

Three awards for Quartier des Spectacles installations

Montreal, December 9, 2013 – The Quartier des Spectacles Partnership is pleased to announce that two outdoor installations created specifically for Promenade des Artistes in Quartier des Spectacles have just won a total of three awards.

The **Boomerang** competition awarded the **Grand Prix for interactive environments** and the **technological creativity award** to *Megaphone*, created by Moment Factory and directed by Etienne Paquette. Meanwhile, *21 Balançoires* by Mouna Andraos and Melissa Mongiat of Daily tous les jours received the **Grand Award of the Shenzhen (China) Design Awards for Young Talents**.

The awards reaffirm the interest the two installations sparked in the international critical community, making a significant contribution to raising Montreal's international profile. *Megaphone* was the feature attraction on Promenade des Artistes from September 4 to November 4, 2013, while *21 Balançoires* has returned to the Promenade every spring since its launch four years ago. The installation has also been praised by public figures such as Oprah Winfrey.

These honours also recognize the relevance of the two works' shared goal of encouraging Montrealers and visitors to use the city's public spaces to the fullest. The works invite the public to enjoy outdoor facilities in Quartier des Spectacles by offering interactive experiences that use technology to facilitate interaction between people. Promenade des Artistes is the space located between President Kennedy Avenue and De Maisonneuve Boulevard, created as part of the revitalization of the Place des Arts node of Quartier des Spectacles.

“We are delighted that Quartier des Spectacles has become a major platform for our artists and designers to express themselves. The Quartier is promoting Montreal-based creativity by commissioning this type of outdoor installation. We want to congratulate the winners; these awards recognize their ability to distinguish themselves in the creative use of new technology for interactive environments,” said **Jacques Primeau, Quartier des Spectacles Partnership chair**.

21 Balançoires, musical collaboration



With *21 Balançoires (21 Swings)*, the creative team of Mouna Andraos and Melissa Mongiat explore the idea of cooperation. The 21 swings form a playful orchestra in which each participant makes an instrument play a different note by swinging to different heights. Melodies emerge as multiple players swing together. At night, the swings' seats light up, creating a spontaneous dance of points of light.

Daily tous les jours is a Montreal-based design studio specializing in the design of interactive environments that take their shape through public participation. Their many installations, seen both internationally and in Quebec, including several in Montreal (*Mémorama* during Aires Libres 2012, *Bloc Jam*, *Musée des possibles* and the forthcoming *Chorégraphies pour les humains et les étoiles* at the Montreal Planetarium).

By choosing the two Montrealers for the USD \$30,000 Grand Award, from among 150 candidates from 16 cities in the UNESCO Cities of Design network, the Shenzhen Award sought to recognize the talent of a pair of emerging designers who are helping improve the quality of the urban environment and advancing Montreal's social and economic development.

Megaphone, vox populi multimedia



Last fall, the multimedia installation *Megaphone* gave voice to Montrealers and visitors with a megaphone installed on Promenade des Artistes. For two months, the virtual representation of their words lit up the President Kennedy Building at UQAM. Participants' recorded voices were processed by

a voice recognition system developed for the installation by the Centre de recherche informatique de Montréal (CRIM). The system made it possible to project a selection of participants' words on the university building.

The novel installation is a co-production of the National Film Board of Canada and Quartier des Spectacles, created by Moment Factory and directed by Etienne Paquette. In a few short years, Moment Factory has become an international leader in the creation of immersive environments, working for clients including Cirque du Soleil, Nine Inch Nails, Madonna, Disney, Microsoft and Sony. Writer, designer and director Etienne Paquette creates storyboards for multimedia experiences, working regularly with the McCord Museum and XYZ technologies culturelles.

The annual Boomerang Awards recognize the best Quebec-made interactive communication works.

ABOUT QUARTIER DES SPECTACLES

Quartier des Spectacles has been Montreal's cultural heart for more than a century. Today, it boasts North America's most concentrated and diverse group of cultural venues, making Montreal one of the world's great cultural metropolises. As an exceptional creative space, open to diversity and cultural cross-pollination, it is the year-round host to countless festivals and events, many of which include free outdoor shows and activities.

Several of its sites are regularly enhanced by innovative urban installations using cutting-edge lighting design, immersive environments or interactive digital spaces. The Quartier is a canvas of choice for architectural lighting designers, and several of its building façades are dedicated year round to artistic video projections. Quartier des Spectacles is an international showcase for new multimedia technology, making Montreal a global leader in the urban exhibition of digital content.

For more information, visit quartierdesspectacles.com.

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