

**PHILIPPE HAMELIN**  
*La Vie modèle*

November 5, 2014 – November 15, 2014

Video



*Philippe Hamelin, La Vie Modèle, 2006-2012*

«*La Vie modèle follows the psychological derailment of a woman, isolated from nature and from the real world in her ultramodern and urban condominium, who sees her life turned upside down when a digital spirit haunts her and makes her lose all sense of orientation inside her home.*

*La Vie modèle was inspired by models in 3D animation. Real estate developers often insert images of happy people into their housing models, in order to sell a trendy and utopian way of life in their future condos.*

*This video underlines the artificiality of synthetic materials which are increasingly occupying the places we live in, and which come and disturb our notions of domestic comfort. »*

*Text by the artist*

**Biography**

*Philippe Hamelin lives and works in Montreal. He holds a Masters in Fine Arts from Concordia University and a major in Film Studies from The Université de Montréal.*

*The works of Philippe Hamelin have been presented in numerous galleries and festivals, throughout Canada and abroad. In 2014, his works have been presented at Dazibao (Montreal), as well as at the University of Laval's gallery of visual arts (Quebec).*

*In 2014, he is initiating the project La Mirage with Sophie Bélair Clément and Vincent Bonin.*

*Philippe Hamelin's artistic practice is the crossing of visual arts, cinema, and experimental video. He attempts to create poetic arrangements between the human being and technological mediums, all while questioning the relationships that we develop with and through technology.*

Horaire de la Galerie : jeudi-samedi de 12h à 17 h et sur rendez-vous / Heures de bureau : mardi-samedi de 10h30 à 18h