



elixir



QUARTIER DES SPECTACLES
PLACE DES FESTIVALS
MONTREAL

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THE WORLD PREMIERE OF ELIXIR A LUMINOUS POTION OF WATER, SOUND AND PIXELS

Montreal, August 18, 2010 – The Quartier des spectacles is giving Montreal’s creators yet another chance to express themselves tomorrow night, presenting *Elixir*, the latest creation from Moment Factory. This multimedia animation of Canada’s largest outdoor fountain will have its public premiere with three shows per evening from Thursday, August 19 to Sunday, August 22 at 8 PM, 9 PM and 10 PM. The animation will officially run from September 8 to October 9, with shows from Wednesday to Saturday at 8 PM, 9 PM and 10 PM.

Elixir is a magical tale of the encounter between a pixel and a drop of water. In this ode to life, you will be a privileged witness to their connection, their convergence, their confrontation and their reunion. Sometimes calm and sensual, sometimes energetic and dazzling, the fabulous dance of water, sound and light will take us into a drop of water and carry us across the oceans. The delicate combinations of images and music awaken the senses to the fragility of water.

“Montrealers have quickly made the Place des Festivals and its fountain their own. We’ve noticed this on social media in particular, where the public keeps asking us to fully exploit the artistic potential of the fountain. *Elixir* confirms the role of the Quartier des spectacles as a showcase for Montreal’s innovation and creativity. For visitors to the performance venues, galleries and institutions of the Quartier, it will enrich their experience and tempt them to linger” affirmed Pierre Fortin, General Director of Quartier des spectacles Partnership. *Elixir* will create a gentle transition between the intense season of festivals and major outdoor events, and this fall’s cultural season that largely unfolds in indoor halls.

The team from Moment Factory says that their creation is powerfully inspired by the urbanity of the Quartier des spectacles. “For three years now, we’ve had the honour of contributing to the Quartier des spectacles, which is such an important project for Montreal. We’re especially proud of our concept for the dynamic content of the interactive screen at La Vitrine. *Elixir* contrasts the magic of water with urbanity, consumption, technology and the pixel. Water is an amazing platform for light, it lets us evoke a certain kind of wonder. It’s like watching a rainbow dance to music. We’ve hidden many little treasures in the different viewing angles, so that spectators can discover them for themselves, and it all depends on which way the wind is blowing” explained Sakchin Besette, Moment Factory co-founder and creative director.

As a consultant on this project, ONE DROP is engaged in the effort to recognize water as the source of life and reveal the beauty of a natural resource. ONE DROP believes that presentations like *Elixir*, that use arts and culture as a means of communication, can change people's attitudes and allow them to establish a closer relationship with water.

Back in the spring, the Quartier des spectacles Partnership launched a call for projects for the multimedia animation of the Place des Festivals fountain. A jury – made up of Philomène Longpré, visual artist, Francine Lord, public art commissioner of the City of Montreal, Marie Lavigne, President and Chief Executive Officer of the Société de la Place des Arts de Montréal, Raoul Lestage of Daoust Lestage, one of the creators of the concept of Place des Festivals, and Pierre Fortin, General Director of the Quartier des spectacles Partnership – chose the proposal from Moment Factory, which impressed them with the breadth of its artistic scope and its powerful synergy with the location.

We suggest immersing yourself in *Elixir* more than once, from different viewpoints, as it's designed to be experienced from any spot at the Place des Festivals. The easiest way to get to the Place des Festivals is by public transit to Place-des-Arts metro. Become part of the Society in Motion of the Société de transport de Montréal!

For complete information on *Elixir* and the Quartier des spectacles:

Web site: www.quartierdesspectacles.com

Facebook: <http://www.facebook.com/quartierdesspectacles>

Twitter: http://twitter.com/QDS_MTL

Youtube: <http://www.youtube.com/user/QDSMTL>

Flickr: <http://www.flickr.com/photos/quartierdesspectacles/>

Official information kiosk: La Vitrine
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