

Press release / For immediate release

## **The Quartier des spectacles presents 21 BALANÇOIRES, a musical collaboration from Andraos & Mongiat, at the Promenade des Artistes**

**Montreal, April 18 2011** – The Quartier des spectacles, in collaboration with Université du Québec à Montréal, is happy to unveil the new outdoor work **21 BALANÇOIRES, an exercise in musical cooperation on the Promenade des Artistes**. Montreal designers Mouna Andraos and Melissa Mongiat will be the first to offer Montrealers an animation in this new public space. The piece will run from April 21 to May 23.

*“We are constantly researching new ways of interacting and stimulating public participation. Together with Luc-Alain Giraldeau, an animal behaviour professor, we explored the topic of cooperation which states that together we achieve better things than separately.”* explained the creators.

Luc-Alain Giraldeau, PhD, professor of animal behaviour and vice-dean for research at the UQAM’s Faculty of Science, adds: *“Cooperation is rare and the conditions of its existence are the subject of studies by researchers at UQAM’s Faculty of Science. Cooperation does not come from an individual’s decision. Instead, it emerges from a particular social interaction where the behaviour of each individual depends on the decisions of the rest of the group: it’s a game where, from the start, you need to adjust to the actions of others. This surely is the main challenge of both animal and human cooperation. Here, a collective instrument made of 21 musical swings is put at the disposal of passers-by. It produces music, but be aware that some sounds only emerge from cooperation.”*

### **The designers**

This isn’t the first time that Andraos & Mongiat, recipients of the prestigious Phyllis-Lambert Design Montréal 2010 grant, have appeared in the Quartier des spectacles. They’ve already draped UQAM’s Président-Kennedy Pavilion and the Maison du Festival Rio Tinto Alcan with a monumental projection entitled Bloc Jam. They also presented Musée des possibles, a temporary installation, at the May 2010 inauguration of La Parterre. This new work continues their exploration of participatory urban experiences.

With her work in new media, **Mouna Andraos** reinvents everyday technological experiences, stimulating conversation and imagination about the impact and role of new technologies in our universe. Her work as creative director at the Montreal firm Bluesponge has won her numerous prizes, including a Best of Show at SXSW and a Cyberlion at Cannes. Under the Electronic Crafts label, she takes a playful, participatory and sustainable approach to creating limited-edition electronic objects. Along similar lines, she designed Power Cart, a mobile electrical station that provides renewable energy to passersby.

The approach of **Melissa Mongiat** revolves around public participation. Her creations include a series of interactive urban environments for the Royal Festival Hall in London, for which Wallpaper magazine chose her as one of the world’s ten most promising designers. Her other projects in participatory research and design have been carried out with institutions like Arup and Central Saint

Martins College of Art and Design in London. Her most recent project is *Good Participation*, which has already been presented at many international festivals and seminars.

The composer and musician Radwan Ghazi Moumneh (*hotel2tango*, *Jerusalem In My Heart*) is putting the whole experiment to music.

The project also owes its success to the participation of technological partner ESKI, which developed the interactive system in concert with Andraos and Mongiat. Among its other work, ESKI has created immersive experience technologies for the Cirque du Soleil, and recently for Arcade Fire.

The project has been created and produced with the support of the Quartier des spectacles Partnership.

### The Promenade des Artistes

Between art and science, between UQAM's Complexe des sciences Pierre-Dansereau and Place des Arts, the Promenade des Artistes offers a unique and inspiring location for this collective, 30,000-square-foot musical instrument. This new public space, which links the Place des Festivals to Le Parterre, was created by reclaiming traffic lanes along Président-Kennedy Avenue and de Maisonneuve Boulevard.

Seven structures, called "event vitrines", are found here. These room-size glass boxes can house temporary art installations, as well as service or sales kiosks for major events. Just for fun, each event vitrine has an artistic code for you to solve. The key can be found on Vitrine 0, which lets you decipher the word encoded on each of the others. Designed by Daoust Lestage architecture design urbain, the space has been realized by the Ville de Montréal as part of the planning project for the Place des Arts node of the Quartier des spectacles.

### About the Quartier des spectacles

Festivals aren't the only time that the Quartier comes alive. All 12 months of the year, at any hour of the day, the Quartier des spectacles offers visitors an exceptional variety of activities: cinema, theatre, dance, exhibitions, technological art, music concerts, operas, comedy shows, improvisation, design competitions, and on and on. A different experience emerges with every step. To find it, just follow the red dots that appear on the sidewalk at nightfall. For more details: [www.quartierdespectacles.com](http://www.quartierdespectacles.com).



Official information window  
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**INVITATION** | Unveiling of *21 BALANÇOIRES... AN EXERCISE IN MUSICAL COOPERATION*  
(with designers Mouna Andraos and Melissa Mongiat)

Thursday, April 21 at 17:30, at the Promenade des Artistes (corner Président-Kennedy and Jeanne-Mance)

**Source:** Quartier des spectacles Partnership

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