



Press release / For immediate release

A Fall cultural season full of amazing encounters in the Quartier des Spectacles!

Montreal, August 25 2011 -- The Quartier des Spectacles is rolling out the red carpet for a Fall cultural season full of amazing encounters, and invite the public to come join in the celebration at a series of major free outdoor cultural events.

"We didn't create the Quartier des Spectacles, we named it. Beyond the current wave of urban renewal, this neighbourhood has offered rich, exciting cultural encounters for many years. For just as many years, people have been going out and having fun here, experiencing amazing moments that reach out and rock us. In other words, cultural moments that are totally Montreal! The Fall cultural season is an invitation to participate in exactly the type of surprising encounters that make the Quartier des Spectacles such a distinctively lively place. With cultural events on offer every day from September 2011 to May 2012, there's no question that it is where it all happens" declared Quartier des Spectacles Director General Pierre Fortin.

To celebrate this very special cultural season, we're inviting the public to participate in the many celebrations that we've organized, taking place from one end of the neighbourhood to the other -- from the Quartier Latin node to Place des Arts.

The celebrations begin with the SAT Marché du Foodlab. Every Thursday to Saturday, **from August 25 to October 1**, the Marché du Foodlab will give you the chance to meet organic food producers from across the region, along with chefs and culinary designers who will be presenting their products. It's a must-see event for gourmets who love to get their hands on the freshest products, and who can participate in cooking events at the place de la Paix in the Quartier des Spectacles. In the 19th century, this same spot was home to the Marché Saint-Laurent, the first public market in the heart of Montreal.

Next up, from **September 1 to 10**, the OUMF event takes over the Quartier Latin node of the Quartier des Spectacles with its daring programme. A true showcase of art and emerging culture in visual arts, cinema, literary and musical arts, OUMF will transform the urban scene into a creative landscape. In honour of the event, Saint-Denis Street will become a pedestrian walkway from September 8 to 10, and will put a series of innovative artistic events front and centre. OUMF, an event in collaboration with UQAM, Bibliothèque et Archives nationales du Québec (BAnQ), CinéRothèque ONF, Cinémathèque québécoise, Le Vivier, les Escales Improbables de Montréal, M pour Montréal, STM, MusiMétroMontréal, PikniK Electronik, Abreuvoir, Bistro à Jojo, Pub Quartier latin and the Absynthe.