

Art from Quartier des Spectacles in Brussels: *Iceberg* crosses the ocean

Montreal, November 8, 2013 – The *Iceberg* installation, created as part of the Luminothérapie competition and presented last year on Place des Festivals and the Place des Arts Esplanade, will be one of the main attractions of the 12th Plaisirs d'Hiver winter festival in Brussels, Belgium. From November 29 to January 5, visitors to the winter fair — one of the world's top events of its kind — will have the opportunity to explore the work originally created for Quartier des Spectacles by a multidisciplinary team made up of the Montreal-based firms **ATOMIC3** and **Appareil Architecture**.



Iceberg - place des Festivals (Montréal) winter 2012-2013 © Martine Doyon, Quartier des spectacles

Iceberg will be set up in Place de la Monnaie, a short walk from the city's famous Grand-Place. Just over a year ago, Place de la Monnaie was the site of major revitalization work in a similar vein to Montreal's Place des Festivals, as part of a broader downtown renewal program. For the first time, Place de la Monnaie will be part of the Plaisirs d'Hiver circuit. The juxtaposition of the square's superb 1855 neoclassical building, now home to the national opera company, with the luminous interactive installation promises to be spectacular.

"We are very pleased with this collaboration, which will give excellent exposure to Montreal's creative talent for innovative urban installations as well as giving this particular work a new lease on life," said Jacques Primeau, chair of the Quartier des Spectacles Partnership's board of directors. "What more could we ask for than to see *Iceberg* in the heart of Europe's capital city? Only for this to become a regular occurrence, with Luminothérapie spreading beyond Montreal and the works being systematically presented in other cities."

"Over the years, our year-end event has distinguished itself from Europe's other Christmas markets with its unique blend of tradition and modernity. In my opinion, it is essential to maintain Plaisirs d'Hiver's avant-garde spark. That is why an all-new space will be added in Place de la Monnaie to host this work, as spectacular — and breathtaking — as it is original," said Brussels mayor Freddy Thielemans in a news release about the event.

The presentation of *Iceberg* during Plaisirs d’Hiver is the result of a partnership between Montreal’s Quartier des Spectacles and the **city of Brussels**, with the support of Electrabel, the Belgian electricity and gas utility.

Plaisirs d’Hiver is the Brussels winter event that combines a Christmas market — in the form of a 2-kilometre itinerary through the heart of the city — with a wide range of complementary attractions, including a skating rink, rides and a sound and light show.

Iceberg is a playful immersive work that tells the story of an iceberg, from its calving into Arctic waters to its final melting near a temperate shore. The installation consists of a series of illuminated metal arches that each produce a distinctive sound. Arranged as a tunnel, the arches beckon visitors to enter, listen to and play the giant organ, whose notes and light travel the musical corridor from end to end. Human activity “warms up” the monuments and transforms their original nature into a visual and auditory symphony.

ABOUT LUMINOTHÉRAPIE

Luminothérapie is a winter event based on two competitions: one for activities that showcase Place des Festivals, and one for the design and production of video projection content for eight building façades and groups of façades in the Quartier. The competition is run in collaboration with the Ville de Montréal’s Bureau du design. During the event, public spaces become open-air galleries 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 world’s top cities of light. From December 11, 2013 to February 2, 2014, the fourth edition of Luminothérapie will feature the installation *Entre les rangs* by Kanva and the projection series *Trouve Bob*, by Champagne Club Sandwich, on the Quartier’s façades.

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 38 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 works with the Quartier des Spectacles Partnership on preparing and running the annual Luminothérapie 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. For more information, visit mtlunescodesign.com.

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