

**RESH SIDHU, FROM BARBARIAN, WILL HOST THE 3<sup>RD</sup> EDITION  
OF THE A2C'S ATELIER DE MAÎTRE**

**A conference and practical workshop to learn more about augmented reality**

**Montreal, October 6, 2021** – The Association of Creative Communications Agencies (A2C) is proud to announce the return of the *Atelier de maître* that will take place on October 29<sup>th</sup> and feature Resh Sidhu, Executive Creative Director at Barbarian. Live from New York City, she will host two virtual events focused on augmented reality. The first one will be a conference on AR and a discussion led by Marilou Aubin (lg2). That event is open to everyone in the industry. Thereafter, Ms. Sidhu will host a workshop reserved exclusively to professionals working in member agencies.

During her career, that is spanning over two decades, Ms. Sidhu has earned myriad awards and recognitions. She was named one of AdWeek's Creative 100 in 2021 and received an honorary doctorate from University of Arts London for her overall contribution to the industry. Prior to joining Barbarian, she worked for Framestore, a London-based and Academy Award-winning visual effects studio, and at AKQA where she spent time crafting her skills and fostering an inspiring, inclusive, and forward-thinking work environment.

**Conference on augmented reality with Resh Sidhu – 9 a.m. to 10 a.m.**

The event on October 29<sup>th</sup> will begin with a brief presentation by Ms. Sidhu on augmented reality, an innovative technology that comes with new parameters. In order to ensure any execution that integrates AR is an effective experience, she will explain the 10 rules for using the power of this technology. A discussion led by Marilou Aubin will follow, during which Ms. Sidhu will share her vision and reflect upon her career. This conference is open to all industry professionals and proceeds raised will go to the **Bénévolat d'entraide aux communicateurs (bec)**.

**Exploring the Virtual Realms – 10:15 a.m. to 12:45 p.m. (maximum 25 participants)**

Attendees of this workshop will be able to learn the basics of AR, understand current AR trends, grasp its associated technical challenges, and participate in a hands-on session to familiarize themselves with AR experiences provided by Pokémon GO and Magic Leap.

"I met Resh when I was a *Mobile* jury member at Cannes, and she immediately impressed me with her humanity, her critical thinking skills, and her generosity. She is an inspiring and engaged leader. She is also incredibly intuitive when it comes to the craft in all its forms and has an avant-garde vision of the role humans should play in the global brand experience. We're very lucky she happily accepted our invitation to be with us in Montreal," said Marilou Aubin, Partner and Executive Creative Director at lg2, who will host the discussion with Ms. Sidhu.

**[Information and registration](#)**

**About the A2C**

The A2C is the voice of more than 80 agencies in Quebec of different sizes, configurations, and specialties, but all with one thing in common: a commitment to creative communications. Its members generate more than 80% of the industry's revenues in Quebec and contribute to the success of companies here and abroad. Our passion is reflected in various initiatives that aim to



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guide these companies and in this way we aim to ensure vitality and excellence within the entire industry. For more information, visit [www.a2c.quebec/en](http://www.a2c.quebec/en).

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