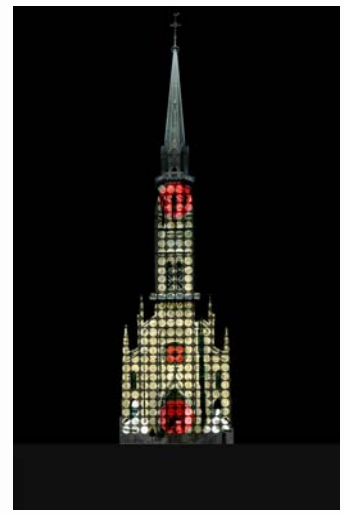


# QUARTIER RUE SAINTE-CATHERINE | MONTRÉAL DES SPECTACLES



Press release  
For immediate release

## LYON'S ART OF ARCHITECTURAL ILLUMINATION TAKES THE STAGE IN MONTREAL'S QUARTIER DES SPECTACLES

**Montreal, February 18, 2010** – In December, Montreal firm Moment Factory turned heads with their participation at the Lyon Festival of Lights. Now it's Lyon's turn to impress us. Two designers from Lyon will have the chance to strut their stuff on February 27, during the MONTREAL HIGH LIGHTS Festival All-Nighter. Jean-Yves Soëtnick, from the Acte lumière firm, and Julien Pavillard, from Congo Bleu, will use light to bring life to the façade of the former Saint-Jacques Church.

The installation will show festivalgoers one of the less-known vestiges of Montreal's neo-gothic religious heritage. The steeple – the highest church tower in Quebec's greatest metropolis – was integrated into the Université du Québec à Montréal complex in 1973. The illumination, entitled *...Un point, c'est tout!*, will display shapes made up of illuminated points that glide across the tower wall, presenting animated graphics that highlight its verticality.

*Video from the installation will be available at midday on February 27, on the Quartier des Spectacles YouTube page: [www.youtube.com/user/QDSMTL](http://www.youtube.com/user/QDSMTL).*

This activity is also part of the Quartier des Spectacles Lighting Plan, which sets out an innovative new vision of urban signage and wayfinding. The first tangible expression of the neighbourhood's visual identity, the Lighting Plan illuminates the richness of the Quartier des Spectacles while respecting the environment. Light spills from the theatres and pulses with the rhythm of cultural activities, revealing the essence of the neighbourhood and giving it an identity. It immerses visitors in a unique, powerful and distinctive urban experience. In a single glance, they can see the full abundance of Montreal's cultural offerings.

Images of the Lighting Plan projects: [www.flickr.com/quartierdesspectacles](http://www.flickr.com/quartierdesspectacles)

This joint project between the cities of Lyon and Montreal commemorates the 20<sup>th</sup> anniversary of the Protocol of friendship, linking two cities where urban lighting is seen as more than just a humdrum necessity. The project has been realized with the support of the Fonds franco-québécois pour la coopération décentralisée.

### About the Quartier des Spectacles

Located in downtown Montreal, the Quartier des Spectacles is the cultural heart of the metropolis. In one square kilometre of the city, you can find an incredible variety of performances taking place in over 80 venues and during over 30 festivals: cinema, theatre, dance, contemporary and technological art, music, humour, opera, improvisation...

The Quartier des Spectacles in four minutes: [www.quartierdesspectacles.com](http://www.quartierdesspectacles.com)

- 30 -

### Source and additional information:

Kathia St-Jean  
Communications and partner relations director  
Quartier des Spectacles Partnership  
T 514-879-0009 x223 | C 514-502-3672  
[kathia.st-jean@quartierdesspectacles.com](mailto:kathia.st-jean@quartierdesspectacles.com)

