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February 5, 2008

42 YEARS OF QUÉBEC SOCIAL HISTORY IN THE FIRST BOOK OF ITS KIND

Cumulus Press and Lux Éditeur launch bilingual album of 659 posters of social movements in Québec (1966-2007)

PICTURE THIS! : POSTERS OF SOCIAL MOVEMENTS IN QUÉBEC (1966-2007)

by Jean-Pierre Boyer, Jean Desjardins and David Widginton

These posters, assembled for the first time in one bilingual album, offer a veritable journey through Québec's social history and political imagination of the past four decades. These posters were selected among the thousands archived within the decades-old Research Centre for Popular Imagery (CRIP), now located in the Media Studies Department at UQAM and founded by Jean-Pierre Boyer and Jean Desjardins, who wrote the introduction to the album's collection. The selection was also made from over 600 other posters curated by David Widginton, who wrote the foreword to the book. The posters portray demanding, accusatory and hopeful actions that punctuate the street-level history of Québec from the Quiet Revolution to the present.

The 360 pages are divided into nine chapters and follow the CRIP's archival categories, based on the group that had the posters commissioned: posters by unions, political groups, community groups, feminist organizations, pressure groups, groups promoting international solidarity, cultural organizations, posters by artists, and finally posters from the anti-globalization movement.

In the spirit of collaboration, we commissioned our own poster for the book and we asked Alain Reno to adapt his cover design into a poster. Katasoho Design and Printing, whose posters adorn the book, generously offered their printing services. Publicité Sauvage (PS), whose efforts legalized poster on construction billboards in the '90s, are sponsoring the project by distributing the posters throughout the city. "After seeing that [the book] included posters that I, myself, put up 20 years ago," says Baudoin Wart, founder of Publicité Sauvage, "it was clear that PS should get involved to help promote this important part of Québec history."

Picture This! is now THE historical reference of social movements in Québec.

BOOK LAUNCH Celebration :

Wednesday February 13, 2008, 5 à 7

Écomusée du fier monde, 2050 rue Amherst @ Ontario (Métro Berri-UQAM)

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For further information, author interviews, review copies, please contact the publisher:
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