



**For immediate release**

## **ONE DROP FLOODS THE QUARTIER DES SPECTACLES WITH ITS URBAN+EAU PROJECT**

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**Montreal, June 9, 2011** – ONE DROP, in collaboration with the Quartier des spectacles and four local artists, announced today that from June 9 to September 17, 2011, the urban landscape will be beautified by four artistic creations spreading the word about water-related issues. The Urban+EAU project showcases works that aim to give the people of Montreal and its visitors the chance to define the relationship they have with water in the urban space and, in so doing, raise everyone's awareness of the cause of water.

Urban+EAU will enable ONE DROP to explore the urban canvas that is the Quartier des spectacles through creative concepts by four Montreal artists: Caroline Hayeur, Christian Miron, Peter Gibson alias Roadsworth and Sylvain Robert.

“The featured artists will use the Quartier des spectacles as their blank canvas, letting their creativity run free and drawing inspiration from the theme of water to remind us all of its importance in all our lives. As city dwellers, we have easy access to water and we often forget just how precious this resource is. Yet, close to a billion human beings around the world do not have access to safe water. We think that this urban project will help make the population aware of water-related issues as ONE DROP believes that art has the power to change perceptions and to restore meaning to water,” says Lili-Anna Pereša, Executive Director of ONE DROP.

“We are pleased to continue our collaboration with ONE DROP, as it allows us once again to support the work of creators who like to put their own spin on the urban canvas. What a great way to raise awareness among the people of Montreal and its visitors of the issues surrounding water as a resource, especially for those of us who have an abundant supply of water on a daily basis. Urban+EAU will be another chance to discover, before and after a show, the showcase for urban creation that is the Quartier des spectacles,” adds Pierre Fortin, General Manager of the Quartier des Spectacles Partnership.

Which areas of the Quartier des spectacles will be washed over by the Urban+EAU wave? Look for artworks on the west wall of Théâtre du Nouveau Monde; at the intersection of De Maisonneuve and Berri; the area in front of La Grande Bibliothèque; Ontario Street between Saint-Denis and De Sanguinet; at Sainte-Catherine and Saint-Denis; and lastly at the intersection of Mayor and Balmoral Streets.

**ONE DROP**—an initiative of Guy Laliberté, founder of *Cirque du Soleil*—helps to ensure sustainable development for many communities in developing countries by implementing educational projects, providing adapted solutions for access to safe water and granting microfinance loans. Using a unique arts-based approach, creative projects led by ONE DROP worldwide seek to raise people’s awareness of water-related issues and to encourage the adoption of responsible water management practices. Together, in global solidarity, we have both the power and the responsibility to act.

- 30 -

**General information about the project:**

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