

PHOTO, MEDIA AND DIGITAL ART

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For Immediate Release (April 2, 2012)

PASCAL GRANDMAISON PLUMBS THE DEPTHS OF PHOTOGRAPHY AT PREFIX

(Toronto) – Prefix Institute of Contemporary Art is pleased to present *Half of the Darkness*, a solo exhibition by Québécois artist Pascal Grandmaison, curated by Scott McLeod. Consisting of a massive archive of negative photographic prints, the installation considers the history and technology of the medium, drawing upon its specific properties as a mode of visual representation. The exhibition is accompanied by an essay by contemporary art historian Anja Bock, published in *Prefix Photo 25*.

An opening reception, in conjunction with the release party for *Prefix Photo 25*, will be held on **Thursday, May 3 from 7 to 10 PM** at Prefix, located at 401 Richmond Street West, Suite 124, Toronto. The artist, writer and curator will be present. The gallery is open from Wednesday to Saturday, 12 to 5 PM, and admission is free. The exhibition continues until **July 21, 2012**.

At first glance, the subject matter of *Half of the Darkness* might seem unclear. Upon closer inspection, however, it becomes evident that these photographic prints, thoughtfully arranged on three low plinths, have been culled from assorted books and archival documents that span the history of the medium. Despite their number and diversity, nearly all of the images depict human beings in relation to their environment, often in positions of control and domination. By means of his strategy of negative inversion, Grandmaison points to traditional photography's ability to generate an infinite number of reproductions from a single negative, and at the same time, he reveals photography to be fundamentally subjective and constructed.

About the Artist

Pascal Grandmaison holds a B.A. in fine art from the Université du Québec à Montréal (UQAM). His photography, film and video installations engage with diverse subjects, ranging from pensive portraits to deep meditations on the legacies of modernist architecture, and capture psychological complexity through a minimal and detached view. Grandmaison has exhibited extensively in Canada, with solo exhibitions at the Contemporary Art Gallery (Vancouver), the Carleton University Art Gallery (Ottawa) and the Art Gallery of Hamilton, among others. In 2006, he received a solo exhibition at the Musée d'art contemporain de Montréal, which travelled to the National Gallery of Canada (Ottawa); in 2011, he received his first major solo exhibition in Europe at the Casino Luxembourg, Forum d'art contemporain (Luxembourg). He lives and works in Montréal.

About the Curator

Scott McLeod is a writer, curator and arts administrator. His work focuses 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 the editor and publisher of *Prefix Photo* magazine.

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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 photographic, media and digital arts. In 2010, Prefix celebrated ten years of programming excellence.

Acknowledgements

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Pascal Grandmaison is represented by Galerie René Blouin (Montréal) and Jessica Bradley Art and Projects (Toronto). *Half of the Darkness* appears courtesy of the Collection of the Musée d'art contemporain de Montréal; gift of the artist.

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

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