

PARTENARIAT DU QUARTIER DES SPECTACLES

MONTREAL

For immediate release

Taking another step in lighting Montreal's cultural heart

Montreal, February 5, 2009 – After winning five awards for its pilot project, the Quartier des spectacles Partnership is happy to announce that the first phase of the Quartier des spectacles Lighting Plan is now fully funded, thanks to a significant financial contribution of \$1.5 million from the City of Montreal and the Quebec ministère des Affaires municipales et des Régions.

This financing, confirmed today by Mayor Gérald Tremblay and Minister Christine St-Pierre of the Ministère de la Culture, des Communications et de la Condition féminine, will allow the Partnership to complete the architectural lighting component of the first phase in 2009. Several architectural and dramatic lighting concepts have been designed, and eight of them will be realized, such as the Maison du Jazz, Place des Arts, the Musée d'art contemporain, the Cinémathèque and the new Society for Arts and Technology (SAT) project, along with the improvement of the existing concepts of Métropolis, Club Soda and the Monument-National. In addition, special projects have been realized as part of this framework, such as the permanent interactive dynamic outdoor screen of La Vitrine – a North American first – and the ideas competition for the illumination of the Gesù façade.

“Whether in the vision of the Quartier des spectacles, the development of a visual identity concept or its realization in the neighbourhood, the actions of the Partnership have always been motivated by the need to reveal what is already there: an exceptional concentration of cultural venues that is incomparable to any other North America, except for Broadway in New York. A total of 80 cultural venues, including 30 performance halls – and this in less than a single square kilometer” explained Charles Lapointe, chair of the board.

“I thank Mayor Tremblay for the leadership that he has shown on the Quartier des spectacles dossier. Since the beginning, he has brought a spirit of openness to his work, in concertation with the various neighbourhood stakeholders, so that the project reflects their aspirations. Finally, I would like to thank the exceptional team that the Mayor has formed with Nathalie Normandeau, Christine St-Pierre and Raymond Bachand for their continued support, and for their efforts to make this neighbourhood the cultural and creative destination of our dreams,” he added.

“With this new stage, we are putting in place a pathway of light that will stake out the dimensions of the urban experience that we want to strongly and distinctively express in the Quartier des spectacles. Going beyond the enhancement of individual buildings, this is an opportunity to invite visitors to explore the Quartier des spectacles and to rediscover the cultural and creative richness of Downtown. It is also a chance to make this future destination a playground for the expression of creativity through light,” affirmed Jacques K. Primeau, vice chair of the Partnership and chair of the lighting committee.

The new financial assistance follows the support presented by the City of Montreal in 2008 to complete the luminous signature component of the first phase. This contribution of \$1.5 million allows the Partnership to install the second-generation version of the luminous signature – the distinctive red dots, which have now become dynamic – outside most performance halls in the neighbourhood. In addition, 80 signature red dots (from 20 fixtures) have already appeared in front of Place des Arts last June, and another 800 (from 200 fixtures) will be unrolled across the sidewalks outside of 18 performance halls between now and the end of the year. 50 more fixtures (200 red dots) will be added in 2010. The new fixtures, a major technological advance for the Lighting Plan, will allow the intensity of the red dots to be remotely controlled. It will be possible to program the luminous signature, as well as the lighting for the facades of the performance venues, to signal events to pedestrians.

These investments leverage the contributions from performance halls and other cultural venues, which made up roughly \$1.5 million of the first phase of the Lighting Plan.

These innovative, ecological and cost-effective accomplishments have demonstrated that the Quartier des spectacles Lighting Plan contributes to the development and the renown of the destination. The Lighting Plan and its pilot project have won five prizes, including the prestigious Award of Excellence from the International Illumination Design Awards, and has made the cover of a dozen specialized magazines around the world. The ambition of the Partnership for the Lighting Plan is to make the Quartier des spectacles a globally recognized reference in urban branding and a model of energy efficiency.

The Quartier des spectacles Partnership thanks all of its partners who have contributed and contribute to making the Lighting Plan a success.

- 30 -

For more information:

Kathia St-Jean
Communications and partner relations director
Quartier des spectacles Partnership
T 514-879-1843 | C 514-502-3672
kathia.st-jean@quartierdesspectacles.com