

## **A new addition to the Luminous Pathway TNM's new *Jeu de mots* mural to be illuminated!**

**Montreal, November 9, 2012** – Starting next Monday evening, November 12, Théâtre du Nouveau Monde's new mural, *Jeu de mots*, will be illuminated and become part of Quartier des Spectacles' Luminous Pathway. After nightfall, the projection will transform the 255 m<sup>2</sup> artwork, which features significant names, dates and words from the theatrical world. Passers-by will enjoy an evolving experience, with new words and new colours appearing through the magic of light.

Designed by Claude Accolas, the light show is the finishing touch on the mural produced by MU. The typographic mural, created by Thomas Csano, was unveiled on October 16 to mark the one-hundredth anniversary of the TNM building.

Montreal's first typographic, luminous mural, located on the building's west-facing side, was made possible by the financial contributions of Théâtre du Nouveau Monde, the Quartier des Spectacles Partnership, the borough of Ville-Marie and Benjamin Moore.

### **About MU**

MU is a philanthropic organization that seeks to transform Montreal into an open-air art gallery. Its mission is to educate the public about wall art by creating meaningful murals for the community. Its works are grounded in the democratization of art and the promotion of social development. Over the last six summers, MU has painted more than 40 murals. It has won the Prix Citoyen presented by Les Arts et la ville (2012), the INNOVATION CULTURE award presented by TELUS (2010), and two provincial awards at the 10th Quebec Entrepreneurship Contest (2008).

### **About the Luminous Pathway in Quartier des Spectacles**

The Luminous Pathway was the first expression of Quartier des Spectacles' visual identity. It illuminates the Quartier's rich diversity while respecting the environment. The Luminous Pathway is made up of 800 glowing red dots that identify cultural venues, original architectural lighting for 21 buildings, and 6 architectural video-projection sites with ever-changing content. It is a powerful, distinctive and unique urban experience! For more information, visit [quartierdesspectacles.com](http://quartierdesspectacles.com).

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High-resolution photos: <ftp://remote.quartierdesspectacles.com/>

Username: medias / Password: medias

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