

McLaren Wall-to-Wall by the NFB and Quartier des Spectacles

Kid Koala, Theodore Ushev and Daily tous les jours set to dazzle viewers on the 100th anniversary of Norman McLaren's birth



Montreal, January 28, 2014 – Who better than Montreal creators [Kid Koala](#), [Theodore Ushev](#) and [Daily tous les jours](#) to celebrate the originality, inventiveness and genius of the great Canadian filmmaker Norman McLaren? For *McLaren Wall-to-Wall*, the [National Film Board of Canada](#) (NFB) and the [Quartier des Spectacles Partnership](#) have commissioned artists and a design studio to create three interactive works that will revolutionize electronic music, animated film and urban design. From **April 11 to June 1, 2014**, these original works will be part of the attractions on display along a unique pathway through the city, serving as a memorable commemoration of the 100th anniversary of McLaren's birth.

McLaren Wall-to-Wall will be part of the Quartier des Spectacles' Luminous Pathway. The public will be able to view the works as video projections on the façades of buildings in downtown Montreal. In addition to the interactive creations by Kid Koala in collaboration with [Hololabs](#), Theodore Ushev and Daily tous les jours, the pathway will include four films selected from the international call for projects launched by the NFB and the Quartier des Spectacles last December. There is still time for artists in all disciplines—film, digital art, music, architecture—to participate in the competition: **the registration deadline is February 20, 2014**. (Information at www.mclarenmuramur.com/en/.)

Promotional material for *McLaren Wall-to-Wall*, including broadcast quality Mpeg4 files, available at the following link:

<https://nfbcommunications.mediashuttle.com/>

User name: communications@nfb.ca | Password: s1qR3r!!
Access restricted to media only. Please do not share this information.

The acclaimed artists below will present an original interactive work inspired by one or several films by Norman McLaren.

Kid Koala in collaboration with Hololabs – Théâtre Maisonneuve façade, Place des Arts

Film: *Dots* (1940), directed by Norman McLaren

Born in Vancouver, Canada, Kid Koala is a world-renowned music producer, scratch DJ and author. He has released four albums on the Ninja Tune label and written two graphic novels. In addition to collaborating with Gorillaz and Deltron 3030, he has toured with such famous groups as Radiohead and the Beastie Boys, while continuing to garner fame through his parallel project, *The Slew*. He has composed soundtracks for several cartoons and films for the NFB, including *Minotaur*, a short film by Munro Ferguson slated for release in 2014. His trademark? Unforgettable, innovative shows featuring turntable bingo, puppets, dancers and more.

Hololabs is an award-winning development studio based in Montreal, Canada. They specialize in digital media solutions at the intersection of technology, creativity, and play.

Theodore Ushev – Façade of the Grande Bibliothèque

Films: [Synchrony](#) (1971), directed by Norman McLaren

[Lines Vertical](#) (1960), directed by Norman McLaren and Evelyn Lambart

[Lines Horizontal](#) (1962), directed by Norman McLaren and Evelyn Lambart

Born in Bulgaria, Theodore Ushev graduated from the National Academy of Fine Arts in Sofia. In 1999, he settled in Montreal, where he quickly acquired a reputation as a prolific and talented animator. He directed over a dozen shorts that have been screened around the world, and attracted attention with such films as *The Man Who Waited* and [Tzaritza](#). He then began work on an acclaimed trilogy dealing with the link between art and power ([Tower Bawher](#), [Drux Flux](#), [Gloria Victoria](#)), while simultaneously making a number of award-winning short films focusing on creative artists and their relationship with the world ([Lipsett Diaries](#), *Nightingales in December*, *Joda*). His fascination with new content-delivery platforms has led him to make films for the Internet and mobile phones as well as a video clip.

Daily tous les jours – Entrances to Saint-Laurent metro station

Film: *Canon* (1964), directed by Norman McLaren and Grant Munro

Recognized for the collective creative experiences it presents in public spaces, Daily tous les jours is a design studio whose primary focus is finding new ways to interact and tell stories. Ranging from small to large scale, its projects combine participation, design and technology and take many forms: objects, urban planning and installations, exhibitions, social interventions, events, software applications and films. It recently won the grand prize at the Interaction Design Awards and at the Shenzhen Design Awards for *21 Balançoires*. Its co-founders, Mouna Andraos and Melissa Mongiat, have garnered several awards in Europe and America for their creations. Daily tous les jours also created the new and unique public art installation *Choreographies for Humans and Stars*, specifically designed for the Rio Tinto Alcan Planetarium. The installation has been on display since last week.

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 artistic 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 and 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 a true international showcase for new multimedia technology, making Montreal a global leader in the urban exhibition of digital content. For more information, visit quartierdesspectacles.com.

ABOUT THE NFB

The National Film Board of Canada (NFB) creates groundbreaking [interactive works](#), social-issue documentaries and auteur animation. The NFB has produced over 13,000 productions and won over 5,000 awards, including 4 Canadian Screen Awards, 7 Webbys, 12 Oscars and more than 90 Genies. To access acclaimed NFB content, visit NFB.ca or download its [apps](#) for smartphones, tablets and connected TV.

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