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LIGHT THERAPY Contest

Phase 2: Design and production of video content for projection onto eight Quartier des Spectacles facades

Montreal, June 4th, 2012 – As a follow-up to Phase 1 of the LIGHT THERAPY contest which saw local designers submitting interactive public art installation proposals to bring the Place des Festivals and the Place des Arts Esplanade to life, the Quartier des Spectacles has now launched LIGHT THERAPY – *Phase 2: Design and production of video content for projection onto eight Quartier des Spectacles facades*. The winner of this two-part contest will subsequently produce the proposed content, which is then to be showcased from December 6th, 2012 through February 23rd, 2013 on the eight facades in question : Bibliothèque et Archives nationales du Québec (BAnQ, Quebec National Archives and Library), Centre de design de l'UQAM (UQAM Design Centre), Cégep du Vieux Montréal, Place de la Paix, Place Émilie-Gamelin, UQAM's Président-Kennedy Building, UQAM's Church Tower and the area surrounding the Saint-Laurent Metro station.

Incorporating innovation, creativity and meaning, the proposed concept is intended to impel the visitors to explore the eight city locations. Designers are asked to come up with an original concept wherein the eight different projection sites become artistically inter-connected through some form of cohesive relationship.

Video installations will showcase high quality esthetics and graphics, and each piece is to be accompanied by a digital music sound track (web radio, cellular phone, etc.).

The winning proposal will secure the designer (or design team) an overall project budget of seventy-five thousand dollars (\$75,000) to produce the winning content for the city's eight video-projection sites. All necessary technical projection equipment for the displays will be supplied by The Partnership.

HOW TO ENTER

The contest is run in two stages. At stage one, entrants are to submit a written application file including a 1500-word text to outline the proposal, along with the resumés of predominant designers involved.

Deadline for written application entries: June 18th, 2012 (by 10:00 a.m. Montreal time)
Applications should be submitted to:

Quartier des Spectacles Partnership
Attn: Light Therapy – Video Contest

1435 Saint-Alexandre Street, Suite 500
Montreal, Quebec, H3A 2G4

At stage two, the three finalists, each having received a sum of \$3,000 in prize money, shall present the Jury with a *storyboard* summary of the video images they propose to project onto each of the eight facades, along with a thirty-second video presentation.

The jury is comprised of the following members:

1. Pierre Fortin, General Director of the Quartier des Spectacles Partnership
2. Angélique Bouffard, Event Programming Coordinator for the Quartier des Spectacles Partnership
3. Mikaël Charpin, Assistant Director of the Luminous Pathway Project at the Quartier des Spectacles Partnership
4. Jean Corbeil, Head of Art Direction, Communications and Public Relations at the Quebec National Archives and Library
5. Monique Régimbald-Zeiber, Deputy Dean for Research and Design, Faculty of Arts, UQAM (University of Quebec in Montreal)
6. Jean Décarie, Media Studies Professor and Director of the Interactive Media Undergraduate Program at UQAM's School of Media
7. Monique Savoie, President, Founder and Creative Director, Société des Arts Technologiques

All necessary information on entering the contest can be found on the web-site: mtlunescodesign.com/eng/videoprojection

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 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.

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Source:

Quartier des Spectacles Partnership

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