

Panel 2

The Art of Exposure: Building Your Artist Brand



Stephen Voyce
Multi Award Winning
Recording Artist

Born on the moon, raised on Mars, stuck on Earth, reaching for the Stars—These are the words tattooed on the chest of an artist whose career has been spent looking for himself.

In 2016, the Canadian-Nigerian artist, formerly known as VOYCE*, embarked on a transformative odyssey. Reinventing himself as Stephen Voyce in 2017 marked a profound shift, both artistically and personally.

With a growing fanbase, numerous accolades, and global collaborations, Stephen Voyce's journey underscores his ability to learn from both success and setbacks. His mission extends beyond self-discovery, aiming to inspire self-empowerment and ignite the enduring flame of hope.

In 2020 Stephen collaborated with UNICEF Canada and released a single, 'What's Going On?', whereby all proceeds have gone towards UNICEF initiatives to help children around the world.



Liana Cusmano
Writer, Spoken Word
Artist & Educator

Writer, spoken word artist, and arts educator Liana Cusmano (aka Luca/BiCurious George) was the 2018, 2019 and 2023 Montreal Slam Champion and runner-up in the 2019 Canadian Individual Poetry Slam Championship. Their poems and short stories have been published in short story collections, anthologies and literary magazines. They wrote the screenplay for the short film *La femme finale*, screened at the 2015 Cannes Film Festival, and wrote and directed the award-winning *Matters of Great Unimportance*, screened at the 2019 Blue Metropolis Festival. They are Associate Editor at *Accenti Magazine* and Fiction Editor at the literary journal *carte blanche*. Their first novel, *Catch & Release* (2022), was published by *Guernica Editions*. They were also a 2022 finalist for the QWF Spoken Word Prize.

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Carolina Echeverria

Visual Artist, Social Activist
& Artistic Director

Carolina Echeverria is a feminist activist, visual artist, cultural mediator and artistic director of Chilean origin. Her artistic practice has focused on immigration for the past 35 years, and her works have been exhibited and collected internationally in various museums, art galleries, private collections and art fairs. She is the founder and former artistic director of the Native Immigrant organization and art gallery.

Recently, Echeverria curated an exhibition at the Ecomusée du Fier Monde which became the most visited exhibition in the museum's history. The exhibition commemorated the stories of immigration within local Chilean community and honored the figure of Salvador Allende. It highlighted the progressive nature of Allende's ideas and the passion with which they were fought for.

In addition to her curatorial work, Echeverria is also a founder and member of the Colectiva Crear Poder Popular. The collective is currently working on a large collaborative piece called "Forget Me Not", dedicated to the memory of the disappeared Chileans during the dictatorship. The piece will be travelling through South America from May to September 2024.

Currently, Echeverria serves as the artistic director for the exhibition "Créer le Pouvoir Populaire" at the POP Museum in Trois Rivières QC. Her works can be seen at the Atelier Carolina Echeverria in the Belgo Building in Montreal.



Blair Thomson

Composer, Arranger
& Pianist

Originally from Toronto and established in Montréal since 1995, Blair Thomson studied piano and theory from the Royal Conservatory of Music. He graduated from York University in composition under the guidance of composer, James Tenney before studying ethnomusicology and philosophy of mind as a graduate student. Recent compositions include premieres by Musica Camerata, Pentaèdre, Quatuor Claudel, and a bass clarinet concerto featuring l'Orchestre symphonique de Montréal and André Moisan.

Mr. Thomson has composed for orchestras, ensembles, theatre, dance, opera, musical theatre, film and television. His catalogue also includes 300+ arrangements for orchestras including National Arts Centre Orchestra, Cairo Symphony Orchestra, CBC Radio Orchestra, Violons du Roy, I Musici de Montréal, Sinfonia de Lanaudière, l'Orchestre symphonique de Trois-Rivières, l'Orchestre symphonique de Québec and l'Orchestre symphonique de Montréal.

His extensive collaboration with OSM includes three studio recordings: "Michel Rivard: Rivière et autres chansons symphoniques," "La Symphonie rapaillée," and "Riopelle symphonique." Other commissions include an audacious "Rhapsody in Blue" for 10 pianos and orchestra, Fred Pellerin and in 2021, music for the National Day of Remembrance for the Victims of Covid-19. In 2017 his collaboration with Half Moon Run and the OSM was unanimously acclaimed by both classical and pop music critics. Other collaborations with OSM include Florent Volland, Alexandra Stréliski, Quebec hip-hop artists, Dominique Fils-Aimé and the iconic French hip-hop group, IAM. His recent composition for orchestra and choir for the centenary of Jean-Paul Riopelle was recorded and premiered by the OSM in 2022 and 2023 respectively.

Mr. Thomson is an active orchestral pianist and teaches orchestration at the Conservatoire de musique de Montréal.