

Luminothérapie competition: call for proposals for the design and production of video-projection content for building façades in Quartier des Spectacles

Montreal, April 23, 2013 – The Quartier des Spectacles Partnership invites designers to participate in the Luminothérapie competition for the design and production of video-projection content for eight building façades in Quartier des Spectacles. The winning project will be presented as part of the fourth annual Luminothérapie event, from December 11, 2013 to February 2, 2014.

“Luminothérapie is an unparalleled opportunity for designers to create an architectural video-projection work on a grand scale, to be seen throughout Quartier des Spectacles. By making its high-tech toolbox available to artists, the Partnership hopes to contribute to the great vitality of the digital arts in Montreal, and make the Quartier a creative laboratory,” said Jacques Primeau, chair of the Quartier des Spectacles Partnership.

“Montreal is a UNESCO City of Design and a cultural metropolis whose architectural beauty and creative talent are highlighted by this original competition and its multidisciplinary approach. Montreal was a standout last year at the Mercè in Barcelona, where the show *Montréal signe l’Ode à la vie*, by Moment Factory, was projected on the façade of Sagrada Familia basilica. Designers, now you have Quartier des Spectacles to stimulate you and serve as your canvas. Get inspired, amaze us, have fun,” said Éleine Ayotte, the Ville de Montréal’s Executive Committee member responsible for culture, heritage and design.

What are we looking for? An original concept that will engage the public, draw attention, surprise viewers and inspire people to stop despite harsh winter weather.

The playful, visually interesting, festive projections must further the district’s uniqueness and showcase the buildings’ diverse architecture. Without necessarily having a single narrative thread, the eight video projections must form a coherent work.

Each projection must be accompanied by an original, synchronized soundtrack to be played at each site through a directional audio system.

The projections will be played at the following sites: Bibliothèque et Archives nationales du Québec (BAnQ), Centre de design de l’UQAM, Cégep du Vieux-Montréal, Place de la Paix (Hôtel Zéro 1), Place Émilie-Gamelin (Hôtel Gouverneur), Pavillon Président-Kennedy at UQAM, the UQAM bell tower and the area around the Saint-Laurent metro station.

The competition

The total production budget allocated to the project is \$75,000.

The competition has two phases. The first involves the selection of finalists from among anonymous submissions. In the second phase, the finalists will present their projects to a jury.

How to participate

- Participants must register by **May 23 at noon**, Montreal time, in order to receive the documents required for preparing submissions.
- Proposals must be submitted **before May 28, 2013 at noon**. There is no financial compensation for this phase.
- The jury will select a maximum of three finalists, who must prepare a 60-second video and give a presentation to the jury on June 28. Each team of finalists will receive a stipend of \$3,000 for this phase of the competition.

To obtain the registration form and competition rules and evaluation criteria, visit mtlunescodesign.com/luminotherapie2013/videoprojection

The jury:

- Lucie Bazzo, professional lighting designer for theatre and dance productions
- Patrick Doyon, illustrator and animated film director, DOIION
- Pierre Fortin, executive director, Quartier des Spectacles Partnership
- Olivier Goulet, president, Geodezik
- Pascal Lefebvre, programming director, Quartier des Spectacles Partnership

ABOUT LUMINOTHÉRAPIE

Luminothérapie is a winter event based on two competitions: one for activities that showcase Place des Festivals and the Place des Arts Esplanade, and one for the design and production of video projection content for eight façades and groups of façades in the Quartier. Through Luminothérapie, public spaces become an open-air art gallery that bring light to winter and showcase Montreal's creative talent. With this program, Quartier des Spectacles hopes to increase the number of inspiring productions and help make Montreal one of the worlds' top cities of light.

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.

ABOUT MONTREAL, UNESCO CITY OF DESIGN

Montreal is part of UNESCO's international Creative Cities Network in the Cities of Design category. The Network includes 34 cities in 18 countries. It helps creators in member cities share their experiences, while promoting the international exchange of best practices and knowledge. The Ville de Montréal's Bureau du design worked 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 while affirming Montreal's status as a UNESCO City of Design.

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