



*Press release / For immediate release*

## **The first exhibition at the Promenade des Artistes**

# **The Quartier des spectacles presents GAIA, a world-premiere photography exhibit from Guy Laliberté**

**Montreal, June 21 2011** – From September 1 to October 10, 2011, the Quartier des spectacles will present GAIA, a world-premiere photography exhibit from Guy Laliberté, at the Promenade des Artistes. The public is invited to come admire over 50 breathtaking large-format photographs, all shot by the Cirque du Soleil founder some 350 kilometers from the surface of the planet. It's Earth like you've never seen it before!

Guy Laliberté's latest project, GAIA, is a followup to the poetic and social mission he pursued during his 11-day voyage on the International Space Station. The first private space traveler to display and publish his photographs, GAIA presents Guy Laliberté's incredible photos of the Earth. The photographs, both rare and captivating, are natural works of art, showing us our planet from a new perspective that is rarely seen or even imagined.

"The Quartier des spectacles is quite proud to be associated with ONE DROP and its founder in welcoming this unique world-premiere exhibition. I want to thank Mr. Laliberté for believing in Montreal, and in the creative showcase that the Quartier des spectacles wishes to become. This collaboration will surely mark a major step in building the international renown of the Quartier des spectacles" declared the Honourable Charles Lapointe, chair of the Quartier des spectacles Partnership board.

You'll have to wait until September to get the full experience of viewing these magnificent photos in a unique urban space in the heart of the Quartier des spectacles. In the meantime, you can get your hands on the 300-page book version at the following outlets: La Boutique at the Musée d'art contemporain de Montréal, M Boutique at the Montreal Museum of Fine Arts, Librissime bookstore in Old Montreal, Galerie de Bellefeuille, and online at the GAIA shop ([www.gaiathebook.com](http://www.gaiathebook.com)). All profits from the sale of the book will benefit ONE DROP, a nonprofit organization created by Guy Laliberté.

### **The Promenade des Artistes**

Between art and science, between the UQAM science building and Place des Arts, the Promenade des Artistes offers a unique and inspiring location for this unprecedented exhibition, which will debut in Montreal before touring the world. This new public space, that welcomed the Andraos & Mongiat's 21 Swings last spring, links the Place des Festivals to Le Parterre. It was created by reclaiming traffic lanes along Président-Kennedy Avenue and de Maisonneuve Boulevard.

Seven structures called "event vitrines" are found here, and can house temporary art installations. 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).

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**Source: Quartier des spectacles Partnership**

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