

Press release / For immediate distribution



21 Balançoires (21 Swings) returns to Quartier des Spectacles!

Montreal, April 16, 2013 – For a third year in a row, Quartier des Spectacles invites you to celebrate spring by trying out [*21 Balançoires \(21 Swings\)*](#) on the Promenade des Artistes. Day and night from April 17 to June 2, this interactive installation – part game, part street furniture – invites visitors to enjoy a musical collaboration experience. Each swing triggers a musical note, and several swings in motion together make a melody. It's a great illustration of the principle that we can accomplish more by working together.

How does it work?

Each swing represents an instrument: piano, guitar, harp or vibraphone, identifiable through a colour code. The note played is determined by the height reached by the swing. When several people swing at the same time and work together to maintain a rhythm, increasingly complex melodies are produced.

A luminous nighttime experience

After dusk, visitors will enjoy an experience enhanced by lighting. The swings are lit from below, creating a dance of points of light in the heart of the city. In the background, the **interactive video projection 21 Obstacles**, on UQAM's Pavillon Président-Kennedy, completes the scene, in which digital art truly resonates with the audience.

Presented every **Thursday through Sunday (plus Wednesday, April 17)**, *21 Obstacles* was inspired by classic pinball machines. To participate, visitors use a smartphone to enter a keyword (displayed on-site) to make the ball move into the obstacle course. Meanwhile, the motion of the swings affects the position of the obstacles.

Complete information: www.quartierdesspectacles.com

A creation by Daily tous les jours

These two artworks were created specifically for Quartier des Spectacles by the Montreal-based design team of Mouna Andraos and Melissa Mongiat of **Daily tous les jours**. Daily tous les jours is a design studio dedicated to the search for new ways to interact and tell stories while encouraging maximum audience participation. Their work has won several honours and awards, including awards from the Core 77 Design Festival and SXSW, a CyberLion (Cannes), the Phyllis Lambert Design Montréal grant and Best in Show at the 2013 Interaction Awards for *21 Balançoires*.

21 Balançoires was also featured on a recent program starring Oprah Winfrey, generating even more international buzz for the already popular installation.

For the creation of *21 Balançoires* they collaborated with Luc-Alain Giraldeau, professor of behavioural science at UQAM's Faculty of Science, with whom they studied issues surrounding cooperation, and with Radwan Ghazi Moumneh, who composed the music.

Contest: "Smile, share, win"

Have your photo taken while you swing, and share the experience on the Quartier des Spectacles Facebook page. You could win one of several gift certificates for show tickets in Quartier des Spectacles!

About Quartier des Spectacles

Quartier des Spectacles has been Montreal's cultural heart for more than a century. 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.

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Pictures are available on our Flickr: <http://www.flickr.com/photos/quartierdesspectacles/>

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