

MEDIA RELEASE

For immediate distribution



Creating art from 100% recycled materials

“When you present something playfully, or even satirically, you create a space where people can drop their defences. When you manage to do this, you can reach them at a level at which they’ll be receptive to what you have to say.”

– Peter Gibson (a.k.a. Roadsworth)

Montréal, 2012 – Urban artist Roadsworth has made use of the by-products generated by the daily activities of the most important commercial retail centre in downtown Montréal – a UNESCO City of design – to create a monumental art installation, generated entirely from recycled materials: FRAGILE, an urban garden landscaped over five stories of the Montréal Eaton Centre.

Roadsworth (i.e. Peter Gibson) and fellow artist Brian Armstrong were invited by the PROJEKROOM collective and welcomed by the Montréal Eaton Centre to collect directly from its recycling containers, over a period of more than eight months, the working materials they would come to use to create the installation. Through the support of PROJEKROOM, which ensured the implementation of this initiative, the artists transformed the collected recyclable residual waste into an ecosystem that raises awareness of the value of everyday materials.

One man’s garbage is another man’s treasure

“On more than one occasion while mining through the recycling containers, we felt like gold prospectors, hunting for that elusive, precious piece among the garbage”, remembers Peter Gibson with a rueful smile. A creator of international repute, the artist—who was given *carte blanche* to develop his ideas by the Montréal Eaton Centre—has taken with FRAGILE another step in his unique artistic journey. He makes use of this most urban of spaces to tell a story and to highlight the parallels between the Montréal Eaton Centre as a complex setting and the equally complex structures that are found in nature. Artistic conceptualization and creation become acts of communication as a new perspective emerges from the essence of common objects that are given a second life: water bottles become streams, cardboard springs back to life in the form of trees, sheer plastic film recalls the fragility of insects’ wings...

A full circle: From the natural, to the human-made, and back to the natural world.

“How much do human activities, whether economic, social or other, really differ from those that take place in the natural world? How separate are we, in fact, from the natural systems that surround us? Where is the boundary between nature and humans?” reminds Peter Gibson. The installation FRAGILE transforms the Montréal Eaton Centre while at the same time revealing its true essence: an ecosystem composed of a community of individuals interacting with each other and their physical environment. Human beings do not stand in opposition to, nor are they distinct or detached from nature, but rather one of its integral components.

“I’m not interested in preaching to anyone”, notes Gibson. “To talk about the environment is, rather selfishly, to

express ideas about our individual and collective interests. As the installation's title, FRAGILE is of course intended to bring to mind the fragility of our ecosystems. But it's also a reflection of the *fragile* stamp on the sides of packaging boxes that we often handle carelessly and neglect even more once emptied. The way we treat what surrounds us is, in some ways, a reflection of how we treat nature."

The installation FRAGILE is on display at the Montréal Eaton Centre until February 29, 2012.

Details at <http://fragile.projekroom.com/en/>

-30-

Contact: Sébastien Sylvestre
(514) 288-6446
sebastien@kellyetcie.com