

*We are often asked what role Canada's cultural attachés play and how culture can promote Canada's interests abroad. Cultural Attaché provides here an illustration of their work through the following internal report sent to us recently by the Consulate General in Detroit.*

## **GENEVIÈVE CADIEUX EXHIBITION OPENS IN CLEVELAND**

### **SUMMARY**

On November 17, 1995, we co-sponsored, with four Ohio organizations the official opening of an exhibition at the Cleveland Center for Contemporary Art by the renowned Canadian visual artist Geneviève Cadieux of Quebec. We partnered the opening events with four of Cleveland and Ohio's leading cultural institutions, bringing to completion several months of promotional and support activities. The receptions provided excellent opportunities for political, trade and environmental advocacy.

### **REPORT**

Early this year, the Consulate began discussions with the Cleveland Center for Contemporary Art regarding a November 1995 exhibition by Canadian artist Geneviève Cadieux of Montreal. Ms. Cadieux's work is known in the United States, but this was the first survey exhibition of her work in the country. The exhibition, entitled *Body Currents*, is also scheduled to open January 19, 1996 at the Pittsburgh Centre for the Arts.

Since the downsizing of the Cleveland Consulate General, we have sought prestigious public occasions to maintain Canada's presence in the city's cultural and business communities. To that end, we

formed an exhibition partnership with the Center for Contemporary Art, the Cleveland Cultural Coalition, the Convention and Visitors' Bureau of Greater Cleveland and the Ohio Arts Council. With equally shared financial commitment from the Consulate, the Coalition and the Convention and Visitors' Bureau, planning commenced for two invitation-only exhibition opening events, attended by the artist, Ms. Cadieux.

We supported the exhibition in several other ways, which included assisting with sponsorship provided by the Canada-Ohio private sector and ensuring the participation of the Quebec Public Affairs Attaché based in Chicago.

On Friday evening, November 17, there was a blue-ribbon artist's reception in the home of the Coalition's Executive Director. Following the artist's reception, guests adjourned to the Center for Contemporary Art to view Ms. Cadieux's work, where they were joined by another 150 guests at a preview reception. Both receptions provided the Consulate officers an excellent opportunity to discuss with local government and business personalities a number of political and trade issues, including national unity, cultural sovereignty and Great Lakes water quality.