



EACH MONTH, SAFEWALLS IS PAIRING UP
WITH THREE CUTTING-EDGE ARTISTS
TO CREATE ORIGINAL ART POSTERS
INSPIRED BY A CIRQUE DU SOLEIL SHOW.





Detail from Ricardo Cavolo's Corteo artwork

THE TERM "SAFE WALLS" REFERS TO LEGAL SPOTS IN THE URBAN LANDSCAPE FOR LOCAL STREET ARTISTS TO DO THEIR WORK WITHOUT THE FEAR OF SANCTIONS.

SAFEWALLS celebrates Cirque du Soleil's roots—the street—as well as the creative freedom and raw energy associated with street arts by pairing up with artists all over the world to create art posters inspired by its shows.

These art posters will be exhibited around the world on a 12-month tour. SAFEWALLS will also develop limited edition prints of the works, available for sale or auction via its networks.



Detail from Miss Van's Cortez artwork

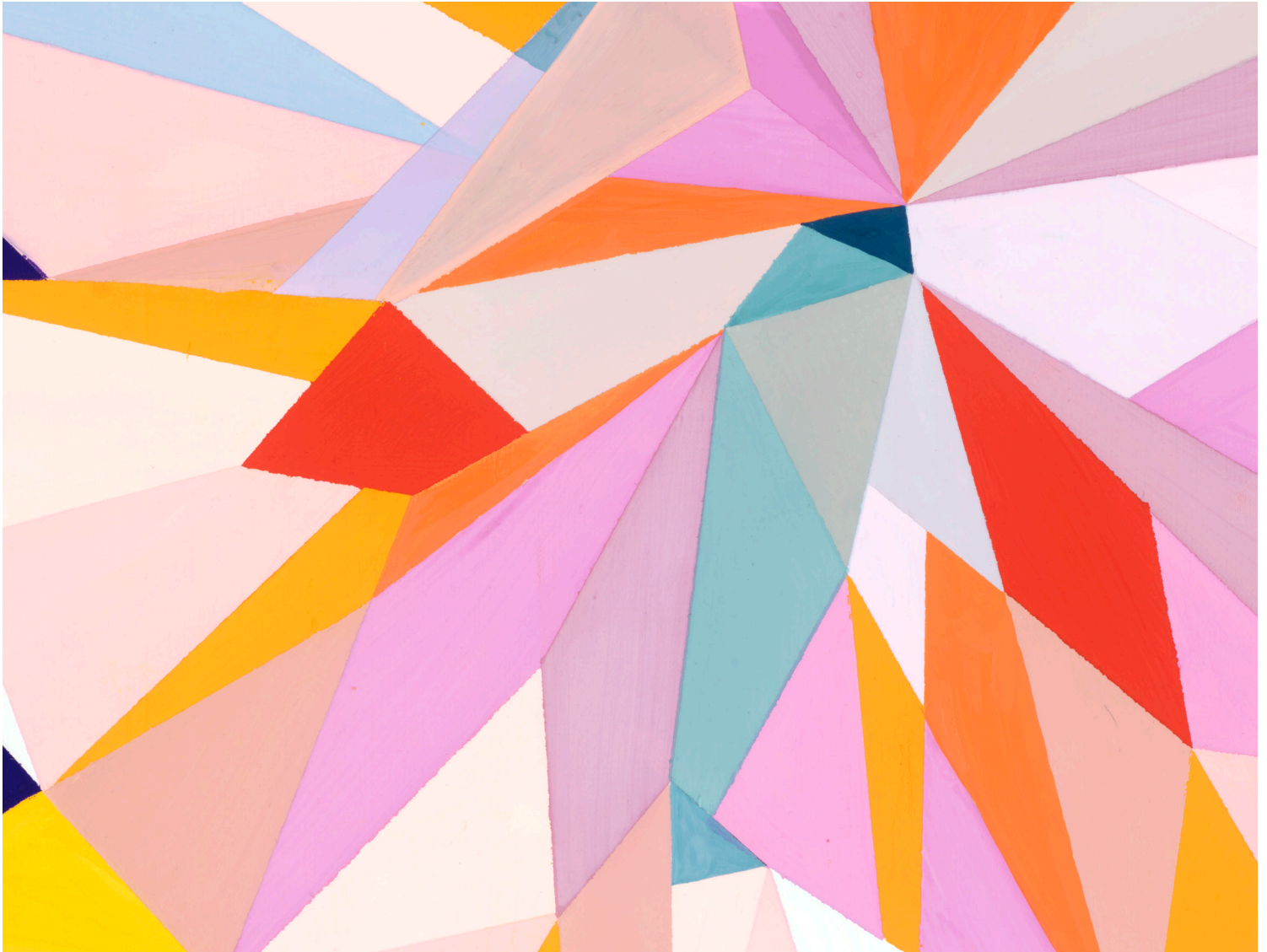
THE POSTER AS A VITAL ART FORM

From the public notices of Antiquity and the first leaflets and placards handed out by traveling performers—which hark back to the end of the 15th century—to the advertisements of contemporary circuses, the poster has had a long and illustrious history.

With the advent of printing, circuses all over the world were able to produce posters in large quantities for display in public places to attract the attention of passers-by. Generally created by local artists, these visually striking works were the ambassadors of traveling big-top circuses and spread the word of their imminent passage

in a city. Like the circus itself, the circus poster of lore exerts a fascination all its own; it strikes the spectator head-on.

Poster artists and illustrators have had the uncanny ability to distill enormous amounts of information into iconographic images that penetrate and endure. Posters are designed to mystify, arouse curiosity and the urge to see, but more than mere advertising tools, they have long been recognized as a vital art form—one that shares common roots with street arts. Like the street artist, the illustrator strives to create an impact and embraces change and evolution.



Detail from Nuria Mora Corteo artwork

ART POSTERS ON A TOUR OF THE WORLD

Each month starting in February 2011, a temporary SAFEWALLS exhibit will be held in a predetermined city where a Cirque du Soleil show is scheduled to run. The exhibit will be cumulative, growing in size as works of previous cities are added to the collection.

Posters will physically travel the world in art galleries where Cirque du Soleil has touring or resident shows.

Artists will gain worldwide visibility as posters will be featured on a dedicated web site and will be promoted via Cirque du Soleil's network and other social media.

Fusing the fascinating world of Cirque du Soleil with the freedom and energy of street arts, the final artworks will be used for the production of limited edition, signed and numbered posters, and open edition screen prints. Artists are given carte blanche—i.e. they have complete creative freedom in producing their show-inspired works.



CIRQUE DU SOLEIL

At the time of its creation in 1984, Cirque du Soleil was made up of a small group of young performers, artists and dreamers who presented their acts in the street. Since then, the Montreal-based company has been relentlessly pushing the boundaries of circus arts and entertainment. In 2010, Cirque du Soleil is presenting 20 shows simultaneously throughout the world.

Cirque du Soleil is a laboratory and platform for creators, constantly researching new artistic avenues and innovating within and outside the organization.

As it pursues its dreams, Cirque du Soleil strives to be an agent of change through a number of initiatives that target youth at risk all over the world. The company promotes the importance and relevance of the arts and culture as a tool for social change.



THE SAFEWALLS COLLECTION SO FAR:



TOTEM by Jon Burgerman



TOTEM by Sweet Toof



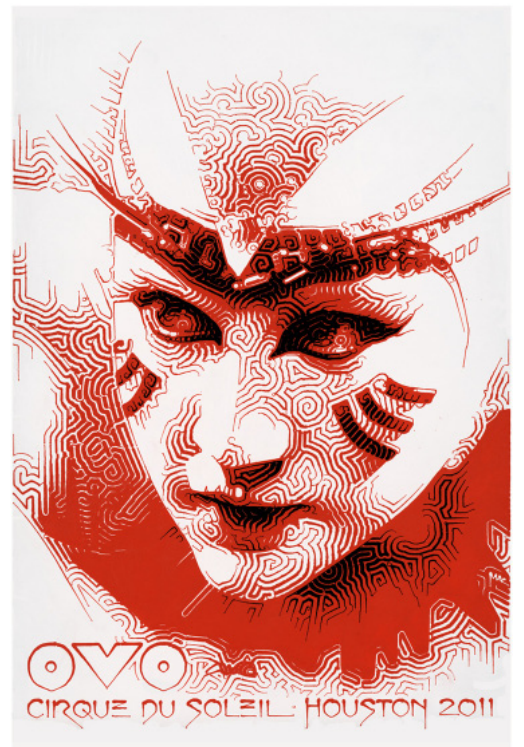
TOTEM by Glenn Anderson



OVO by Shag



OVO by Jason Limon



OVO by El Mac