

Michel Lemieux joins forces with Behaviour to create a new art space holding its world-premiere during an immersive exhibition in Montreal until the end of the year

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Artist Michel Lemieux's two latest art projects, 4D ART SPACE - a virtual art gallery, and Vulnerable - an interactive public art experience, are the result of a recent partnership between Canada's largest game studio, Behaviour Interactive, and 4D ART. The 4D ART Space and Vulnerable projects aim to forge links between the video game and multidisciplinary arts industries, and between neighboring Montreal organizations.

[4D ART Space](#) is a brand new virtual art gallery for 4D ART projects which helps them in aligning its avant-garde digital vision with sustainable development. In fact, the evolving project, which can be experienced with a virtual reality headset, will grow as new immersive works are added and virtual links are created between this space and other works by local and international artists as well as other virtual venues.

The first version of 4D ART Space had its **world-premiere launch** last September as part of the [Digital Pioneers exhibition](#) organized by the PHI Centre to mark the 60th anniversary of the Montreal Place des Arts (PDA), and can be experienced free of charge until December 30 in the PDA showroom.

Vulnerable is an enjoyable and stirring location-based experience (LBE) exploring topics such as otherness, intimidation and benevolence. The experience reminds us of the effects of our actions and words on others, and aims to raise awareness on the subject. The work uses motion detection via camera to enable users to interact with virtual avatars. An overview of the project's premise was presented by artist Michel Lemieux at the "Accessibility & Diversity: Reimagining the cultural landscape" conference last October, as part of the HUB Montréal 2023 event.

As Marian Tremblay, General Manager and Producer of 4D ART, says, "it's a privilege to work with Behaviour, a major video game company, which recognizes local artists and talent and has decided to make its resources available to enable artist Michel Lemieux to develop the artistic projects he has in mind. Our two companies' commitment to artistic quality and passion for innovation are at the heart of this partnership, and have made this experience so natural."

"Through a collaboration like this, Behaviour gives back to the community as much as it benefits from it. We're proud to partner with a company like 4D ART, always an innovator and pioneer in the digital industry, in a research and development project to expose our video game teams and technologies to other perspectives and push them towards new horizons. This project allows us to step out of our comfort zone and develop our expertise in virtual reality and interactive experiences," says Dominique Lebel, Senior Vice-President, Business Solutions at Behaviour Interactive.

4D ART

With their artistic company 4D ART, [Michel Lemieux and Victor Pilon](#) have been creating unique artistic works where the senses and emotions are heightened by the use of new technologies for almost 40 years. Among the works on which Lemieux and Pilon have built their reputation are *Cité Mémoire*, *Dreamscapes*, and the many hybrid shows combining scenography and digital and live characters that have toured the world: *Temporel*, *Icarus*, *Beauty and the Beast*, Shakespeare's *The Tempest*, and *NORMAN*, a tribute to Canadian filmmaker Norman McLaren.

More recently, Michel Lemieux has worked on IN SITU, an augmented reality experience for 17 Montreal cultural institutions, and several immersive 3D shorts : *Icarus VR*, *Untouched* and *Invisible*. 4D ART is supported by the Canada Council for the Arts, the Conseil des arts et des lettres du Québec, and the Conseil des arts de Montréal.

<https://4dart.com/> | facebook.com/lemieuxpilon | twitter.com/4dart

BEHAVIOUR INTERACTIVE

Behaviour Interactive is the largest Canadian gaming studio, with more than 1,300 employees worldwide. Behaviour is best known for its flagship franchise, the multiplayer survival horror game *Dead by Daylight™*, which has entertained 60 million players across multiple platforms. The studio is currently expanding its portfolio of original IP with multiple projects, including the acclaimed building and raiding title *Meet Your Maker*. Behaviour has also established itself as one of the world's leading providers of external development services. The company has partnered with many of the gaming industry's leaders, including Microsoft, Sony, EA, Warner, Netflix, and Take-Two, among many others. Over 30 years, Behaviour has developed an unparalleled, award-winning culture. The company was named one of the Best Places to Work in Canada by GamesIndustry.biz, and has been recognized with Deloitte Canada's Enterprise Fast 15 and Best Managed Company awards. Headquartered in Montreal, Behaviour has expanded its global presence with studios in Toronto (Behaviour Toronto), Seattle (Midwinter Entertainment), the United Kingdom (Behaviour UK – North and Behaviour UK – South) and the Netherlands (Behaviour Rotterdam).

<https://www.bhvr.com/>

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Video preview (4D ART Space) : <https://youtu.be/AoenB6PyQWM>

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