

*Press release / For immediate distribution*

## **Light Therapy in Quartier des Spectacles Competition: activities and installations for public spaces**

**Montreal, April 11, 2012** – The Quartier des Spectacles Partnership invites designers to participate in the multidisciplinary Light Therapy competition, for winter activities and installations in the public spaces of Quartier des Spectacles.

Through this competition, the Quartier des Spectacles partnership is seeking an original concept to present in Place des Festivals and the Place des Arts esplanade from December 6, 2012 to February 3, 2013.

“Last year, thanks to the Light Therapy competition, visitors to Quartier des Spectacles had their outings enlivened by the playful light shows of three installations: Nuage de givre, Forêt Forêt and Éclats de verre. For winter 2012-13, we are taking the concept to another level, with plans to offer the public an amazing experience by pairing designers and multidisciplinary artists. It is a bold project that will showcase Quartier des Spectacles more spectacularly than ever,” said Pierre Fortin, executive director of the Quartier des Spectacles Partnership.

“Quartier des Spectacles is a marquee project for the city. It helps establish Montreal as an international cultural destination and a leading cultural metropolis for the 21st century. I salute the Quartier des Spectacles Partnership’s initiative in organizing this competition, which will allow a larger number of designers to showcase their talent,” said Helen Fotopulos, the Ville de Montréal’s executive committee member responsible for culture, heritage, design and the status of women.

### **MULTIDISCIPLINARY COMPETITION**

With an open, lateral approach, this two-phase competition is open to multidisciplinary teams, with the aim of promoting the emergence of new cultural and artistic practices.

Designers are invited to form teams with members from every background, from urban planning and design to event production, multimedia, literature, and the performing, visual and media arts.

The day/night project must offer a playful, festive, light-oriented, participatory experience. The project chosen will have a winter theme, fit the Quartier des Spectacles context and mesh with the unique qualities of the sites. The project must, either in its form or content, connect with the public by achieving the following goals:

- design of a major work, meaningful in both its content and artistic approach, that reflects the site and the wider Quartier des Spectacles and Montreal context;
- creation of a participatory experience that encourages interaction and discussion, and that allows the public and environment to affect the installation (interact, modify, transform, add, enhance, etc.) and to become a part of the work along with its other elements;

- establishment of a dialogue between the installation and the public in order to produce a unique result in real time;
- creation of a festive, playful, illuminated setting that is an integral part of the winter environment at all times of day.

#### HOW TO PARTICIPATE

**The registration deadline is May 18, 2012 at noon Montreal time.** Registration is required in order to receive the documents required for preparing a proposal. These documents must be submitted no later than May 25, 2012 at noon. The competitors will not be compensated for this first phase.

A jury will name a shortlist of five finalists who will each receive \$5,000, conditional upon preparation of a presentation for the jury.

The jury consists of:

- Marie Brassard, Artistic Director, Infrarouge
- Jasmine Catudal, Artistic Director and co-executive Director, OFFTA
- Charles Éthier, Head of stage services, Place des Arts
- Pierre Fortin, General Manager, Partenariat du Quartier des spectacles
- Pascal Lefebvre, Director of Programming, Partenariat du Quartier des spectacles
- Mélanie Mignault, Landscape Architect and Partner, NIP Paysage
- Hugues Sweeney, Executive Producer, Quebec Studio – Interactive Productions, National Film Board of Canada

All information to be submitted for the registration step can be found at:  
[mtlunescodesign.com/en/luminotherapie](http://mtlunescodesign.com/en/luminotherapie)

#### ABOUT QUARTIER DES SPECTACLES

For more than a century, Quartier des Spectacles has been Montreal's cultural heart. Today, it is also a hub of economic, urban and cultural development, with many assets that are helping establish Montreal as a leading cultural metropolis. A vibrant creative zone, open to artistic diversity and cultural cross-pollination, the Quartier has something for everyone, from digital-arts aficionados to fans of world music. Every month of the year and every hour of the day, Montrealers and visitors converge on its 80 venues, 40 festivals and seven squares and public spaces. Part of a unique urban fabric, the boldly illuminated Quartier des Spectacles is an essential destination for anyone looking for a thrilling cultural experience. For more information, visit [www.quartierdesspectacles.com](http://www.quartierdesspectacles.com).

#### ABOUT MONTREAL, UNESCO CITY OF DESIGN

The Ville de Montréal's Bureau du design is working with the Quartier des Spectacles Partnership on preparing and running this competition. Such competitions are among the many commitments taken on by the city and the partners in Action Plan 2007-2017 – Montréal, Cultural Metropolis, which aims to promote excellence in design and architecture by encouraging the use of design competitions, and by affirming Montreal's status as a UNESCO City of Design.

Source:

Quartier des Spectacles Partnership

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