

"YOU DON'T LOOK LIKE ANYBODY ELSE", AN EXHIBITION OF CONTEMPORARY ART FOR YOUNG PEOPLE



2030 AGENDA - SDGS



CULTURE 21 ACTIONS - COMMITMENTS

1. CULTURAL RIGHTS
2. HERITAGE, DIVERSITY AND CREATIVITY
3. CULTURE AND EDUCATION
6. CULTURE, EQUITY AND SOCIAL INCLUSION

**CULTURAL, EXCHANGE OF EXPERIENCE, EDUCATION,
INNOVATION, INTEGRATION, WELL-BEING, DIVERSITY, YOUTH,
CARE, CULTURAL RIGHTS, ARTS, CREATIVITY, TRUST**



1. Trois-Rivières and culture

With a population of 144,472, Trois-Rivières is the main cultural hub of the Mauricie region. It's a dynamic city, with a number of notable cultural and academic institutions, as well as numerous festivals. In its [Sustainable Development Policy](#), the city recognises culture as "a central element of its development", and in its latest [Cultural Policy](#), it adds that "every citizen can be an actor and ambassador of culture, heritage and local history". One of the 6 main guidelines emphasises the importance of "making culture a vehicle for integration, social cohesion and improving the quality of life of citizens".

In today's global context, the relationship between health and culture is profound and complex, particularly when it comes to self-confidence and aesthetic role models among young people. Social and media pressure often imposes unrealistic standards, influencing self-perception and health. By celebrating diversity through art, young people learn the freedom to explore their identity without having to conform to unrealistic standards or models.

2. Goals and implementation of the project

2.1. Main aim and specific goals

The emphasis is on a playful approach to difference, self-assertion and identity, highlighting the positive aspects of bodily diversity and encouraging critical reflection on the beauty standards conveyed by the media. The aim is to develop their ability to discern media influences and assert their own identity.

The project aims to stimulate young people's interest in contemporary art and make it more accessible, by broadening their horizons and nurturing their imagination. Particular attention is also paid to supporting and promoting Quebec artists.



THE RELATIONSHIP BETWEEN HEALTH AND CULTURE IS PROFOUND AND COMPLEX, ESPECIALLY WHEN IT COMES TO SELF-CONFIDENCE AND AESTHETIC ROLE MODELS AMONG YOUNG PEOPLE.

2.2. Development of the project

To ensure public participation, the project team drew up a plan for consulting target audiences and specialists in 4 phases:

1. An ideation committee made up of youth workers from a variety of disciplines (e.g. psychologists, nutritionists, immigration and inclusion officers, etc.) discussed the notion of bodily diversity among young people. In addition to mobilising the partners, the aim was to obtain information on bodily diversity of 7-13-year-olds, as well as on the transmission of being, the enhancement of their identity and the celebration of bodily diversity.
2. Public consultations and cultural mediation activities brought together groups of young people from a variety of cultural communities. Young people took part in discussions about stereotypes and the media in their daily lives. This was followed by badges workshops aimed at celebrating bodily diversity and highlighting its positive aspects and beauty.
3. A Visitor Experience Committee, made up of people who work with young people (library officers, teachers, people in charge of cultural and civic action in a museum, etc.) was set up to guide the cultural mediation experience of young people visiting the exhibition.
4. Public consultation and cultural mediation activities: following the opening of the exhibition, young people were asked about their understanding, emotions and appreciation of the works. The aim is to incorporate certain elements into the cultural mediation of the exhibition to reflect young people's opinions. They also produced a badge representing their perception of the celebration of bodily diversity.

The mandate of cultural mediation is to open up a discussion on self-affirmation and difference. The exhibition's mediation plan aims to inspire passion and discovery by offering mediation activities and tours tailored to the needs of visitors (families, schools, community groups). It offers a range of activities and artistic experiences (guided tours, creative workshops, artist encounters, lectures) that promote knowledge, understanding, appreciation and democratisation of contemporary and current art, as well as the subject of bodily diversity. The aim is to provide the public with the tools and keys they need to make sense of their visit, with the ultimate aim of contributing to their cultural and personal enrichment, whatever their age.

Mediation is a fun way of tackling the subject of identity through the theme of body diversity. It raises questions about the models of beauty found in the media. Ultimately, mediation fosters the development of enlightened, sensitive and critical citizens.

It is important to note that it is by leaving children free to make their own interpretations, and by explaining to them that it is possible for their interpretation to be different from others, that we consolidate their self-esteem and identity.



**THE EMPHASIS IS ON A PLAYFUL APPROACH TO DIFFERENCE,
SELF-ASSERTION AND IDENTITY.**

3. Impacts

3.1. Direct impacts

The public consultations, which brought together different actors from the community, education and health sectors, as well as different groups of children and teenagers, had a positive impact on the development of the project, on the involvement of participants in the exhibition and on how many people came to visit it.

Besides contributing to the artists' practice, the project enabled them to reflect more personally on bodily diversity. Over and above their respective approaches, the theme inspired them to create sensitive works coloured by their own perceptions and experiences. Through the mediation of the exhibition, it was possible to observe the different human impacts that this type of experience can have on visitors, including raising awareness of the relationship we have with our bodies, both individually and collectively; helping us to understand each other's realities; and opening up dialogue about our differences.

3.2. Evaluation

The exhibition was presented in Trois-Rivières from 9 December 2023 to 17 March 2024, before touring throughout Quebec until 2028. During the 4-month run at the Centre d'exposition Raymond-Lasnier, 34% of visitors were aged 17 and under, out of a total of 3,885. This figure includes 40 groups from a variety of backgrounds, many of whom participated in the advisory committees.

The rental of the exhibition meets the need to offer an exhibition specifically for young audiences in contemporary art and includes a detailed mediation plan to ensure the sustainability of the entire project.

The exhibition and the mediation surrounding it have great potential with the target audience, and are easy for institutions wishing to increase family and school attendance. The family and school activities are designed to provide a unique artistic experience. Through rich, dynamic and stimulating workshops, participants are invited to explore the world of the visual arts.



3.3. Key factors

The mediation workbook includes examples of the types of mediation that can be carried out with different audiences, as well as simple instructions for developing collaboration with the library services of different towns in Quebec. An accompanying booklet for schools is included to provide teachers with preparatory and post-visit mediation activities, as well as an accompanying map to facilitate independent visits.

By producing and circulating bilingual documents, the exhibition enables visitors to enjoy the exhibition and make it easier for them to understand. Finally, the beneficial effects of this participatory approach during the development of the project have encouraged us to repeat the experience for future cultural mediation projects.

3.4. Continuity

By equipping the cultural environments hosting the exhibition, we create the conditions necessary to ensure its continuity and reproducibility, guaranteeing its lasting impact over time and across different geographical contexts. In fact, supporting the cultural environments hosting the exhibition by providing the necessary resources and knowledge ensures that the exhibition can be presented consistently and to a professional standard, wherever it is located.

The provision of appropriate educational tools for cultural mediation helps to guarantee the quality of the visitor experience in each exhibition venue, and to ensure consistency in the dissemination of artistic content.

We also encourage the sharing of best practice and learning to enrich the overall experience of the exhibition and strengthen links between cultural actors across Quebec.



**THE PROJECT INCLUDES MEDIATION WITH DIFFERENT AUDIENCES,
INSTRUCTIONS FOR DEVELOPING COLLABORATION WITH LIBRARIES
IN DIFFERENT TOWNS IN QUEBEC, AND A GUIDE FOR SCHOOLS.**

4. Further information

Trois-Rivières was a candidate for the sixth edition of the International Award UCLG – City of Mexico – Culture 21 (November 2023 - March 2024). In June 2024, the jury published its final report and asked UCLG's Committee on Culture to promote this project as a good practice in the implementation of Agenda 21 for culture.

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