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About the Artist
The artist featured throughout our Spotlight on Reinvention in this issue, Michel de Broin, is a native of Montreal who lives and works in Canada and Europe. He created the sphere, made from 72 chains, on the cover.

His sculptural projects are known for their playful inventiveness and incorporate a diverse range of materials, such as paving asphalt, metal staircases, Plasticine, and office furniture, transforming the everyday into the extraordinary.

In 2007, he won the Sobey Art Award, Canada’s preeminent award for contemporary art, which is given annually to a Canadian artist under 40.

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ABOVE
Michel de Broin, Révolutions, 2003, Aluminum, 5 x 5 x 8.5 m
Maisonneuve-Carrier Park, Montreal.

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The idea that the highest goal of corporations is to maximize shareholders' wealth is deeply flawed. That goal is impossible to sustain, and it's time companies abandoned it and made customers their new priority. Roger Martin

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