

September 11, 2014

FOR IMMEDIATE RELEASE

***Vancouver, Canada*—A work of public art is about to appear in front of a home in one of Vancouver's most prestigious waterfront neighbourhoods. The installation is a disturbingly thoughtful commentary on our ever-growing obsession with Facebook updates, twitter feeds and reality TV, where the intensely personal is broadcast for the world to see. Where is the boundary between our public and private lives? Is there a cost to our ever-growing appetite for information and instant public comment? Can we recognize the lines between fact and fiction, appearance and reality? *Vancouver Novel* is a pop-up installation on Point Grey Road at Collingwood starting Friday, September 12th. Tweet us @Van_Biennale and join the dialogue.**

About the Artist

João Eduardo Loureiro was born in 1972 in Sao Paulo, Brazil. A rising star on the contemporary art scene, Loureiro has exhibited widely across Brazil, as well as in Paris, Oslo, Caracas, and now Vancouver.

About the Vancouver Biennale

The Vancouver Biennale is a non-profit charitable organization that celebrates art in public space. Each exhibition transforms the urban landscape into an Open Air Museum, facilitating globally-inspired cultural experiences where people live, work, play and transit. The Biennale features internationally renowned and emerging contemporary artists that represent a diversity of cultural perspectives and artistic disciplines, including sculpture, new media, performance works and film. The objective is to exhibit great art and create a catalyst for learning, community engagement and social action. For more information, visit vancouverbiennale.com.

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