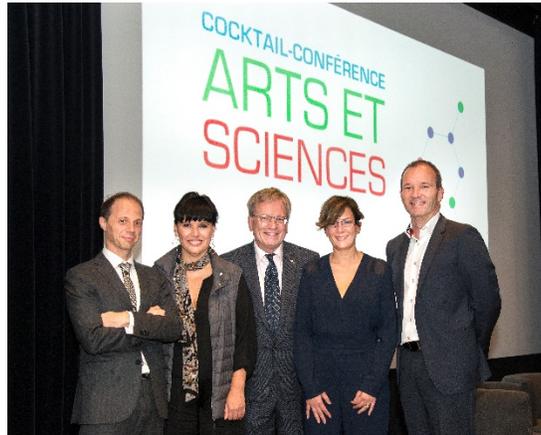


THE 30th EDITION OF ENTRETIENS JACQUES CARTIER FINISHES AT THE MONTREAL MUSEUM OF FINE ARTS IN THE COMPANY OF 200 ART AND SCIENCE PROFESSIONALS



Montreal, October 19, 2017 – The Montreal Museum of Fine Arts (MMFA) yesterday welcomed professionals in the fields of art, science and health on the occasion of the **Arts and Sciences Cocktail Conference**. Presented in collaboration with the Fonds de recherche du Québec, the event concluded the 30th edition of Entretiens Jacques Cartier, the largest gathering in the Francophone community of researchers and academics, decision-makers and actors in the cultural milieu, as well as marking the 10th anniversary of the Montreal economic development organization Montréal InVivo. It also highlights the increasing engagement of the MMFA in health and wellness through art.

During this event, **Nathalie Bondil**, Director General and Chief Curator of the MMFA, conversed with **Peggy Gerardin**, researcher in the Architecture corticale, codage et perception team at the Laboratoire SBRI, Institut national de la santé et de la recherche médicale de Lyon. Dr. Gerardin presented her work on the connections between visual arts and the perceptual processing studied in neuroscience, or how artistic creation can help bring a better understanding of the brain's functioning. The event took place in the company of **Rémi Quirion**, the Chief Scientist of Quebec, Fonds de recherche du Québec, and Chairman of the Art and Health Advisory Committee of the MMFA; of **Frank Béraud**, CEO of Montréal InVivo; and of **Frédéric Bove**, Director General of the Centre et des Entretiens Jacques Cartier.

The MMFA: Leading the Way in Wellness Through Art

Since the inauguration of the Michel de la Chenelière International Atelier for Education and Art Therapy last November, the MMFA has developed many innovative projects that combine the artistic experience with a therapeutic approach. These pilot projects established *in situ* were developed in collaboration with doctors, university researchers, and professionals in the hospital milieu. They address, notably, women with eating issues, victims of breast cancer or violence, people suffering from intellectual disabilities, old people (to prevent cognitive degeneration), as well as people with Alzheimer's disease.

These initiatives are supervised by the Art and Health Advisory Committee of the MMFA, chaired by Rémi Quirion, Chief Scientist of Quebec, and composed of 13 experts from the fields of health, art therapy, research, the arts and philanthropy. Thanks to its dedicated and specially designed spaces and the expertise of its team – which includes a full-time art therapist – the MMFA has become a leader in the museum sector in envisioning new avenues for cures based on a holistic and artistic approach. It has become a research laboratory measuring the impact of art on health. The studies done so far prove it: art is good for you!

From left to right: Frédéric Bove, Director General of the Centre et des Entretiens Jacques Cartier; Nathalie Bondil, Director General and Chief Curator of the Montreal Museum of Fine Arts; Rémi Quirion, Chief Scientist of Quebec; Peggy Gerardin, researcher, Inserm, Lyon; and Frank Béraud, CEO of Montréal InVivo. The Montreal Museum of Fine Arts, October 18, 2017. Photo Pierre Longtin.

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Press Room: mbam.qc.ca/en/media

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About the Montreal Museum of Fine Arts

The MMFA welcomes a million visitors annually. Quebec’s most visited museum, it is one of the most popular museums in Canada, and ranks eighteenth among art museums in North America. The Museum’s original temporary exhibitions combine various artistic disciplines – fine arts, music, film, fashion and design – and are exported around the world. Its rich encyclopedic collection, distributed among five pavilions, includes international art, world cultures, decorative arts and design, and Quebec and Canadian art. The MMFA complex includes Bourgie Hall, a 460-seat concert hall. The MMFA is one of Canada’s leading publishers of art books in French and English, which are distributed internationally. The Museum also houses the Michel de la Chenelière International Atelier for Education and Art Therapy, the largest educational complex in a North American art museum, enabling the MMFA to offer innovative educational, wellness and art therapy programmes. mbam.qc.ca