



QUARTIER DES SPECTACLES MONTRÉAL

Press release / For immediate distribution

***21 BALANÇOIRES* makes a proud return to Promenade des Artistes in Quartier des Spectacles: a new springtime ritual for Montreal!**

Montreal, April 18, 2012 – Quartier des Spectacles is establishing a new springtime ritual in Montreal with the return of the *21 Balançoires* installation by Daily Tous les Jours to Promenade des Artistes from April 19 to June 3.

Once again this year, you are invited to experiment with musical cooperation on 21 colourful swings that, when moved, play one of several unique melodies composed especially for the installation by Radwan Ghazi Moumneh. *21 Balançoires* – part street furniture, part game – was custom-made last year for Quartier des Spectacles, with the collaboration of Luc-Alain Girardeau of the UQÀM Faculty of Science.

This year, as part of its desire to provide interactive cultural experiences, Quartier des Spectacles is inviting the public to come out and Swing, Smile and Share! Visitors are invited to use hashtag **#21B** to share their photos of *21 Balançoires* on social media. Full details can be found on the installation's page (in French): www.quartierdesspectacles.com/21b.

In addition, starting May 17, projections on UQÀM's President-Kennedy Building, also conceived by Daily tous les jours, will enhance the playful, poetic experience of *21 Balançoires* by adding a digital visual dimension.

The fun of *21 Balançoires* will be complemented by the *Voir* exhibition, also taking place on Promenade des Artistes from April 19 to June 3. This show commemorating the first 25 years of the *Voir* weekly newspaper will give the public the chance to admire a large-format selection of the beloved publication's best covers.

Daily Tous Les Jours is an artists' collective whose members come from the disciplines of interactive design and narrative environments, a background that inspires them to create large-scale installations that have an impact on urban spaces ranging in scale from megacities to villages and suburban neighbourhoods. Their projects add a dash of magic to everyday life by inviting people to make an active contribution to their environment. In the past, Daily Tous Les Jours has produced projects for PS1/MoMA and Eyebeam Technology Center in New York, Kensington Palace, Foresight and the British Design Council in London, as well as Radio-Canada.

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.quartierdespectacles.com

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Source: Quartier des Spectacles Partnership

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