

OSTENTATIOUS NORMALITY

Long-term online interventions
August 22 to September 22, 2016

Quebec City, August 16, 2016 – **From August 22 to September 22, 2016**, Folie-Culture is pleased to present two long-term online interventions on the theme of *Ostentatious Normality*.

What is normality? A strange spontaneous consensus, shaped by the media and marketing professionals, that becomes a norm and transforms social interactions, spurs consumption, and make us all seemingly the same. But normality must be interrogated, hence two new online interventions by **Maximilien Ramoul** (France) and the **Jean-Sébastien Vague** collective (Montreal), which tackle widespread human alienation mediated for the the digital era.

MAXIMILIEN RAMOUL (France) / *La mort lente du merveilleux* / Video intervention

As new social media and communication platforms proliferate, language evolves to favour the fast, commonplace, and brief. For an entire month, **Maximilien Ramoul** will examine this feature of our communication technologies with a series of short videos, released daily, exploring what the word “*merveilleux*” (marvelous) means today.

To follow the intervention from August 22, go to :
<https://vine.co/u/1358113314063912960?mode=grid>

JEAN-SÉBASTIEN VAGUE (Montreal)

Grimper l'Everest en 31 jours (trucs et astuces pour trouver le bonheur) / Blog

In an era when our social media feeds constantly promise “happiness in ten easy steps,” the quest for happiness seems to go hand in hand with unrelenting levels of productivity. For one month, **Jean-Sébastien Vague** will collect advice on happiness and apply it in daily life. The duo will post the performative experience on a regularly updated blog that reflects the tension between conformity and individuality.

To follow their blog from August 22, go to:
http://folieculture.org/blog_jeansebastienvague

Don't miss the second component of our multidisciplinary event: the ***Ostentatious Normality* exhibition**, which runs September 22 to October 2 at Le Local, 280 Christophe-Colomb Est, in Quebec City!

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