

QUARTIER DES SPECTACLES

MONTREAL

For immediate release

A TRIBUTE IN LIGHTS FOR CLUB SODA, METROPOLIS AND THE RED ROOF CHURCH

Montreal, December 9 2009 – As part of the luminous pathway of the Quartier des spectacles, new architectural illumination will light up the personality of three new sites: Club Soda, Metropolis and the Church of St. John the Evangelist (that's the one with red roof). So far, 17 cultural venues have switched on and shine brightly in the nighttime landscape of 21st-century Montreal.

“With each new achievement, the luminous pathway of the Quartier des spectacles pays its own kind of tribute to Montreal’s culture; a nocturnal tribute that uses light to reveal the splendor of the buildings and the personality of these important cultural institutions. Once complete, the luminous pathway will offer a unique urban experience” added Charles Lapointe, Quartier des spectacles Partnership president.

A short guide to the three lighting concepts:

Club Soda – A Moment Factory creation

Club Soda is adding a new, permanent show to a lineup that already sees hundreds of performances each year. The façade now presents a work of art that uses new technologies to amplify the connection between its purpose and its activities. Moment Factory has developed a multimedia design for Club Soda that combines video, light, and signage effects. To respect the traditional exterior image of the hall, the design digitizes its marquee and vertical banner without overwhelming them. The façade illuminations will also vary with the atmosphere to create different impacts.

www.clubsoda.ca

Metropolis – A Moment Factory creation

The lights twinkle and the stars shine on the Metropolis marquee, just as they do on the stage of this famous Montreal performance venue. Inspired by old-fashioned marquees while employing new technologies, Moment Factory took the mandate to create a marquee worthy of the prestigious hall. To do this, they used an anodized aluminum façade perforated with hundreds of small and large stars. The new frontage incorporates a total of 900 energy-efficient LEDs, controlled by DMX signals.

www.montrealmetropolis.ca

The Church of St. John the Evangelist – A Lightemotion creation

A place with both a cultural and a spiritual vocation, the Red Roof Church now has a gentle new lighting design by Lightemotion. The design highlights three particularly significant elements of the neo-gothic building: its greystone façade, its windows and its distinctive red roof. The façade is bathed in a soft light while the windows are illuminated from within, symbolizing the power of the activities that take place inside. For the roof, the spiritual side of the site inspired the designers to create a lighting scheme composed of five large streaks of light that sweep across the surface like the fingers of a hand.

www.redroof.ca

Each of these designs complements the distinctive double line of red dots projected onto the sidewalk, developed by light artist Axel Morgenthaler – with the exception of the Red Roof Church, which expresses the concept with its bright-red door.

About the luminous pathway

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. A powerful and distinctive urban experience awaits visitors, who can understand Montreal's cultural abundance in a single glance.

The luminous pathway has been deployed by the Quartier des spectacles Partnership since 2006, thanks to a financial contribution from the City of Montreal, the Quebec Ministère des Affaires municipales, des Régions et de l'Occupation du territoire, Canada Economic Development and the participating cultural venues. The luminous pathway will make the Quartier des spectacles a touchstone for urban branding, while respecting Dark Sky principles.

Ruedi Baur and Jean Beaudoin of Intégral maintain the artistic orientations of the luminous pathway.

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