

PRESS RELEASE

Contact: Alix Sobler
Marketing and Communications Coordinator
Winnipeg Cultural Capital of Canada 2010
(204) 943-7668
alix@winnipegarts.ca

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DO LESS, SLOWLY

January 25, 2011 – Winnipeg – An art project is going up around the city and on the internet right now, encouraging Winnipeggers to do less, and do it slower.

The project, called *Do Less, Slowly* is the legacy project of Dominique Rey, who was named Winnipeg's Arts Ambassador for the Visual arts as part of the Winnipeg Cultural Capital of Canada project. Billboards and electronic billboards throughout the city are encouraging people in the midst of their busy lives to find ways to slow down. The website, dolessslowly.ca, is a place where people can find out more about the Slow movement, learn how slowing down can improve their life, and take and leave ideas of how to incorporate slowness into their everyday activities.

"My project is an action, invitation and call that was conceived as a way for people to experience the benefits of slowness firsthand, and to act as a catalyst for integrating this practice in people's everyday life," says Rey.

Slowness may seem to run counter to our instincts as city dwellers, but its benefits cannot be underestimated, and the effects of the movement are spreading worldwide. "The Slow Movement has become a worldwide phenomenon," according to Rey. "From food production to food consumption, to health, sex, work, leisure, education, transportation, childrearing, urban planning, and the environment, the radical idea of slowness is transforming cities everywhere."

The billboards will be up throughout the city until early February, and the blog will remain online as an ongoing project.

About Winnipeg's Arts Ambassadors: As part of the Winnipeg Cultural Capital of Canada ARTS FOR ALL program, five artists have been named Winnipeg's Arts Ambassadors. Representing the fields of theatre, visual arts, music, dance, and literary arts, the Ambassadors will raise the status of their disciplines in the everyday consciousness of the public, and create a project in their discipline that will leave a legacy for the program. For more information please visit the Winnipeg Cultural Capital of Canada 2010 website at www.artsforall.ca.

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