

Press release | For immediate release

EXPERIMENTING WITH THE FUTURE OF URBAN SIGNAGE IN MONTREAL'S QUARTIER DES SPECTACLES

Montreal, March 10, 2010 – As part of its Lighting Plan, the Quartier des spectacles is exploring the possibilities of light for creating signage and expressing identity. A recent pilot project experiments with projecting light onto the pavement to mark the urban landscape. This intervention, realized as part of the Montreal All-Nighter, reinforces the brand image of the cultural heart of the metropolis by bringing together light and graphic design.

The system shows pedestrians the way to major nearby venues, and highlights their presence in the Quartier des spectacles, as they cross at the intersection of Sainte-Catherine and Saint-Denis streets. The preliminary installation, still an experimental prototype, was made up of projectors suspended from towers and synchronized with the existing traffic lights at the intersection. The projections illuminated only the crosswalks, clearly indicating safe pedestrian passages across the street. It's a unique way to show visitors the ebullient cultural activity in the Quartier des spectacles, right on the neighbourhood's main drag of Sainte-Catherine Street.

"I found it very convincing. As a whole, it's original, festive and attractive, and the signage works really well", underlines Réal Lestage from Daoust Lestage, one of the architects behind the Special Planning Program (SPP) of the Place des Arts area.

The project was realized in collaboration with the City of Montreal, particularly the Bureau des festivals et des événements, the Service de police (SPVM) and the City's traffic experts.

Video: <http://www.youtube.com/user/QDSMTL#p/a/u/1/IDDjstzz3IA>

Photos: <http://www.flickr.com/photos/quartierdesspectacles/sets/72157623475235665/>

Projecting light onto the ground has been one of the central elements of the Quartier des spectacles Lighting Plan since its launch in 2006. Light illuminates the sidewalk to provide signage, reinforce identity and create a lively aesthetic outside more than fifteen cultural venues. The double line of dots is the neighbourhood's common signature, rolling out a

playful and dynamic red carpet for visitors and indicating the presence of a cultural venue at the pedestrian scale.

Artistic Directors: Ruedi Baur + Jean Beaudoin, Intégral

About the Quartier des spectacles:

Located in downtown Montreal, the Quartier des spectacles is the cultural heart of the metropolis. In one square kilometer 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... This revitalizing destination neighbourhood lights up at night thanks to an innovative lighting plan. All you have to do is follow the red dots!

The Quartier des spectacles in 4 minutes: www.quartierdesspectacles.com

Photos of the Quartier des spectacles Lighting Plan: www.flickr.com/quartierdesspectacles

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