

Press release -- For immediate release

THE QUARTIER DES SPECTACLES AT THE SAINT-ÉTIENNE INTERNATIONAL DESIGN BIENNIAL

Montreal, November 19, 2010 -- The luminous pathway of the Quartier des spectacles will be one of five projects displayed in "La Ville Mobile", an exhibit presented as part of the Saint-Étienne International Design Biennial. The event starts today and runs until March 13, 2011, in the French city of Saint-Étienne.

How do we move around the city? What forms can this mobility take? How can the city integrate new technologies to inform, orient, make traffic flow? This exhibit will showcase the responses to all these questions provided by the visual identity of the Quartier des spectacles. Developed by Ruedi Baur and Jean Beaudoin of Intégral, the project was chosen because of its close integration with its urban context, its concrete achievements, and its amalgam of light, design, graphics, architecture and landscape.

The first tangible expression of the neighbourhood's visual identity, the luminous pathway 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. As a signage and wayfinding system, the ultimate goal of the luminous pathway is to give visitors, in one glance, an idea of the abundance of events on offer in the neighbourhood, and to guide them in their Montreal cultural discoveries.

About the exposition

The "La Ville Mobile" exhibit will examine the 21st century city, where mobility plays a major role. In this vast, 1200-square-metre presentation, a significant amount of space is given over to highlighting five projects, and the way they reveal the identity of cities. Each will be represented in the exhibit by a video discussion, in which key actors visit the site of the projects and explain how their concepts flowed from their observations of the urban context.

To view the video: www.youtube.com/qdsmtl

For more information on the Biennial: www.biennale2010.citedudesign.com

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