QUARTIER MONTRÉAL DES SPECTACLES

Press release | For immediate release

THIS SUMMER, COME EXPERIENCE THE QUARTIER DES SPECTACLES 100 DAYS OF OUTDOOR EVENTS IN THE HEART OF MONTREAL

Montreal, May 18 2010 - Today's return of the 235 jets in the Place des Festivals fountain marks the start of an eclectic summer season in the Quartier des spectacles; Montrealers and visitors alike can enjoy over 100 days of free outdoor events downtown, including new features like a carefully designed public plaza and two new restaurants of renowned chefs. This is further proof that the revitalization of the Quartier des spectacles is taking major steps forward.

For the 2010 summer season, the urban experience in the Quartier des spectacles will be more dynamic and diversified than ever before: featuring everything from electronic music to classical music, not to mention contemporary dance, cinema, comedy, Native arts and the circus. From now until September, the public spaces of the Quartier des spectacles will jump with activities, from the Quartier latin node in the east to Place des Arts in the west.

New public spaces like the Place des Festivals--not to mention Le Parterre and three other spaces that will open by 2012--are changing the dynamics of the outdoor cultural activities on offer in the Quartier des spectacles. "With partners like the City of Montreal's Bureau des festivals et événements culturels and Ville-Marie borough, the Quartier des spectacles Partnership is putting in place a new framework for using public spaces. We're considering the primary function of these spaces, their neighbourhood, and the overall schedule of activities in adjacent areas. This lets us offer the public a much more interesting and coherent outdoor cultural experience and lets promoters benefit from an urban platform that responds to their needs. This summer, we'll see the first concrete results of this new framework: the Just For Laughs Festival and the Montreal First Peoples' Festival are shifting to the Place des Festivals, and new cultural events like Montréal Complètement Cirque and Festival Transatlantique are taking over the Quartier latin area," said Quartier des spectacles Partnership General Director Pierre Fortin.

Two new concepts by renowned restaurant owners

The Quartier des spectacles shines with its diversity, inside as well as outside. "But we've noticed a slight deficiency in a discipline that's very dear to us in Montreal: FOOD! The art of cooking should be part and parcel of a neighbourhood that aims to put Montreal's cultural creativity on display. There are some great restaurants here already, and in mid-June they'll be joined by two new ones, led by well-known chefs. Starting with Toqué!, this second address for Normand Laprise will suggest the essence of a brasserie and neighbourhood restaurant. The menu will feature several French classics as well as contemporary cuisine prepared by the Toqué! team. The second is F Bar, from the no less legendary Carlos Ferreira, which will offer an up-to-the-minute take on food with a Portuguese flair. Both will be making their entrance to the Quartier des spectacles in spaces overlooking the Place des Festivals. This splendid public space will display not only Montreal's design and culture but also the talent of its chefs," declared Quartier des spectacles President Charles Lapointe.

A destination under construction

Among the major activities that will be hard to miss this summer in the Quartier des spectacles: construction sites. It's an inevitable part of a neighbourhood undergoing a total transformation. Many projects are already underway to offer our creative minds and the public some exceptional new facilities that will burnish Montreal's image. The construction schedule, and the introduction of new public spaces around the Place des Arts, has been carefully planned to limit negative impacts on summer festivals and cultural events.

Le Parterre, a 65,000-square foot space designed by architectural firm Daoust Lestage and located east of the future Adresse symphonique, will soon be open to the public. To celebrate the official opening on Sunday, May 30, families are invited to take part in the Musée des Possibles from 12:00 p.m. to 5:00 p.m., when this new public space will transform into a vast canvas for wild ideas about the future of this new site in the downtown core. On the agenda: bright colours, activities for children and a relaxation area. The festivities will be held at the corner of Saint-Urbain Street and De Montigny Street.

The Quartier des spectacles calendar in brief

- Mutek | June 2 6 | Place des Festivals
- Festival TransAmériques Le très grand continental | June 3 6 | Place Émilie-Gamelin
- Les FrancoFolies de Montréal | June 10 19 | Place des Festivals + Le Parterre
- Festival international de jazz de Montréal | June 25 July 6 | Place des Festivals + Le Parterre
- Montréal Complètement Cirque | July 12 21 | Pôle Quartier latin
- Just for Laughs Festival Urban Arts | July 17 25 | Place des Festivals
- Le Grand charivari | July 18 | Place des Festivals
- Fantasia International Film Festival | July 15 19 + July 22 26 | Place de la Paix
- Festival international Nuits d'Afrique | July 22 25 | Place Émilie-Gamelin
- **Divers/Cité** | July 26 August 1 | Place Émilie-Gamelin
- **First Peoples' Festival** | August 4 8 | Place des Festivals
- **Pride Celebrations** | August 12 15 | Place Émilie-Gamelin
- Multimedia animation of the fountain | August 19 October 17 | Place des Festivals
- Midis concerts | August 20 October 1 | Place Émilie-Gamelin
- Montreal, on military bands rhythm | August 21 | Le Parterre
- World Film Festival | August 26 September 6 | Place des Festivals
- **OSM: Season 2010-2011 | Opening concert | September 2 | Le Parterre**
- Festival Transatlantique Montréal / Quartiers danses | September 22 25 | Place Émilie-Gamelin
- Open Air Checkmate | May 16 October 3 | Place Émilie Gamelin

Outdoor events video

Web: www.youtube.com/gdsmtl

- 30 -

Source and additional information:

Kathia St-Jean
Communications and Partner Relations Director
Quartier des spectacles Partnership
T 514-879-0009 x223 | C 514-209-5394
kathia.st-jean@quartierdesspectacles.com





