



# QUARTIER DES SPECTACLES MONTRÉAL

*Press release / For immediate release*

## **Fête de Montréal: For the first year, it was love at first sight!**

**Montreal, May 25 2011** – It was just a week ago, on May 17, when the Quartier des spectacles celebrated the Fête de Montréal for the first time by throwing a surprise party for locals and tourists. Despite the varied weather, 90 artists delivered almost 300 spontaneous performances, indoors and outside, across the Quartier des spectacles from Place des Arts to the Quartier Latin node.

At three different moments in the day between 7:30 AM and 5:30 PM, artists in the fields of music, fashion, theatre, dance, comedy, poetry, multimedia and the circus popped out and played for the love of their city. Some passersby, assuming that the performers were buskers, tried to throw a few coins into their hat. Others couldn't believe their eyes when they saw a fashion show or an opera recital kick off in the middle of the street. The lucky ones who caught an unexpected burst of cultural sunshine the middle of their day were delighted, as seen in the notes, photos and videos they posted on their social networks. A few examples:

[DÉCLARATION D'AMOUR: Montréal, je t'aime! #fetemtl](#)

[Love Montreal& Happy Bday #fetemtl](#)

[Géniale fête de Montréal ! Merci à tous les artistes ! #fetemtl](#)

[à voir absolument #fetemtl les animations dans le @QDS\\_MTL maintenant c'est super bon, merci pour toute cette effervescence culturelle!](#)

[Gina: Merci pour toutes vos videos #feteMTL @marie\\_loic et @QDS\\_MTL , vous avez inspiré mon billet du jour! #RCT... <http://bit.ly/IXNSPD>](#)

“As a perfect fit for our aspirations for the Quartier des spectacles, this day was a powerful urban creative laboratory packed into a single square kilometre. Enlivening the whole area with spontaneous performances was a happy challenge for our artists, who worked without a net. We learned a lot from this experience, and we already have ideas for celebrating Montreal's 370<sup>th</sup> birthday” explained Pierre Fortin, Quartier des spectacles Partnership director general.

To see a video summary of the day: [www.youtube.com/qdsmtl](http://www.youtube.com/qdsmtl).

And to see some photos: <http://www.flickr.com/photos/quartierdesspectacles/>

The Quartier des spectacles thanks – from the bottom of our hearts – the artists, the media and especially the public for having participated with such enthusiasm and making the day something to celebrate! A list of all the artists and partners is attached.

This day of activities was a production of the Quartier des spectacles Partnership, in collaboration with more than 90 artists and partners. Philippe Laperrière was the art director and coordinator, assisted by Judith St-Pierre.

### **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 range 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).

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**Source:** Quartier des spectacles Partnership

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