

GOAL initiatives

FOUNDATION

GOAL initiatives X ART

Football as a Cultural Movement

“Showcasing the Synergy of the world’s most beautiful game within the Art World”

We collaborate with world renowned creative minds to showcase the synergy between football and the art world.



GOAL initiatives X Gauley Brothers

GOAL initiatives *Past* Trophy Partners—[Gauley Brothers](#)



The trophy itself is a clin d'oeil to the FIFA cup. It plays on similar aesthetics.



2019 Trophy

The elements of the sculpture itself were assiduously thought out ;

The **ankle** is gold, it epitomizes that the player is the cardinal motivation of the sport.

The **foot** is a mold of the iconic Umbro cleat. The legendary brand name was in symbiosis with the growth of youth soccer leagues in the United States and Canada in the 1980s, many youths, teens, and young adults began wearing them as everyday clothing.

Like football itself, they were equally popular among both genders. it stands at a 9.5 shoe size...being Taylor Gauleys as well as one of the most popular sizes in football.

Material and color

The entirety of the foot was done in plaster. This material was an ideal vehicle to convey that, like us, it will likely get nicked and scratched throughout it's life.

The poetic justice is that when we live through these passages, our true colours come out, hence why there is pigments integrated in the plaster that will come out in celebration of one's usage..or misuse.

GOAL initiatives X MURAL

GOAL initiatives ART Partner—[MURAL Festival](#)

Montreal's MURAL Festival is an eleven day event celebrating the international urban art movement. Championing live art, music, exhibitions and artist talks, the Festival is an important gathering of the global artistic community. World class musicians and visual artists collaborate for a cultural celebration in the heart of Montreal on the Saint-Laurent Boulevard.

2018: GOAL x MURAL

GOAL initiatives partnered with MURAL festival for the opening of a pop-up gallery linking football to the art world, presenting the sport as a cultural movement. Produced in association with the UK based agency [Spraying Bricks](#), GOAL initiatives presented an exclusive collaboration with [Pete Fowler](#), art director of Super Furry Animals, SFA and an established pop artist. GOAL's pop-up gallery was held in a container unit transformed into a pop art installation on-site at MURAL from June 7th -17th and the massive football themed sculptural piece was unveiled on June 7th.



GOAL initiatives X MURAL

2019: GOAL x MURAL

June 4th

Patrick Croes 1 day exhibit benefiting GOAL initiatives produced by CSFC Collective

June 6th -16th

GOAL @ MURAL Festival—Football Culture Activation

June 10th

MURAL Artists Day Off

GOAL initiatives in collaboration with CSFC Collective will be hosting a private soccer game for MURAL festival 2019 mural artists.



GOAL initiatives x FM2MAG

GOAL initiatives *Past* Curation Partners—[FM2MAG](#)

FM2MAG is a gathering of Montreal's best artists craving to put their love for their city and craft into a tangible product of hard work and dedication.



FM2MAG VOL.5

\$20.00 CAD

FM2MAG PRESENTS

#FM2MUSIC:

- Lou Fresco

EXPRESS YOURSELF:

- The Story Behind LIVY N

PAUL DESBAILLETS:

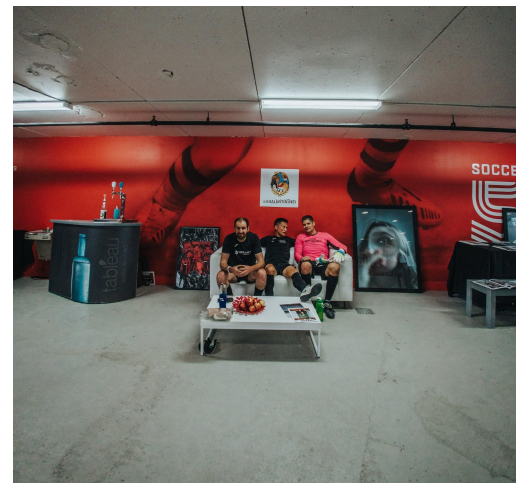
- A Forward Player

GOAL INITIATIVE X RICARDO CAOVOLO:

- Defining Moments

FEATURED SHOTS

- Submissions



GOAL initiatives x VICTOIRE

GOAL initiatives Magazine Collabs—[Victoire Magazine](#)

Victoire Magazine is a French Montreal publication highlighting the soccer culture and its development. Their mission is to become a reference for strengthening the soccer culture in Quebec and Canada.

Gianni Venturino – Le pentagone du soccer montréalais

YVAN DELIA-LAVICTOIRE



Montréal a une énergie spéciale – on peut la comparer à New York. C'est une belle ville qui a su garder un état brut.

GIANNI VENTURINO

Gianni Venturino est le meilleur joueur de la Ligue des Champions. On ne sait pas trop comment il fait, mais il trouve le temps de gérer les trois boutiques, de faire le magasin et de collaborer avec les nombreuses marques locales qui veulent se faire voir. C'est sans compter les dizaines d'associations sportives avec lesquelles il travaille pour développer le réseau soccer à Montréal.

Ancien membre d'un band de punk hardcore, il s'inspire beaucoup de la philosophie de ce genre de musique dans sa philosophie chez Passion Soccer Boutique.

"Il y a un esprit de communauté où tout le monde voulait collaborer pour faire grandir la scène. On lançait notre propre marchandise qu'on vendait aux concerts, à l'école, avec Passion. C'est un peu ce qu'on fait. On développe notre propre marque tout en collaborant avec d'autres marques. On crée nos propres règles."

VICTOIRE[★]
NOTRE CULTURE FOOT

La file d'attente est interminable, comme d'habitude, mais les baristas opèrent à un rythme effréné. Les nombreux drapeaux de clubs italiens, le match de foot projeté à l'écran, la réplique de la Coupe du monde derrière le comptoir... absolument tout me rappelle à quel point cet endroit est une institution montréalaise.

C'est bientôt à mon tour de passer ma commande, mais ils la connaissent déjà : Americano. Avec un nuage de lait chaud. D'habitude, je m'installe dans un coin tranquille, mais cette fois-ci c'est différent. John Vannelli prend une pause et vient s'asseoir avec moi. Ensemble, on va visiter le passé du Café Olimpico. Retour dans les années '70, à l'époque de son grand-père Rocco Furfaro, fondateur de l'un des établissements les plus mythiques du Mile End.

« Mon grand-père était un grand supporter de la Lazio. Le Café Olimpico porte son nom en l'honneur du Stadio Olimpico de Rome. Pour mon grand-père, il s'agissait avant tout de bâtir une communauté. Le foot, c'était sa passion. Son rêve était d'avoir une équipe. »



Son équipe, il l'a fondée en 1970. La Società Sportiva Superga voit le jour, nommée en hommage aux victimes du crash aérien de Turin en 1949. Une organisation structurée comme une équipe pro, avec un président, des gérants et un budget dans les six chiffres. Impressionnant!



Le foot à Montréal, c'est avant tout de la passion à l'état pur. C'est en nous.

JOHN VANNELLI

Fred Caron

Creative Director

Goal Initiatives

[Fred Caron](#) is a multidisciplinary Creative Director who builds and develops unique large scale artistic experiences. Through patience and perseverance, he has evolved around a global network of artists, curators, designers, art consultants, events, brands and production companies.

In his 20 years of complete dedication, he's been involved in several cultural and artistic endeavors, honing his unique expertise in the field of creative and artistic development. He's recognized internationally as being at the forefront of the communities upon which these artistic experiences are built.

Fred Caron is currently working with Montreal based creative studio 4U2C, a division of Cirque du Soleil.



Pete Fowler

Multi Disciplinary Artist

Pete Fowler is a Welsh artist best known for his artwork for the Welsh band Super Furry Animals and his Monsterism toys and goods. He is a freelance illustrator and "monster creator" inspired by animals, music, folklore, myths, psychedelia and supernatural. You can see his work on his Super Furry Animals album sleeves, at one of his exhibitions or seen one of his giant wall-murals around the world.



Louis Jensen

Founder of Spraying Bricks

Over the last few years [Spraying Bricks](#) has evolved into a network of artists and creatives from across the globe. From established to emerging street and graffiti artists we aim to showcase the process so that the rest of the world can appreciate the efforts, inspirations, trials and tribulations that creatives take to achieve their goal and eventually the end product for the public to admire. Filming the piece from start to finish there's hope the audience will in some way feel connected with the artist and gain more of an understanding of methods, thoughts and style.

Spraying Bricks explores beneath the surface of artistic creation. For every piece of art tells a story. Art is not just reliant on the superficial final product, however the process, thought and meaning which creatives go through prior to the finished creation.



Jessica Broome

2022 Guest Artist

Jessica Broome, aka Mess by Design, is a Montréal based multidisciplinary artist. Born and raised in London Ontario, she moved to Québec to pursue an education in graphic design.

Her art is a bubbly clash of colour and shapes, heavily inspired by her love for traditional animation and 90's skateboard art. As an illustrator she has worked with multiple Canadian businesses to create logo designs, apparel, and rebranding. She has also worked as background artist for a Canadian short documentary called The Chaperone 3D. Jessica is a day dreamer of sorts, floating between sweet and satirical.

She is a mess of her own design.



Leandro Vergara

2022 LIVE Art Exhibitor

Leandro Vergara is a Montrealer entrepreneur who has a passion for painting & barbering.

Leandro has been painting all his life. He had left it behind for a few years while building the renowned barbershop chain Maison Privée across Montreal & South Shore.

Now he's back with the paintbrush and you can find his work all over social media and at some of your favourite addresses around the city of Montreal.



Leandro Vergara

Ricardo Cavolo

2018 & 2021 Guest Artist

[Cavolo](#) is a Spanish artist based in sunny Barcelona. His eclectic international style is based on relationships with folk art, traditional and modern tattoo culture, european religious imagery and the tribal arts. Cavolo's art is all about stories, characters and their experiences across time. Utilizing art as a complex narrative, Cavolo often focuses on portraiture. These depictions propel protagonists to champion their unique tales. Referencing religious and historical fiction illustrations, his use of symmetry and symbolism connect to a modern and playful audience. Cavolo's portfolio features public murals and art exhibitions across the globe from Paris to Moscow and Mexico City to Hong Kong. Notably Cavolo's body of work includes illustrations, publications, fashion collaborations and a wide variety of commissioned works.



123KLAN

2020 Guest Artist

[123KLAN](#) is a crew founded in 1992 by a couple of French graffiti artists : SCIEN (Sébastien) and KLOR (Carole). Originally from the North of France, they started in the 1990s with graffiti and then gradually evolved into graphic design and illustration. In 2007, they moved to Montreal and created their studio. They also developed the “Bandit-1\$M” clothing brand.

Throughout these years, they were able to impose their style on the walls of the world, as well as collaborate with major brands such as Nike, Adidas, Playstation Coca Cola, Carhartt, Vans, Stussy, MTV...and now Goal Initiatives.

For over 20 years, their passion for graffiti has not waned. They still paint all over the world with other artists.



Jeremy Shantz

2019 LIVE Art Exhibitor

Jeremy Shantz is a Montreal based, pop surrealist artist who's diverse practice and love of process allow for many avenues of expression (sculpture, mural, design, mechanics) in realizing his unique visions that weave together human form, machinery and the natural world creating a visual experience that is uniquely his own.



Yanick Blanchet

2019 Art x Football

