

**THE PRINT ATELIER & JOYCE YAHOUA
PARTNER WITH GENESIS MOTORS CANADA
FOR AN EXCLUSIVE CONTEMPORARY ART EVENT**

September 5th, 2017 – On September 19, renowned curators Maude Arsenault and Joyce Yahouda launch *Mobilità*, a contemporary art event presented by Genesis Motors Canada.

Mobilità is about being alive as a form of movement and seizing the opportunity as it comes. *Mobilità* is a striking encounter between an up-and-coming car and an open-minded, fluid selection of contemporary art reflecting people, places, shapes and ideas.

The event will feature close to thirty artworks, including photography, video, and sculpture, by Canadian and international artists Max **Abadian**, Maude **Arsenault**, Jacques **Bilodeau**, Annie **Briard**, David **Ellingsen**, Moridja **Kitenge Banza**, Nicolas **Mavrikakis**, François **Ollivier**, Le **Pigeon**, Alana **Riley**, Stephen **Schofield**, Daniel **Shipp**, Victor **Vargas Villafuerte**, Louise **Viger**, Paul **Wong** and Lee **Yanor**.

Following opening night, visitors will be able to continue exploring *Mobilità* virtually on **The Print Atelier** website, on the **Joyce Yahouda Gallery** blog and on the art platform **Artsy.net**. Through a selection of artist interviews, videos and images, art enthusiasts will have the opportunity to take a closer look at the works and learn more about the artists.

“This unique exhibition gives art lovers multiple touch points to explore fascinating artwork. Thanks to Genesis we’re able to provide a customized art experience.” says Maude Arsenault, Print Atelier.

“Genesis goes beyond offering exceptional vehicles by providing a human-centred purchase and ownership experience based on an understanding of the value of time,” says Michael Ricciuto, Brand Director of Genesis. **“By supporting *Mobilità*, we’re empowering one of our talented ambassadors to spend time on what she loves.”**

Genesis competes with top, luxury automotive brands with vehicles that deliver refined performance and athletic elegance in design. Distinguishing Genesis is a focus on delivering a stress-free, human-centred customer experience. Through the Genesis at Home concierge-style service, Genesis comes to you, the customer, for test drive, purchase, and maintenance. With Genesis, Canadian creative professionals like Maude Arsenault and Joyce Yahouda save the time they need to better pursue their passions.

The Print Atelier is an online gallery founded by photographer Maude Arsenault in 2012, and presents 25 international artists in an unparalleled photographic collection. This “new generation” gallery offers its visitors the opportunity to acquire contemporary artworks in limited editions from the comfort of their home.

Maude Arsenault has been recognized for her work in international publications like Vogue, Elle and Madame Figaro. She has worked on various art projects, documenting the theme of changes within teenage girls. She has exhibited her works in numerous group and solo exhibitions in renowned galleries over the past 15 years. Following long stays in Sydney, New York and Paris, Maude has built an international network in art and fashion.

For over three decades, **Joyce Yahouda** has been promoting emerging and established artists. As director and curator of Joyce Yahouda Gallery, she has served on the boards of several art organizations. She is co-founder and one of the curators of *HB*, a portfolio magazine dedicated to contemporary drawing. In 2012, her gallery received the AGAC award for Gallery Owner of the Year. She has organized exhibitions in London, New York, Paris, Geneva, Rio, and Montreal, promoting Quebec artists working in various disciplines, and is currently working on a variety of projects in Canada and abroad.

The event ***Mobilità*** is a prestigious partnership between contemporary art and a luxury automotive brand, Genesis.

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For event information, interviews and images, please contact:

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For more on The Print Atelier and Joyce Yahouda, please visit:

www.theprintatelier.com

www.joyceyahoudagallery.com

<https://www.artsy.net/the-print-atelier/shows>

For more information on Genesis, please visit:

www.genesis.ca

<https://www.instagram.com/genesismotorsca/>

<https://twitter.com/GenesisMotorsCA>

<https://www.facebook.com/GenesisMotorsCA>

Genesis Motors Canada

Genesis Motors Canada is headquartered in Markham, ON and distributes, markets, and services Genesis vehicles in Canada. Genesis is an all-new global luxury automotive brand that delivers 'human-centred' luxury and the highest standards of performance, design and innovation. A total of six new Genesis models will launch by 2021 and will compete with the world's most renowned luxury automotive brands. All Genesis vehicles sold in Canada feature set, all-inclusive pricing, Genesis at Home concierge for sales and service, complimentary scheduled maintenance, an excellent comprehensive warranty, and more.

Visit www.Genesis.ca to learn more.