

PARTENARIAT DU QUARTIER DES SPECTACLES

MONTREAL

PASCAL LEFEBVRE JOINS THE QUARTIER DES SPECTACLES PARTNERSHIP TEAM

For immediate release

Montreal, March 22 2011 - The Quartier des spectacles Partnership is happy to announce the appointment of Pascal Lefebvre, known as the father of the PIKNIC ÉLECTRONIK concept and the former director of the Montreal All-Nighter, as programming director.

"It is with great pleasure that the team at the Quartier des spectacles Partnership welcomes the addition of a new player, particularly one as skilled as Pascal Lefebvre. With his robustly entrepreneurial spirit, Pascal has left his mark on many projects, which are a clear testament to his curiosity and his openness to multiple forms of creative cultural expression. His desire to keep culture accessible to the widest possible audience, coupled with his appetite for innovation, his constant efforts to promote Montreal's cultural vitality, and his team spirit, will contribute to the local and international success of the Quartier des spectacles", declared Partnership general director Pierre Fortin.

His first challenge will be to coordinate the Permanent Policy on Programming Public Spaces for the Quartier des spectacles. Anne Plamondon, working alongside him, will continue to manage the programming partnerships with the many cultural organizations that use public spaces. To support the 80 cultural venues that operate in the Quartier des spectacles, the Partnership has a mandate to contribute in building a surprising and unique experience for visitors in all seasons, particularly by broadening the festivals and events that take place in public spaces. "Pascal's experience in managing events, large and small, that bring people together will be extremely useful in achieving these objectives" added Mr. Fortin.

After his studies in civil engineering, Pascal Lefebvre pursued a career in event organizing. In 1999, he joined the team at the MONTREAL HIGH LIGHTS Festival, where he managed special projects. Starting in 2005, he directed the Montreal All-Nighter. The rise of emerging music and digital arts as major factors in Montreal's cultural life led to other, more personal projects. In 2003, he founded the concept of the PIKNIC ÉLECTRONIK, where he was until recently the general director. That same year, he joined the MUTEK team, where he worked as production manager and in strategic development. In 2007, he launched Igloofest, a winter electronic music festival, in collaboration with

the Old Port of Montreal Corporation. All this work hasn't stopped him from getting involved with various other festivals and events. As part of these activities, he has been a member of the Comité arts et patrimoine at the Société de Transport de Montréal, and continues to sit on the Comité 360° of the Espace culturel Georges-Émile-Lapalme at Place des Arts.

For more information of the Quartier des spectacles Partnership, visit our web site:

<http://quartierdesspectacles.com/corporate>

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