

Fête de Montréal: Quartier des Spectacles celebrates the city's creativity!

Montreal, May 7, 2013 – On May 17, Quartier des Spectacles will host its third annual Fête de Montréal. To mark the 371st anniversary of the city's founding, the Quartier will present a full day of activities celebrating culture in all its forms. From 11:30 a.m. to late at night, Sainte-Catherine Street, Place des Festivals, the Place des Arts Esplanade and Promenade des Artistes will be a festive zone filled with performances, street food and digital art.

This year's major new activity is a unique show combining video projections and live music, showcasing the talent of Montreal-based artists. Five multimedia studios were invited to create an architectural mapping work to be projected on **Théâtre Maisonneuve at Place des Arts**. Inspired by songs with Montreal themes, the creations will be set to live performances by musicians paired with the multimedia artists for the occasion. **Starting at 9:30 p.m.**, this special event will feature **Ariane Moffatt + Geodezik // Yann Perreau & Jérôme Minière + Turbine // Louis-Jean Cormier + Eltoro Studio // Plaster + Champagne Club Sandwich // Poirier & Boogat + Baillart Cardell & Fils**.

Earlier in the day, the public is invited to an exciting cultural street party. **From 11:30 a.m. to 1:30 p.m. and from 4:30 p.m. onward, some 125 artists will perform in 11 different zones in the Place des Arts area**. Five of the zones will feature unique events: Armand Vaillancourt will paint with the public; Les Productions Haut-Vol (T-Wall trampoline); auto-fiction by Human Playground; and Les 7 doigts de la main with the TNM. Meanwhile, the six other zones will offer something different every 15 minutes. Surprises are guaranteed!

Your taste buds are also in for a treat: **at lunchtime and starting at 2:30 p.m., nine food trucks* will serve up their specialties**, from tartare to meatballs to lobster rolls. Come out for **Happy Hour** in Place des Festivals and on Sainte-Catherine Street, which will, for an evening, be the city's biggest *terrasse*. **Starting at 7 p.m.**, DJs will spin records to get the crowd up and dancing. From **10 to 11 p.m.**, the DJs will be joined by **VJ Chocobeets**.

Event map and complete details: www.quartierdesspectacles.com

"We hope Fête de Montréal will become an essential event for everyone who loves this city, and that Quartier des Spectacles will reach its full potential in 2017, when we will mark Montreal's 375th anniversary. This year the approach has been rethought and improved in order to include an element that has become a key part of the Quartier's identity: video projections. The Quartier boasts the world's largest network of building façades dedicated to digital art exhibition, and on May 17, Théâtre Maisonneuve will become the ninth permanent member of the network," noted Jacques Primeau, chair of the Quartier des Spectacles Partnership.

“On May 17, Fête de Montréal will be celebrated in Quartier des Spectacles with great creativity. I want to thank the Quartier des Spectacles Partnership for the dedication and passion with which it has developed so many fun and imaginative activities in collaboration with our city’s talented artists. I invite Montrealers to come participate in the festivities, and discover the many sides of our cultural metropolis,” said Éline Ayotte, the Ville de Montréal’s Executive Committee member responsible for culture, heritage and design.

The Quartier des Spectacles Partnership thanks its Fête de Montréal partners: Espace Musique, La Presse and Métros Arts of the Société de transport de Montréal (STM).

* Food trucks for this event: Lucille’s, Pas d’cochon dans mon salon, Route 27, Winneburger, Landry et Filles, P-A et Gargantua, Super Truck, Grumman 78, Meatball MTL

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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Media enquiries: Marie-Joëlle Corneau | marie-joelle.corneau@quartierdesspectacles.com | 514-348-9676

Photos: <ftp://remote.quartierdesspectacles.com/>

User name: medias

Password: medias

