



FOR IMMEDIATE RELEASE

A PERMANENT, OUTDOORS AND INTERACTIVE SCREEN IN MONTREAL A FIRST IN NORTH AMERICA!

Montreal, May 25, 2009 – After entertaining themselves with the dynamic marquee of La Vitrine during the last two editions of the All-Nighter, Montreal residents, visitors and tourists will now be able to enjoy it every night! This interactive screen, which currently lights up La Vitrine Culturelle, is now equipped with a high-tech system, enabling passers-by to interact with light shapes generated by 35,000 LED light bulbs. The Quartier des spectacles Partnership and Montreal's Vitrine Culturelle invite the public to this North-American first, every evening from 7:00 p.m. to 11:00 p.m., all year round!

“The fun and interactive nature of this installation is a new innovation of the Quartier des spectacles’ Lighting Plan, as it redefines the traditional architectural façade so as to enable passers-by to make it their own by interacting with the light shapes displayed. Thanks to the talent of the creators of *Moment Factory*, which was incidentally awarded the Grand Prix Créativité Montréal 2008 in the category *Urban integration – Urban planning* for this installation, we are taking a new step toward the creation of a unique urban experience at the heart of Montreal!,” says Charles Lapointe, the president of the Partnership.

The interactive quality of this technological work of art, which makes up the façade and is the current trademark of Montreal's Vitrine Culturelle, gives a taste of the facilities to be set up inside the 2-22 cultural complex. “We wish to create a genuine place for cultural promotion at the heart of the Quartier des spectacles, served by technological facilities which will stand out by their originality, uniqueness and performance,” underlines Lorraine Pintal, La Vitrine's president, “and the introduction of interactivity in this dynamic screen, at Montreal's Vitrine Culturelle, is a significant glimpse of the innovations to come at La Vitrine within the 2-22 complex.”

We welcome you to come discover this technological gem! For its inauguration, La Vitrine's dynamic marquee will exceptionally be interactive starting from 5:00 p.m. tonight.

About La Vitrine

La Vitrine is a non-profit organization devoted to the promotion of all cultural and artistic activities presented in the Greater Montreal area. Under one roof, in the heart of the Montreal's Quartier des Spectacles (entertainment district), La Vitrine offers a central box office providing information and last-minute and regular-priced tickets to local and tourist clientele. User-friendly and technologically advanced, La Vitrine is a unique, transactional Internet portal, selling tickets in conjunction with existing distribution networks.

145 Sainte-Catherine Street West - Metro Place des Arts - T 514 285-4545

www.lavitrine.com

About the Quartier des spectacles Partnership

The Quartier des spectacles Partnership was created in June 2003, and emerged from a proposal advanced by ADISQ at the Montreal Summit. A non-profit organization, the Partnership has set out a vision of development based on the enhancement of cultural activities in the life of its downtown neighbourhood. To promote this vision, the Partnership supports and develops projects to bring the neighbourhood together as a place to live and a place to create, and aims to position the area as one of Montreal's major centres of activity and an international cultural destination. The organization is made up of 23 area stakeholders and receives financial support from the City of Montreal, the Quebec Ministère des Affaires municipales et des Régions and private partners.

www.quartierdesspectacles.com

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