

# PHOTO, MEDIA AND DIGITAL ART

Prefix Institute of Contemporary Art  
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Photo Magazine. Visual, Audio and Surround Art Galleries.  
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## PREFIX.

For Immediate Release (September 12, 2008)

### FRENCH ARTIST LAURENT GRASSO INVADES THE STREETS AT PREFIX

(Toronto) – To kick off the fall season, **Prefix** is pleased to present the **Canadian premiere** of *Projection* by internationally renowned French artist **Laurent Grasso**. Curated by **Scott McLeod**, the exhibition is also an exciting feature of *Nuit Blanche*, **Saturday, October 4th, from 7 PM to sunrise**.

An **opening reception** with artist in attendance will be held on **Thursday, October 2nd from 7 to 10 PM** at **Prefix**, located at 401 Richmond Street West, Suite 124, Toronto. The exhibition runs from **September 25 to November 22, 2008**.

A billowing cloud of dust accumulates in an unmarked alleyway. Engulfing the surrounding cars and reaching higher than first-story windows, the cloud suddenly bursts forth, propelling toward you. Racing away from the approaching threat and forced to look backwards in this chase-scene, you anticipate the many possible dead-ends that cannot possibly be foreseen.

For **Grasso's *Projection***, **Prefix's** pristine white setting is transformed into a long, dark room with a large-scale video projected against the end wall, like a train rushing into a tunnel you have dared to enter; the rumbling sound enhances the menacing atmosphere. The video provides visual depth yet quickly curtails this space with the exhilarating sensation of encroachment. The equally nebulous narrative heightens a peculiar feeling of displacement.

At first, the projection appears to loop, but it is soon evident that the same dust cloud blows over many different routes throughout the too-narrow streets of Paris – appearing to remain constant, the video is ever-so-slightly changing. Myriad events come to mind. The rushing cloud speaks to the current political climate: bombings, terrorism and war in general, and the setting itself recalls the 1968 student uprisings. **Grasso's** ambiguous narrative, however, is purposeful. The viewers are asked to rely on their own perceptions of the unfolding events and to form their own meaningful dialogue with real and projected threats.

#### About the Artist

Laurent Grasso is an internationally renowned multimedia artist, working mostly with video and installation. Born in France in 1972, Grasso studied at the Ensba (Paris), the Cooper Union School (New York), Central Saint Martins College (London), and Le Fresnoy (Toucoing). He currently lives and works in Paris and was an artist in residence at the Villa Medici (Rome) and ISCP (New York). His work has been exhibited nationally and internationally and some recent shows include *Neurocinema* (Akbank Sanat, Istanbul), *TimeDust* (Galerie Chez Valentin, Paris), and *Electric Palace* (Studio 814, New York). Grasso is represented by Galerie Chez Valentin (Paris).

#### About the Curator

Scott McLeod is a writer, curator and arts administrator. His work focusses on contemporary practices, with a specialization in photography, media and digital art. Since 2000, he has been the director and curator of Prefix Institute of Contemporary Art, where he also serves as editor and publisher of *Prefix Photo* magazine. McLeod is a member of IKT, International Association of Curators of Contemporary Art.

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### **About Prefix**

Prefix Institute of Contemporary Art is a public art gallery and arts publishing house based in Toronto. A registered charitable organization, Prefix fosters the appreciation and understanding of contemporary photography, media and digital art. Recently, Prefix launched a new division, Prefix Press, and is preparing to release its first book, *Milk and Melancholy* by Kenneth Hayes.

### **Acknowledgements**

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For more information, print-ready images or to schedule an interview with the artist or curator, please contact:

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