

## **FOUR NEW ARCHITECTURAL LIGHTING PROJECTS FOR THE QUARTIER DES SPECTACLES**

**Montreal, October 31, 2013** – The Quartier des Spectacles Partnership is proud to announce that four new lighting projects are slated for the facades of the Cinémathèque québécoise, Cabaret Underworld, the 2-22 and St. James United Church. These are in addition to the 25 other architectural and stage lighting elements that are already a part of the Luminous Pathway of the Quartier des Spectacles.



### **Michael Snow created “Les Lumières” to be a permanent part of the Cinémathèque québécoise’s facade**

A pioneer on the Quartier des Spectacles’ Luminous pathway with the dynamic illumination of its façade in 2009 by the lighting design firm Lightemotion, the Cinémathèque québécoise recently inaugurated a lighting installation conceived by multidisciplinary artist Michael Snow to celebrate its 50th anniversary.

The original 2009 work was a metaphor for the moving image. Next to the fine white lighting of the historic part of the building, the modern wing was transformed into a dynamic lightbox that seems to be suspended in the air like a traffic light. In the middle, a symbolic marquee made up of flashing LED lights follow a preprogrammed sequence, creating a series of ripples that evoke a film reel unwinding.

Michael Snow used this already-existing light canvas as a basis for his latest work, *Les Lumières*, that will permanently animate the facade of the Cinémathèque. “I wanted to create a piece that was cinematic and unique. *Les Lumières* is entirely digital; the light is the substance of the work. It was inspired by the Lumière brothers”, explains one of the most influential figures in Canadian contemporary art.

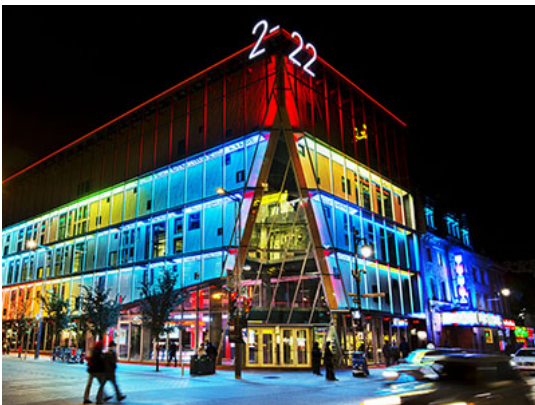


## Revealing the hidden universe of Cabaret Underworld

Lighting architect Ludovic Lefèvre (UDO-design) designed a lighting concept representative of this offbeat venue in keeping with its underground character.

A series of perforated plates make up the marquee whose halo of red light connects the cabaret and the street. By turns filtering through the structure while also being reflected there, the light increases in hue and intensity as the night wears on.

“You are thrust into the underground atmosphere of the cabaret, during the day by the rough metalwork of the marquee, and at night by the semi-filtered light that tries to escape the structure,” says its designer.



## The 2-22: the cultural beacon of Montreal lights up

Almost two years after its inauguration, the 2-22 inaugurates its giant LED screens. The multimedia firm Moment Factory – a studio specializing in the conception and production of multimedia environments whose clients include the likes of the Cirque du Soleil, Disney, Nine Inch Nails, Céline Dion, Madonna and Microsoft – transformed the three walkways that separate each floor of the building into communication media.

The company behind this initiative, La Vitrine – the not-for-profit organization dedicated to the promotion and sales of Montreal’s cultural activities – will use these new installations to alternately display multimedia works and the

complete calendar of cultural activities in Montreal. The mural, paired with the architectural lighting of the building's entrance, is reminiscent of stage curtains being drawn.

“This new outdoor lighting represents the creative continuation of La Vitrine’s interior phase, whose interactive installations, including the cultural catalyst, were designed to symbolize the artistic and cultural energy of the metropolis,” says Dominic Audet, partner and co-founder of Moment Factory.

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## Lights on the historical facade of St. James United Church

New architectural lighting, designed by CS Design in collaboration with UDO Design, Paule Boutin architecte, SIP, ambiance and réalisation inc, now highlights the facade of St. James United Church. Hidden since 1927, the church was only re-revealed in 2005 when the commercial buildings that had been covering it were torn down.

Light sources that have been attached to the neighbouring buildings so as not to damage this historical monument illuminate the architectural details of this beautiful example of Montreal’s neo-gothic style. The lamps that flank the entrance have been restored to their original vision. Light play brings out the rich palette of reds, blues and purples in the giant rose window while dynamic lighting animates and transforms the parvis over the course of time. Thematic screenings are scheduled to highlight key dates in the church’s calendar.

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## About the Quartier des Spectacles’ Luminous Pathway

Initiated in 2006, the Luminous Pathway, under the artistic direction of Intégral’s Ruedi Baur and Jean Beaudoin, was designed to create a link between the different sites of the Quartier des Spectacles. It was the first expression of the Quartier’s visual identity, and is made up of three complementary elements: a shared lighting signature, architectural lighting and video projections.

Made up of two rows of light dots projected onto the ground to create a fun and vibrant virtual red carpet, the shared lighting signature indicates the venues of the Quartier des Spectacles. Designed by Photonic Dreams, it was implemented by LEIG Lighting.

Changing from one site to the next according to function and character, architectural lighting on building facades, windows and other elements highlights the identity of each cultural venue of the Quartier des Spectacles. It is a work in progress that has to date illuminated 16 different sites.

Nine building facades have been selected for year-round artistic video projections, helping Montreal establish itself as an international leader in the digital arts. Each façade has been digitally modeled to allow each artist to integrate the building's architectural elements. Some thirty video projectors are available for creators. Content is renewed on a regular basis, and events like Luminothérapie use the video projections of the facades in their program.

The Luminous Pathway is the result of the artistic co-direction between the Quartier des spectacles Partnership and the participating cultural venues. The architectural lighting concept aims to permanently enhance each site by using new technologies with a view towards sustainable development. Through funding provided by the City of Montreal, the Quartier des Spectacles Partnership can finance up to 75% of the cost of each project, to a maximum of \$200, 000.

The Luminous Pathway's innovative, environmentally-friendly and cost-efficient qualities have earned it several awards in Canada and around the world. It has also been featured on the covers of professional magazines worldwide. For more information: [www.quartierdesspectacles.com/en/about/luminous-pathway](http://www.quartierdesspectacles.com/en/about/luminous-pathway)

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**Contact médias :** Marie-Joëlle Corneau | [marie-joelle.corneau@quartierdesspectacles.com](mailto:marie-joelle.corneau@quartierdesspectacles.com) | 514-348-9676

