



The Flag of Fools – Video Installation **exhibited in France**

Folie/Culture exhibited a video installation of ***The Flag of Fools*** in France to mark the 20th anniversary of the Fonds d'Art Contemporain Frontière\$. The exhibition ran **November 4 to 17** at Galerie Frontière\$ in Lille, and **November 30 to December 6, 2016**, at the city hall of Ronchin. A Folie/Culture team travelled to France to present the installation.

New life for *The Flag of Fools*

To bring ***The Flag of Fools*** to new audiences, Folie/Culture created a brand-new version that presents all 100 flags in a video installation. The team enlisted artist Alain-Martin Richard to craft personal, sensitive interpretation of each flag distilled into a short, poetic sentence to accompany each one. Actress Marie-Ginette Guay read each sentence for the installation soundtrack.

The original project

The project dates back to 2013, when Folie/Culture invited artists of all stripes — unknown to well-known, crazy or otherwise — to submit a design for a flag to represent craziness. The response was impressive: 100 people submitted an original flag representing their highly personal interpretation of the subject. The flags, made of a wide range of materials but identical in size, were exhibited together as a giant mosaic in the window of the Sherpa building in Quebec City, in 2014, for Manif d'art 7.

The project was made possible by the financial support of the Canada Council for the Arts.

Folie/Culture thanks Avatar for its collaboration.