



Oxford Properties Presents Art Gallery of Mississauga's 'Pattern Migration' Satellite Exhibition at Square One Shopping Centre For Holt Renfrew Grand Opening

[Mississauga, Ontario] On Wednesday, July 27, the Art Gallery of Mississauga celebrated *Pattern Migration*, a satellite exhibition at the grand opening of Holt Renfrew's brand new 130,000 square foot store at Square One Shopping Centre. The AGM is thrilled to share contemporary art in an exciting new space outside of the gallery.

One of the most anticipated fashion retail events in Canadian commercial history, the Grand Opening featured a fashion show which drew a large crowd and also launched *Pattern Migration*, an exhibition featuring selected works by Diyan Achjadi, Soheila Esfahani and Sanaz Mazinani. The satellite exhibition at Square One presents mall visitors with a taste of the works being shown at the AGM, just a few steps away in the Mississauga Civic Centre. The exhibition is on view until September 11.

Across from the store entrance, a massive 200 foot by 40 foot hoarding wall was transformed into an exhibition space with large prints of Mazinani's work, a digital animation by Achjadi, and illuminated display cases featuring figurines by Esfahani. Inspired by ceramic objects, textiles and other cherished items, the works show the movement of decorative patterns from one place and culture to another. Each artist contributed works that highlight pattern as a symbol of migration, cultural exchange and hybridization.

Created in partnership with the AGM and sponsored by Square One Shopping Centre, Oxford Properties, Omers and AimCo, the Pattern Migration exhibition at Square One is the first in a series of planned, satellite exhibitions.

"*Pattern Migration* is an exceptional opportunity to connect with our community partners through the Art Gallery of Mississauga. Together, we have created programming that will enhance our guests' shopping experience, and introduce them to up-and-coming and internationally acclaimed artists." — Toni Holley, Marketing Director, Oxford Properties Group, Square One Shopping Centre

"I think the AGM is in good company with Square One and Oxford Properties and I think they are in good company with us! I am hoping that these great synergies continue to create unique opportunities for the public to engage in contemporary art in unusual places. This opportunity will allow the AGM to reach a new audience, creating a greater awareness as to what the AGM has to offer the community." — Stan Zigelstein, Chairman of the Board of Directors, Art Gallery of Mississauga.

For more information, please visit our website or contact us directly:

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