urgence** (State of Emergency), an interdisciplinary festival and refugee camp of sorts smack-dab in Montreal's downtown core, providing a diversity of artistic explorations within a presentation context that is solidary and supportive of socially inclusive values; **CHANGE**, an intervention about marketing, also serving as a retrospective of 10 years' worth of creative output, equally available as a travelling installation; **ATSA : Quand l'Art passe à l'Action**, the collective's first commemorative monograph; **Bubblegum Cannonballs**, an intervention on consumerism as a weapon of mass creation, produced for the Havana Biennial of Contemporary Art; **Parc industriel** (Industrial Park), a faux archaeological site made entirely of rubbish and an introspective look at our consumerist society; **Attention : Zone Épineuse**, an intervention held on Mount Royal about the precariousness of our ecological heritage; **Les Murs du Feu** (Walls of Fire), a fiery evening and guided walking tour all about the more famous conflagrations that have marked Montreal's history; **Attentat** (Attack), a series of installations depicting our addiction to fossil fuels; **FRAG**, a permanent, site-specific visual trail on the history of Saint-Laurent Blvd. aka "The Main"; and **Squat Polaire**, an educational installation about climate change.

Toronto Free Gallery is a not-for-profit art space dedicated to providing a forum for social, cultural and urban issues expressed through all media. Toronto Free Gallery is intended to be a creative laboratory. We aim to provide artists with a space to experiment, explore new ideas, question norms and challenge both themselves and their audiences.

Toronto Free Gallery is supported by the Canada Council for the Arts, Ontario Arts Council and the Trillium Foundation

-30- Contact: **Toronto Free gallery**, Heather Haynes 416.605.5556 | heather@torontofreegallery.org
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