

Press release / For immediate distribution

Third edition

Luminothérapie in Quartier des Spectacles: An invigorating multisensory experience!

Montreal, December 5, 2012 – Starting December 6, bring some light to your winter with two new open-air creations in Quartier des Spectacles: *Iceberg* and *Le jour des 8 soleils*. For this third annual edition of [Luminothérapie](#) (Light Therapy), Place des Festivals and the Place des Arts esplanade will adopt a polar look with metallic icebergs with interactive sound and lighting effects for all ages, while eight building façades in the Quartier will feature video projections that blend into a contemplative walk in the footsteps of a person searching for light. These ambitious works by talented artists showcase the most dynamic creativity Montreal has to offer. And it's all free – another great reason to visit the Quartier!

“Thanks to Luminothérapie, Quartier des Spectacles has become a true creative laboratory, in which light – already central to the Quartier’s identity – is the raw material. As well as refreshing and illuminating visitors’ experience during the winter months, this annual design competition gives multidisciplinary creative teams the chance to execute their most ambitious ideas, in the process helping Montreal flourish as a cultural metropolis,” said Pierre Fortin, executive director of the Quartier des Spectacles Partnership.

“Once again this winter, Montreal talent will have pride of place in Quartier des Spectacles, with visitors and Montrealers enjoying a brilliantly lit multisensory experience. Luminothérapie is a fine example of an innovative project whose creativity enhances Montreal’s international reputation as a UNESCO City of Design. I want to congratulate the artists involved in creating these two urban experiences, which are guaranteed to show the world what’s great about Montreal in the winter,” said Éleine Ayotte, the Ville de Montréal’s Executive Committee member responsible for culture, heritage and design.

The works presented as part of Luminothérapie were produced with the support of the Quartier des Spectacles Partnership. Both *Iceberg* and *Le jour des 8 soleils* were selected through open competitions; they were chosen by a jury from among 32 and 10 competing projects, respectively.

Iceberg is 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 the iceberg resonate like gigantic organ pipes whose tonalities change as they gradually melt. Inspired by this monumental natural 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 the giant organ, whose notes and light travel the musical corridor from end to end. Human activity “warms up” the ice monuments and transforms their original nature into a visual and auditory symphony.

By: ATOMIC3 and Appareil Architecture in collaboration with Jean-Sébastien Côté and Philippe Jean

Where: Place des Festivals and the Place des Arts esplanade

When: December 6, 2012 to February 3, 2013, 24/7

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 form a single multimedia work spanning eight downtown building façades. Visitors will be able to enhance the experience by listening to a soundtrack and narration on their mobile phone. Available as an iPhone app (developed in collaboration with 2XM) for continuous listening with geolocation, or as an MP3 file. Downloads are available at quartierdesspectacles.com/lumino

By: Pascal Grandmaison, in collaboration with Antoine Bédard, Marie-Claire Blais, Serge Murphy, Simon Guilbault and Pierre Lapointe

Where: The façades of the Grande Bibliothèque, the UQAM Centre de design, Cégep du Vieux Montréal, Place de la Paix, Place Émilie-Gamelin, the Président-Kennedy pavilion at UQAM, the UQAM bell tower and around Saint-Laurent metro station.

When: December 6, 2012 to March 2, 2013, Thursday to Sunday starting at dusk

Also opening this week: *Dérive Polaire (Polar Melt)*, a photography exhibition by Daniel Beltrá, on display on the Promenade des Artistes. These breathtaking aerial photographs were taken a few hundred kilometres from the North Pole. They are a testament to the beauty and fragility of polar ecosystems. December 6, 2012 to February 3, 2013.

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 worked 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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