



Press Release

Visual Arts

ELA & DIMITRI

IN TRANSMEDIA LOVE

**Cyber feelings and love 2.0 ? The first collaborative love story ?
Such a contemporary spectacle !!**

We'll never meet anymore as we did in the past. You are familiar with this sentence? It finds an echo among the contemporary promises of love and « mythical » meetings, promises that were made to you or those made to friends of the same age. We will never talk to each other like we did in the past. In the SMS age, Roméo would be ridiculous under Juliet's balcony. The smartphone as a tool for a love affair, is it the change, or is it possible?

Ela & Dimitri invite you to look critically at this, to have an artistic and human approach of a contemporary radical change.

They have been communicating through SMS for a month.

They have never talked to each other, they have never seen each other, Ela & Dimitri are both artists and have a creative love affair.

Their exchanges enable instantaneity and sublimate their first meeting in a hotel where they will experiment love and creativity, but will never approach each other.

Then, they plan a meeting and agree on a place: the "Insolite".

They still have 7 days to discuss about it and imagine all the possible scenarios.

The whole becomes **theater, spectacle and life**. Lise Couzinier, visual artist and theater designer, and Cyril Slucki, director and producer, transmedia, Ela & Dimitri propose to make you discover an art of living 2.0 and a natural digital way of loving.

Paradox of love, both artists live their passion at a connection speed and skillfully postpone the moment of the meeting, promise of a unique moment or a harsh verdict.

A meeting, their meeting, your meeting!

Ela & Dimitri in transmédia love The love of a man, a woman, right at the beginning of the XXI century, when the more you communicate, the loneliest you are. This is also a meeting with an installation and a moment of contemporary arts, the discovery of a "transmedia" world, our world.

A SMS, a tweet can make news !

Can they contribute to happiness?

SMS, missed meetings, crossed opinions and artwork

Passion begins and from pictures to photos, from works to stops, we find ourselves making our way with Ela, with Dimitri. If we were “her” and if we were “him”...

And what if digital could help, here, to reach the essential?

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IN TRANSMEDIA LOVE

A “Digital Love story” Exhibition

L’Insolite - 5 rue d’Italie - 13006 Marseille

From 13/10 to 13/11/2012 from 12:30
to 14:00 and 19:00 to 21:30

A coproduction: Visualise and Last Productions

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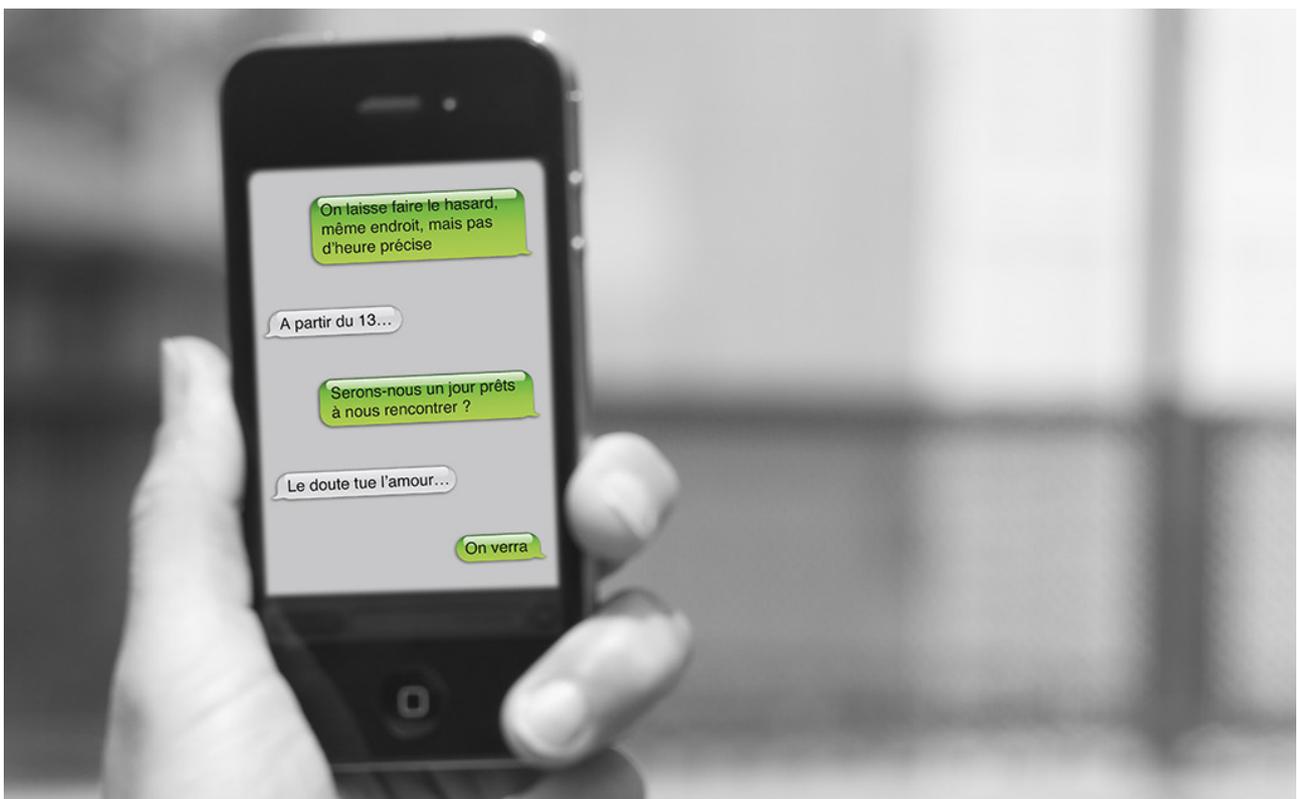


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