

WE ARE EXCITED AND PROUD TO REVEAL THE NEW NAME FOR PSEC'S
INTERNATIONAL ONLINE EXHIBITION
PIXEL PASTEL

Due to the pandemic, PSEC had to adapt and host our annual exhibition "Les Pastellistes" online in 2020 and 2021. We are happy to finally be able to announce that we expect to return to a gallery show in 2023!

Fortunately, we had great success with the online exhibition all around the world and therefore decided we would continue to host it, but as a separate show from "Les Pastellistes".

Therefore, our committee decided to come up with a new name for our online show. We are excited to reveal **PIXEL PASTEL** as the new name for our online exhibition!

Here is a list which describes the reasons we chose this name for the show.

Use of both official languages:

- This short, catchy, modern and memorable name is spelled and spoken the same way in French and in English.
- It considers the unicity of the French language spoken by the majority of our PSEC members which is French.
- The name also considers the English language which is used by the majority of artists and art enthusiasts around the world in major art exhibitions.

Virtual Exhibition of pastel paintings:

- This name clearly describes the pastel medium and cleverly hints that the paintings will be viewed on a digital platform and are therefore pixelated images.
- More poetically speaking, we can say that the myriads of tiny pastel pigments particles that make up our paintings are just like the multitude of tiny color pixels projected on our computer screens.

Merge of the PSEC acronym with Pixel Pastel:

- Provides a natural flow when spoken with the acronym of our society:
Online exhibition **PSEC Pixel Pastel**