

Press release | For immediate distribution

2012 *Light Therapy* winners announced

Two creative teams to reinvent winter in Quartier des Spectacles

Montreal, September 27, 2012– The Quartier des Spectacles Partnership is proud to present the winners of the 2012 *Light Therapy* competition. The two-phase competition was aimed at selecting two immersive winter experiences for Quartier des Spectacles and promoting Montreal-based creativity.

Phase 1, presented in collaboration with Place des Arts, sought a project designed to showcase Place des Festivals and the Place des Arts esplanade with a day/night interactive installation open to the public from December 6, 2012 to February 3, 2013.

Phase 2 sought a creative team to produce an architectural video projection concept to run from December 6, 2012 to March 2, 2013, linking eight separate sets of building façades: the Grande Bibliothèque, UQAM’s Centre de design, cégep du Vieux Montréal, Place de la Paix, Place Émilie-Gamelin, UQAM’s Président-Kennedy building, the UQAM bell tower and the building surrounding the Saint-Laurent metro station.

“Once again, Montreal design is going to stand out for its boldness and enhance our city’s public spaces. Despite the harsh winter conditions that often define the city around the world, our artists’ creativity and talent help communicate Montreal’s festive and playful side while allowing residents and visitors to enjoy a unique experience in Quartier des Spectacles. I want to congratulate the winners of the *Light Therapy* competition, as well as everyone who presented their innovative, highly creative projects to the jury,” said Helen Fotopulos, the Ville de Montréal’s executive committee member responsible for culture, heritage, design and the status of women.

“Light is a defining element for Quartier des Spectacles, all the more so at the time of year when the nights are longest. Thanks to the artists who use this large-scale urban laboratory, the Quartier’s Luminous Pathway delivers a unique experience,” said Pierre Fortin, executive director of the Quartier des Spectacles Partnership.

The winners for 2012 are:

Phase 1: activities and installations for public spaces in Quartier des Spectacles: ATOMIC3 (Félix Dagenais and Louis-Xavier Gagnon-Lebrun) and Appareil Architecture (Kim Pariseau) in collaboration with Jean-Sébastien Côté and Philippe Jean

Iceberg is a playful immersive work that tells the story of an iceberg, from its calving into Arctic waters to its final melting near a southern shore. In their natural state, the crevasses within an iceberg resonate like gigantic organ pipes whose tonalities change as the iceberg gradually melts. Inspired by this monumental natural musical instrument, Iceberg consists of a series of illuminated metallic arches that each produce a particular sound. Arranged as a tunnel, the arches beckon visitors to enter, listen to and play this giant organ, whose notes and light travel from end to end of the musical corridor. Human activity “warms up” these ice monuments and transforms their original nature into a visual and auditory symphony.

The members of the Phase 1 jury were:

- Marie Brassard, artistic director, Infrarouge (jury chair)
- Jasmine Catudal, artistic director and co-executive director, OFFTA
- Pierre Fortin, executive director, Quartier des Spectacles Partnership
- Michel Gagnon, programming director, Place des Arts
- Pascal Lefebvre, programming director, Quartier des Spectacles Partnership
- Mélanie Mignault, landscape architect/partner, NIP Paysage
- Hugues Sweeney, executive producer, interactive projects, National Film Board of Canada

Phase 2: Design and production of video projection content for eight façades in Quartier des Spectacles: Pascal Grandmaison, in collaboration with Antoine Bédard, Marie-Claire Blais, Serge Murphy, Simon Guilbault and Pierre Lapointe

Le jour des 8 soleils leads visitors along a poetic route through the Quartier, following an invisible character in search of intriguing and fascinating light. Already a signature attraction for Quartier des Spectacles, architectural video projections will for the first time be arranged in a multimedia concept spanning a large number of downtown building façades. In addition, at each projection site spectators will be able to enhance their visual experience by listening to a soundtrack and narration on their mobile phones.

The members of the Phase 2 jury were:

1. Angélique Bouffard, programming coordinator, Quartier des Spectacles Partnership
2. Mikaël Charpin, assistant director and Luminous Pathway manager, Quartier des Spectacles Partnership

3. Jean Corbeil, supervisor – art direction, communications and public relations, Bibliothèques et Archives nationales du Québec
4. Jean Décarie, professeur, École des medias, director of the bachelor’s program in interactive media, UQAM (jury chair)
5. Pierre Fortin, executive director, Quartier des Spectacles Partnership
6. Monique Régimbald-Zeiber, associate dean, research and creation, Faculty of Arts, UQAM
7. Monique Savoie, founding president and artistic director, Society for Arts and Technology

The winning proposals can be viewed online at www.mtlunescodesign.com.

About Quartier des spectacles

For more than a century, Quartier des Spectacles has been Montreal’s cultural heart. Today, it is also a hub of economic, urban and cultural development, with many assets that are helping establish Montreal as a leading cultural metropolis. A vibrant creative zone, open to artistic diversity and cultural cross-pollination, the Quartier has something for everyone, from digital-arts aficionados to fans of world music. Every month of the year and every hour of the day, Montrealers and visitors converge on its 80 venues, 40 festivals and seven squares and public spaces. Part of a unique urban fabric, the boldly illuminated Quartier des Spectacles is an essential destination for anyone looking for a thrilling cultural experience. For more information, visit quartierdesspectacles.com.

About Montreal, UNESCO City of Design

The Ville de Montréal’s Bureau du design is working with the Quartier des Spectacles Partnership on preparing and running this competition. Such competitions are among the many commitments taken on by the city and the partners in Action Plan *2007-2017 – Montréal, Cultural Metropolis*, which aims to promote excellence in design and architecture by encouraging the use of design competitions, and by affirming Montreal’s status as a UNESCO City of Design.

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Source: Quartier des Spectacles Partnership

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