

## Montreal-made installation *Iceberg*, created for Luminothérapie in Quartier des Spectacles, extended to March 3 in Brussels



**Montreal, January 13, 2014** – Belgians are still in love with *Iceberg*! The installation, created by ATOMIC3 and Appareil Architecture, was first presented in Montreal’s Place des Festivals following the 2012-13 Luminothérapie competition, a Quartier des Spectacles initiative. The work impressed the organizers of Plaisirs d’Hiver, one of the main winter events held in Brussels, with annual attendance of over 1.5 million. For the 2013-14 edition of Plaisirs d’Hiver, which ended on January 4, Brussels hosted *Iceberg* in Place de la Monnaie, and more than 350,000 visits have been recorded since the installation opened in November. But that’s just the start, because *Iceberg* has been held over until March 3.

“We are very proud that the installation is such a hit abroad,” said Jacques Primeau, chair of the Quartier des Spectacles Partnership. “*Iceberg* is also a fine example of Montreal-based creativity, which serves as an international calling card for the city. We are certain that this work’s success will inspire creators to participate in the next Luminothérapie competition, which will begin soon.”

“Montréal is a cultural metropolis marked by its artists whom I am proud to see travel and share our collective imagination. I congratulate all those who contributed to the success of *Iceberg*—namely ATOMIC 3, Appareil Architecture, the Partenariat du Quartier des spectacles and the Bureau du design,” added Ms. Manon Gauthier, member of the Montréal Executive Committee responsible for Culture, Heritage, Design, Espace pour la vie and the Status of Women.”

“This public interactive installation, as well as the illumination of a large number of retail arteries, helped make Brussels’ shops even more appealing,” said Marion Lemestre, Brussels city councillor responsible for economic affairs.

In Montreal, the current edition of Luminothérapie continues until February 2, with the interactive installation *Entre les rangs* in Place des Festivals, created by a multidisciplinary team led by the Kanva architecture firm, and *Trouve Bob*, an interactive game by the Champagne Club Sandwich collective, presented on seven building façades in Quartier des Spectacles.

## ABOUT ICEBERG

**Iceberg** is playful immersive work that tells the story of an iceberg, from its calving into Arctic waters to its final melting near a southern shore. In their natural state, the crevasses within the iceberg resonate like gigantic organ pipes whose tonalities change as they gradually melt. Inspired by this monumental natural instrument, *Iceberg* consists of a series of illuminated metal arches that each produce a particular 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 ice monuments and transforms their original character into a visual and auditory symphony.

**Artistic direction and production:** ATOMIC3 – Félix Dagenais, Louis-Xavier Gagnon-Lebrun

**Architectural design:** Appareil Architecture – Kim Pariseau

**Lighting design:** ATOMIC3

**Acoustic design:** Jean-Sébastien Côté

**Interactive modules by:** Philippe Jean

## ABOUT LUMINOTHÉRAPIE

The event is the result of the annual Luminothérapie competition, a Quartier des Spectacles initiative that challenges Montreal’s design talents to work with artists from other disciplines to create an immersive winter experience. The works produced for Luminothérapie 2013-14 were selected by two multidisciplinary juries. The competition is run jointly with the Ville de Montréal’s Bureau du design, with the aim of stimulating Montreal-based creativity and presenting the results to the Quartier’s winter visitors outdoors and free of charge. See the [press release](#) for more information on this year’s works the [press kit](#) for information on Luminothérapie in general.

## 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](http://quartierdesspectacles.com).

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

