

**BUSY NDG INTERSECTION GETS MURAL MAKEOVER**  
**Thirteenth mural installed in arteVISTA, the biggest art gallery in the world.**

**MONTREAL, Friday, November 29th 2002** – An arteVISTA mural of Normand Hudon's *Le Joker*, sponsored by Quebec liquor board SAQ, was installed two days ago on Sherbrooke St. near the corner of Décarie Blvd. in the Montreal borough of Notre-Dame-de-Grâce.

The project, launched November 10th 2000 in the presence of Mr. Pierre Bourque, former Mayor of Montreal, involves covering Montreal's less attractive walls with giant vinyl reproductions of artworks by Quebec artists and painters.

The thirteenth arteVISTA mural's location is the west wall of 5265 Sherbrooke St. It measures approximately 16'6" w x 25'h (5m x 7.6m) and will be in place for two years. The original work from which the mural was produced, is an oil painting depicting a colourful juggling jester. The wall has been repainted the original brick colour by arteVISTA as part of an agreement with the borough to cover up a previous whitewashing.

arteVISTA's co-creator Stéfany Corey commented, "We are very pleased to see this mural finally go up, after suffering some unfounded criticism from two borough councillors when the project was announced. I think the public will now be able to see for themselves that this sponsored artwork brightens up the intersection no end, as well as distracting from the rather vulgar illegal advertisement across the street."

Ms. Corey's partner John Dutton added, "Normand Hudon's works are famous for being, in a word, cheeky. The painting we have been fortunate enough to reproduce thanks to the SAQ is the epitome of that cheekiness."

Born in Montreal in 1929, Normand Hudon studied at the École des Beaux-Arts de Montréal and then the Académie Montmartre in Paris (1949). While in Paris he met many influential personalities including Picasso and Léger. His work has been exhibited regularly since 1947 at the Salon du Printemps of the Montréal Museum of Fine Arts and other galleries in Québec, Canada and abroad.

Also renowned as a caricaturist, Hudon's caustic drawings have appeared over the years in Montreal newspapers such as *La Presse* and *Le Devoir*. Hudon's irreverent eye consistently influenced his paintings, which usually depict familiar Montreal neighbourhoods and characters. Normand Hudon died in January 1997.

The mural will be in place for two years, and, as with all the other arteVISTA murals, is printed with MMT paint-jet technology on four-season vinyl guaranteed to remain colour-fast for seven years. Each is

covered with an anti-graffiti protective layer and will be maintained regularly.

Several other murals are currently in production. The original murals which were installed two years ago have had their sponsorships renewed by TVA, Via Rail and an anonymous sponsor.

For more information on the project visit the arteVISTA website at [www.artevista.net](http://www.artevista.net). To see the mural visit <http://www.artevista.net/en/murals/13/index.shtml>.