

Montreal Exhibition

Véronique Duplain

SELFIE PROJECT

Feb 1 – Mar 31, 2020

Opening :

Saturday, Mar 14, 2 – 6 p.m.



Selfly (29/02/2020), Véronique Duplain, 2020. Inkjet print, 28 1/2" X 40".

Véronique Duplain is a Montreal-based photographer. Self-taught, she explored different spheres of photography before devoting herself to composition work with *Selfie Project*, now at its seventh edition. As part of this project, the artist puts herself in the center of different narrative universes on a daily basis for the whole month of February.

Published every day on Instagram, these pictures address the contemporary themes of Internet voyeurism and the media construction of public personalities. This year, Arsenal Contemporary Art Montreal welcomes Véronique Duplain for a one-month residency, open to public.

The approach behind Véronique Duplain's photographs reflects the specificity of her work. She is in charge of every stage of production, from coming up with the initial idea and building the sets, all the way to picture editing. Each day, she creates a new fictional setting in which she embodies a character, testifying to the leading part of imagination and theatricality in her process.

The final result of her work - 29 color prints representing her 29 self-portraits - is exhibited in the middle of her fragmented creative lab, giving the public access to Duplain's inventive process. The visitor is therefore invited to explore the project's behind-the-scenes and discover all the steps leading to the different photoshoots.

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