



Press release / For immediate distribution

FREE GUIDED TOURS OF LUMINOTHÉRAPIE AND THE LUMINOUS PATHWAY IN QUARTIER DES SPECTACLES

Montreal, January 7, 2014 – The Quartier des Spectacles Partnership invites the public to enjoy the final three weeks of Luminothérapie by taking a professionally guided tour of the works on display for the fourth annual edition of the winter event. On Wednesday, January 22 and 29 at 5:30 p.m., visitors can take a one-hour walk, where they will learn more about the *Entre les rangs* installation by Kanva, located in Place des Festivals, and the video projections that comprise *Trouve Bob*, created by Champagne Club Sandwich, seen on seven building façades in the Quartier. The guide will discuss the competition that led to the works, provide details on their creators, and share insider accounts of the creative and production process. And for those who still haven't found Bob, the guide will point him out several times!

The guided tours are also an opportunity to discover the many ways in which light is used in the Quartier, earning the district local and global recognition. As a defining part of the Quartier's fabric, light showcases the district's treasures with luminous red carpets in front of cultural venues (22 of which have the signature lights), through architectural lighting that gives 19 buildings a distinctive look, and with digital-art video projections permanently featured on eight façades and groups of façades. The Quartier boasts lighting infrastructure unparalleled anywhere in the world.

The guided tours are for everyone, and especially people with an interest in creative work, design, public art, lighting and initiatives designed to enliven our city and make it shine.

Practical details

Guided tour: Luminothérapie + Luminous Pathway

Dates: English: January 22 and 29 at 5:30 p.m.; French: January 16, 18, 23, 25, 30 and February 1 at 5:30 p.m.

Free (\$1 reservation fee applies), open to all, with reservation, limited capacity

Registration: http://www.lavitrine.com/activity/FREE_GUIDED_TOURS_OF_LUMINOTHERAPIE

Duration: 60 minutes

Number of participants: maximum 20 per tour

Meeting place will be specified upon reservation.

Information: quartierdespectacles.com/en/luminotherapy

ABOUT LUMINOTHÉRAPIE

This year, Luminothérapie takes place daily from December 10 to February 2, starting at nightfall. 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 free of charge. Learn more about this year's works ([press release](#)) and Luminothérapie ([press kit](#)).

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.

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Pictures :

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