



**PPP**

**PARTI PRIS  
PLURIEL**



*Press release / For immediate distribution*

## **Parti Pris Pluriel: The Quartier des Spectacles Partnership and the NFB team up to launch a call to creative artists in all media**

**Montreal, April 25, 2012** – The National Film Board of Canada (NFB) and the Quartier des Spectacles Partnership launch the **PPP – Parti Pris Pluriel** call for ideas. Artists are invited to submit a proposal for an interactive installation that will spark reflection on reconciling the individual and the collective, and that will transform the south wall of UQAM’s President Kennedy Pavilion in Montreal through a unique blend of projected imagery and sound. Registration (required) is open from April 25 to May 30, and proposals can be submitted until noon, local time, on June 5, 2012, at [www.partiprispluriel.org](http://www.partiprispluriel.org).

The call for ideas invites both experienced and emerging artists working in interactivity, media and visual arts, film, theatre, literature, video games, music, dance, design, architecture or any other discipline to submit a project that integrates projection and sound. The proposed concept should be primarily interactive, i.e. passersby should be able to participate in it and alter how it unfolds. The team or individual whose project is chosen will be in charge of creating the installation, which will be co-produced by the NFB and the Quartier des Spectacles Partnership next year. The production will receive a budget of \$250,000, and the launch of the work is slated for fall 2013.

“I agreed to be the spokesperson for the PPP – Parti Pris Pluriel project because I believe it is important and I think it will spawn vital reflection about public space. Can artists contribute to restoring the deeper significance of public places for the community? The question deserves the attention of us all,” said François Girard, filmmaker, theatre director and PPP project jury chair.

The NFB and the Quartier des Spectacles Partnership are joining forces to support a creative installation that offers passersby an interactive and meaningful experience. As a leader in the production of interactive works, the NFB will guide the artist and provide an environment conducive to the execution of his or her idea, while taking it still further into innovative and unexplored creative areas. As a prime venue for cultural promotion in the heart of downtown Montreal, the Quartier des spectacles will ensure an exceptional degree of visibility for the work, connecting it with Montrealers and visitors from around the world.

### **Jury**

- François Girard, Filmmaker, Theatre Director and Jury Chair
- Luc Bourdon, INIS Documentary Program Director and Filmmaker
- Marie Fraser, Chief Curator, Montreal Museum of Contemporary Art
- Pascal Lefebvre, Director of Programming, Quartier des Spectacles Partnership
- Hugues Sweeney, Executive Producer of Interactive Productions, NFB.

## The PPP – Parti Pris Pluriel Theme

*Parti pris: A sincere and genuine point of view, a call for integrity.*

*Pluriel: A collective echo of our hopes, dreams and responsibilities.*

### About the NFB

Canada's public producer and distributor, the National Film Board of Canada creates [interactive works](#), social-issue documentaries and auteur animation that provide the world with a unique Canadian perspective. The NFB is developing the entertainment forms of the future in groundbreaking interactive productions, while pioneering new directions in 3D stereoscopic film, community-based media, and more. It works in collaboration with emerging and established filmmakers, digital media creators and co-producers in every region of Canada, with Aboriginal and culturally diverse communities, as well as partners around the world. Since the NFB's founding in 1939, it has created over 13,000 productions and won over 5,000 awards, including 4 Webbys, 12 Oscars and more than 90 Genies. Over 2,000 NFB productions can be streamed online, at the [NFB.ca](#) Screening Room as well as via partnerships with the world's leading video portals, while the NFB's growing family of [apps](#) for smartphones, tablets and connected TV delivers the experience of cinema to Canadians everywhere.

### About the Quartier des Spectacles Partnership

For more than a century, the Quartier des Spectacles has been Montreal's cultural heart. Today, it is also a hub of economic, urban and cultural development, with many assets that are helping to establish Montreal as a leading cultural metropolis. A vibrant creative zone, open to artistic diversity and cultural cross-pollination, the Quartier has something for everyone, from digital-arts aficionados to fans of world music. Every month of the year and every hour of the day, Montrealers and visitors converge on its 80 venues, 40 festivals and seven squares and public spaces. Part of a unique urban fabric, the boldly illuminated Quartier des Spectacles is an essential destination for anyone looking for a thrilling cultural experience. For more information, visit [quartierdesspectacles.com](http://quartierdesspectacles.com).

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Contact :

NFB : Pat Dillon | [p.a.dillon@nfb.ca](mailto:p.a.dillon@nfb.ca) | T : 514-283-9411 C : 514-206-1750

Quartier des Spectacles Partnership : Mélanie Mingotaud | [melanie@bchabotcom.ca](mailto:melanie@bchabotcom.ca) | T : 514-861-7870 ext 222