

 **Gallea**

+



**ciné
kert**

**FUNAM
BULES
MEDIAS**

SUCO

PRUNELLE EXHIBITION

October 2020 | Montreal
to March 2021 | Canada

Questioning our existence and our environment

Ciné Vert is a documentary film festival about the environment. It aims to promote local and international cinematographic works, as well as the creation of spaces for discussion and convergence around current issues, leading to the mobilization and creation of promising initiatives in terms of ecological transition. **Ciné Vert** is a co-production of **SUCO** and **Funambules Médias**.

The Exhibition entitled 'PRUNELLE' formed part of the festival's program. This exhibition is a **multidisciplinary, online exhibition, bringing together artists from the Montreal and Quebec art scenes.** The works challenged human being and our environment through themes of gender equality, solidarity, social justice, democratization, and sustainable development. The exhibition was online from 2 months from October 5th to December 5th, 2020.



[Nomades de Mongolie - 1](#)
Yann Lenzen

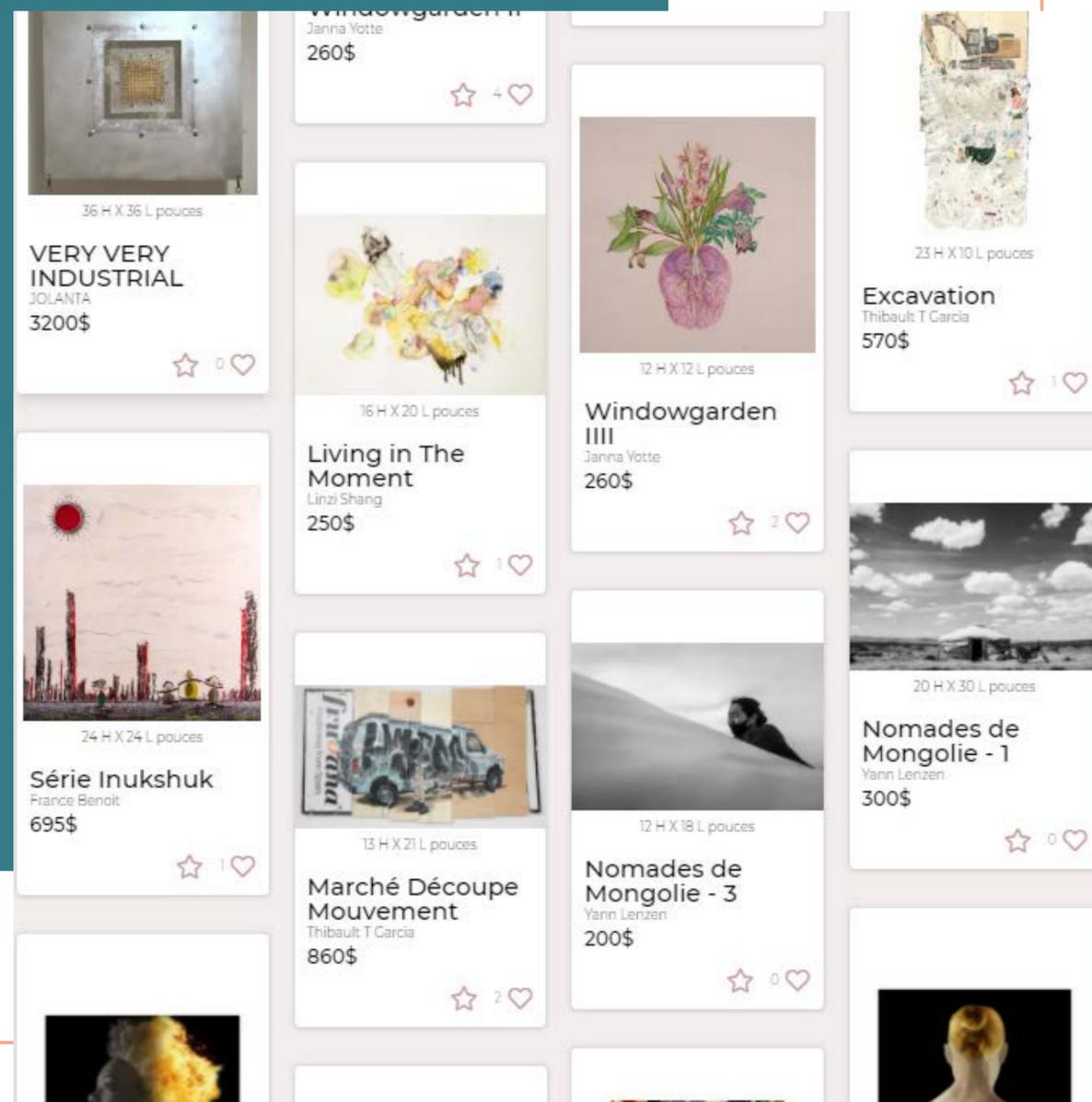


Rethinking festivals during the pandemic

With the prevention measures in force in 2020, Ciné Vert's festival as we knew it could not take place. Rather than cancelling the event, the organizers adapted to create **virtual edition**.

As a result, the exhibition was shifted to an online art exhibition. **Supported by Gallea's platform, the festival attendees were able to discover the collected works on the exhibition page throughout the event.**

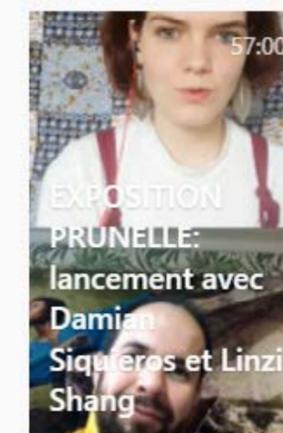
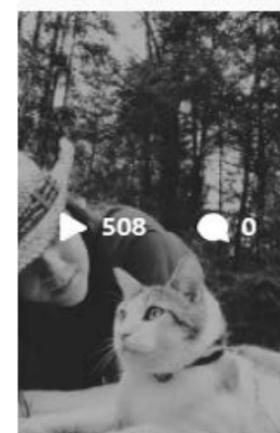
The bilingual website was accessible worldwide, this solution reached the festival audience, meeting the organizer's needs for large-scale distribution.





Interviews with the artists

In order to offer a complete and multiplatform experience, Gallea's team also organized interviews with the selected artists. Broadcasted [live on Instagram](#), these **discussions between a host, the artists and the audience** explored themes promoted by the festival as well as the artistic approach of the creators.



Custom-built partnership

Quick and easy selection process

Ciné Vert's selection committee selected chosen works directly from their account. Gallea ensured communication with the artists to announce the selected artists.

Live Interviews

Hosted by Gallea, live interviews created a buzz around the artwork; a complementary piece for the festival and the exhibition, offering artists an opportunity to converse and interact with Gallea and an audience around the themes of the festival.



Recruitment of artists

The Call Out was shared on Gallea's social networks and within its community of **4,000 artists**. In total, we received **over 200 artwork submissions** for this opportunity.



Showcasing platform

The exhibition was presented on gallea.ca, a transactional platform accessible worldwide, and shared on social networks.





Testimonials

As part of **the Ciné Vert festival**, we have been working with the Gallea team since 2019 for two editions of Ciné Vert! It is always a great pleasure for us to work with their **dynamic, creative and innovative team** that respond to a real demand! Their support is well-rounded and we are in very good hands in their company.

Services offered are flexible and adjusted according to our needs, their open-mindedness makes all the difference! During the first edition of the festival, the team was able to accompany us as much in the ideation phase as in the coordination and the assembly of our physical exhibition. In 2020, because of the pandemic, we had to offer the festival program entirely online, and the Gallea team was able to quickly roll up their sleeves and offer us an alternative digital exhibition, taking on a large part of the organization of this exhibition. **The result was sensational and very professional!**

What I love most of all is the Gallea's availability, creativity and the humans behind the team! It is certain that we hope to pursue this wonderful collaboration with Gallea within the framework of Ciné Vert for years to come!

Yasmina Britel

Project Manager

Public Engagement and National Projects



Prunelle's Exhibition in numbers

206

artworks
received

23

selected
artworks

13

independent
artists

983

page
views

8

live
interviews

3891

views on
IGTV



Build your made to measure
partnership with

D Gallea

Our **creative team** combined with our **versatile platform** allows you to build innovative artistic and cultural projects that reflect **your values and brand identity**.

Do you have a project in mind?

Challenge us:

partnership@gallea.ca

