



# SPHERE(S)

nouveau type d'événement international en art contemporain  
new type of international contemporary art event



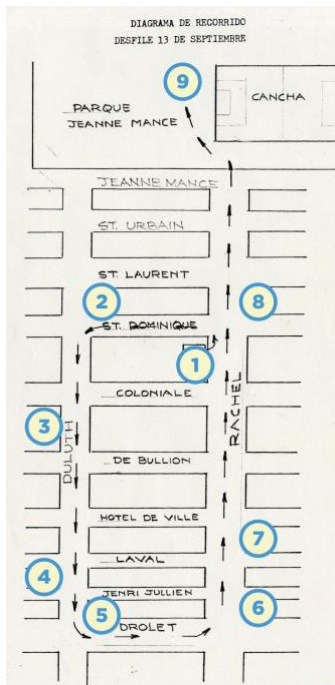
## SPHERE(S) LAB > NEW AR PROJECT : LA CANCHA > 4 DAYS EVENT AT PROJET CASA

PRESS RELEASE

09.19.2023

As part of the SPHERE(S) Lab, launched with a view to creating a major international event based in Greater Montreal, La Cancha is being developed in the form of augmented reality (AR) and will soon be accessible with an app downloaded onto your cell phone. SPHERE(S) aims to examine, through contemporary projects, the traces of the collective and individual imagination of immigrant communities on the territory. This project is important because it represents a turning point in the way we invest the territory on an artistic and cultural level. The La Cancha project, initiated by the Lab in 2023, is led by Romeo Gongora, René Lara, Colas Wohlfahrt, Jon Yu, and Chantal Pontbriand. It innovates by giving a voice to this part of our shared history, while exploring the cutting edge of today's multimedia technologies.

*La Cancha* revisits an annual parade organized by Guatemalans, linked to their social club, El Club Tikal Guatemala, located on Rachel Street in the 1970s. Starting September 28, app users will be able to revisit the parade's main sites, following the original route through the neighborhood adjacent to Parc Jeanne-Mance. The proposed stations are as follows:



**Scene 1: Memories of Club Tikal Guatemala** - Near 62 Rachel East, in front of the small garage next to the Club Tikal Guatemala

**Scene 2: Memories of Club Tikal Guatemala** - Corner of St-Dominique and Duluth

**Scene 3: Invisible solidarity** - 120 Av. Duluth East, in front of the Maison de l'amitié entrance

**Scene 4: Quebec identities today** - Parc Duluth-Laval, small park at the corner of Duluth and Laval

**Scene 5: Reviewing immigration policies** - Corner of Duluth and Drolet

**Scene 6: Beliefs and spiritualities** - 309 Rachel East, in front of the Saint-Jean-Baptiste Roman Catholic church on Rachel

**Scene 7: Cultural immersions** - Near 213 Rachel East, the alley next to Bar A between Hôtel-de-Ville and Laval

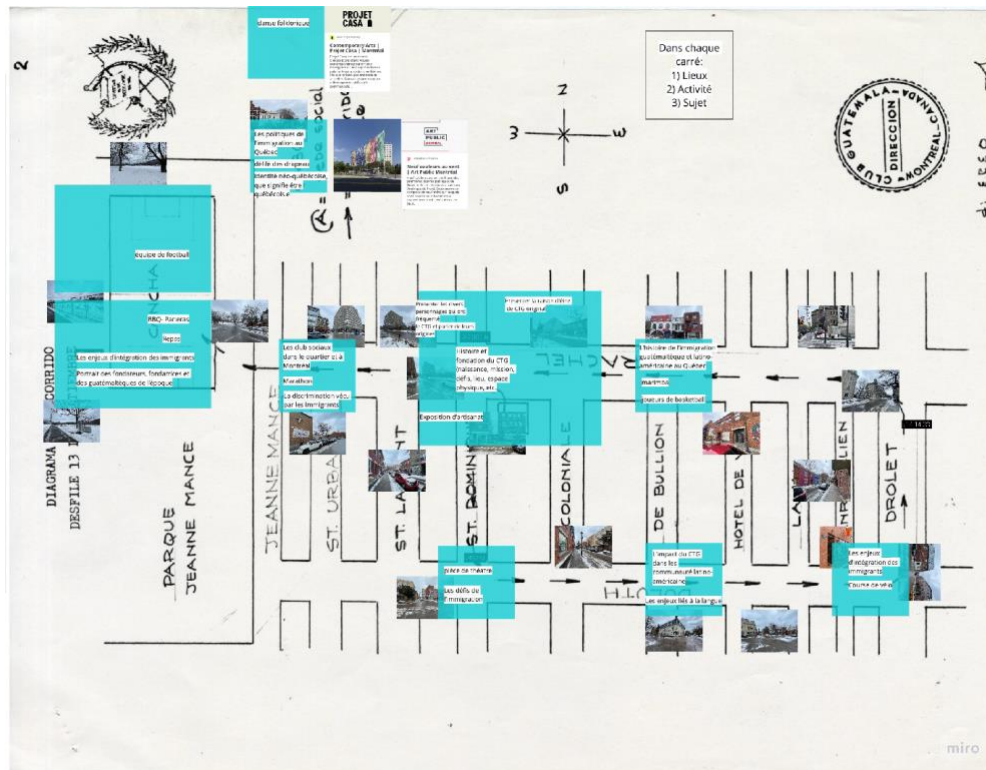
**Scene 8: Stories of Montreal's social clubs** - Parc des Amériques, corner of St-Lawrence and Rachel

**Scene 9: Sports minds** - Parc Jeanne-Mance

These locations will be identified by markers on the walls bearing the *La Cancha* logo. Posters in the neighborhood and a web link will reproduce a map of the proposed route.

During the week of September 28 to October 1, Projet Casa will host an ephemeral event, *La Casa de Guatemala à Montréal*, to launch the app to the general public. The event will feature two main elements: augmented-reality scenes associated with Guatemala's Tikal Social Club, accompanied by audio testimonials, and Guatemalan artifacts such as handicrafts and a marimba. There will also be a dance performance, marimba music, a tortilla-making workshop, Guatemalan coffee in 1970s and post-2000 Mile-End fashions, ideas laboratories, discussions on immigrant life and new protocols in contemporary art, and experiments. For a detailed program, see the Projet Casa website.

The Darling Foundry joined the project by offering a residency at the SPHERE(S) Lab in 2023. As part of this residency and the Place publique program, a discussion and experimentation lab was held on August 31. Following a presentation of the project, participants were able to try out the app and capture the micro-stories behind the experience.



SPHERE(S) is a project launched in 2017 by Chantal Pontbriand, curator, museologist, and essayist.

See <https://www.ledevoir.com/culture/508500/le-nouveau-reve-international-de-chantal-pontbriand>

It gave rise in 2021 to the SPHERE(S) Lab as a sub-project focused on experimentation and development. The group assembled for this specific project includes: Romeo Gongora, an artist who has been working for some time on the history of the Guatemalans here in a collective and participatory way; Colas Wohlfahrt, interactive director, and Chantal Pontbriand. Jon Yu (Mythologi) joined the group as technical director and creator of the Elysium app. René Lara, a director active in the social club, acts as consultant and collaborator. This specific Lab project is supported by the Conseil des Arts de Montréal and the Canada Council for the Arts, both of which we thank generously for their respective contributions.

Please note that a press kit on SPHERE(S) is available on request,

[DOWNLOAD PICTURES of the La Cancha project](#)

[PRESS KIT https://docs.google.com/document/d/1y\\_bpGdycDU4rljXTiD2XkINTofTYP-ZYEmdgaGD9Qnc/edit?usp=sharing](https://docs.google.com/document/d/1y_bpGdycDU4rljXTiD2XkINTofTYP-ZYEmdgaGD9Qnc/edit?usp=sharing)

[Info: info@spheresartinternational@gmail.com](mailto:info@spheresartinternational@gmail.com)

[Facebook: facebook.com/SPHERESARTINTERNATIONAL](https://facebook.com/SPHERESARTINTERNATIONAL)

Web links :

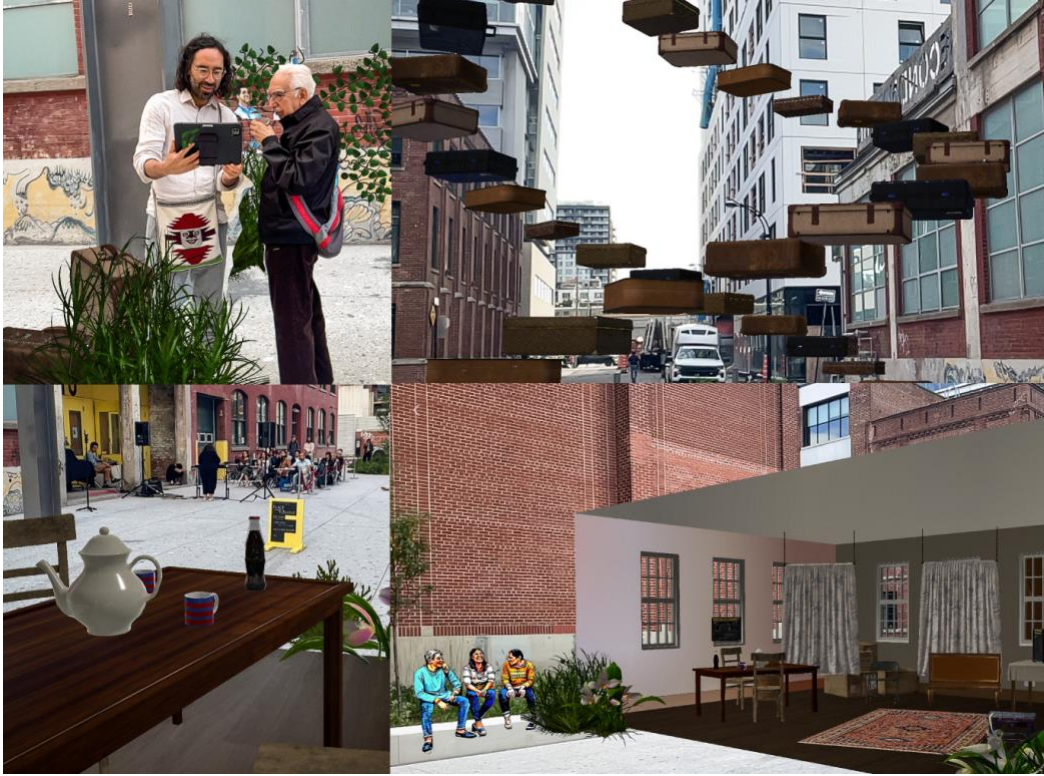
Club Tikal - [clubtikalguatemala.com](http://clubtikalguatemala.com)

Romeo Gongora - [romeogongora.com](http://romeogongora.com)

Darling Foundry - [fonderiedarling.org/Spheres-la-chancha](http://fonderiedarling.org/Spheres-la-chancha)

Casa Project - [projetcasa.org](http://projetcasa.org)

SPHERE(S) - [spheres-mtl.ca](http://spheres-mtl.ca)



## ABBREVIATED CREDITS

*La Cancha* (2023), an augmented reality art project, is an idea initiated by artist Romeo Gongora and produced by SPHERE(S) Lab, accompanied by Colas Wohlfahrt, interactive director. The project was carried out by **Romeo Gongora, Chantal Pontbriand, Colas Wohlfahrt**, members of SPHERE(S) Lab, **Jon Yu**, and **René Lara**, with the invaluable collaboration of members of Club Tikal Guatemala and many other partners.

A project initiated by:

PONTBRIAND  
W.O.R.K.S.

| We\_Others and myself\_Research\_Knowledge\_Systems |

