

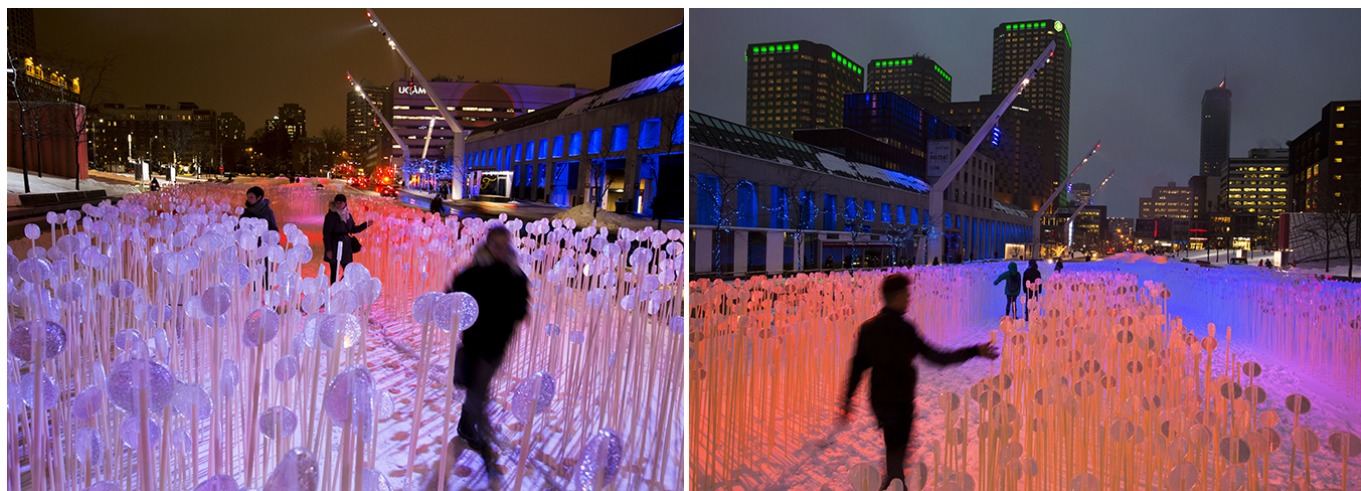
## Luminothérapie in Quartier des Spectacles: unveiling of the 2013-2014 works

**Montreal, December 10, 2013.** – The year's shortest days are almost here, and that means, happily, the return of Luminothérapie to Quartier des Spectacles. Today, the Quartier des Spectacles Partnership unveiled the two participatory works comprising the fourth annual edition of the event that celebrates our Nordic climate. Every day until February 2, starting at nightfall, the luminous installation *Entre les rangs* will turn Place des Festivals into a wonderland, while *Trouve Bob*, a monumental series of seven animations, will transform the Quartier's building façades into a city-sized animated game. Montrealers and visitors are invited to come out and enjoy our open-air winter museum!

Full details are available at: [www.quartierdesspectacles.com/en/luminotherapy](http://www.quartierdesspectacles.com/en/luminotherapy).

### ENTRE LES RANGS – Place des Festivals

Open 24/7 – illuminated from nightfall to 1 a.m.



When we see this work, evocative of a rural wheat field swaying in the breeze, we get a little taste of the distant summer even as winter dawns. Fluttering atop 28,500 flexible stems that bend in the winter wind, white reflectors scatter light from the projectors in Place des Festivals. Right in the heart of the city, these stylised stalks of wheat dance and shimmer to a musical score by **Patrick Watson**, inviting passers-by to enjoy a dreamy stroll among them.

Inspired by the shape and layout of the *rangs*, the system of land division used in New France, the designers of the **Kanva** architecture firm, working in collaboration with **Udo Design**, **Côté Jardin**, **Patrick Watson**, **Boris**

**Dempsey and Pierre Fournier**, created a large-scale metaphor that beautifully evokes the shimmering of vast fields of wheat in the wintery city.

## KANVA

Founded in 2003, Kanva is a multidisciplinary architecture firm that combines architectural design, construction projects and art installations. It approaches every project as an opportunity to tell a story, improve the built environment and broaden the reach of art and architecture. Kanva has won several awards and produced a number of exhibitions (Royal Architectural Institute of Canada, Grands Prix du design, Jardins de Métis, Canadian Centre for Architecture, Maison de l'architecture du Québec, Society for Art and Technology, and more).

## TROUVE BOB – on 7 building façades in the Quartier

Sunday to Thursday: nightfall to 11 p.m.

Friday and Saturday: nightfall to 1 a.m.



Bob is a unique character who likes to hide in the playful animated worlds projected on seven large walls in Quartier des Spectacles. *Trouve Bob* is a little like a nursery rhyme for pedestrians: it is a gigantic game accompanied by the kind of 8-bit music typical of early video game consoles.

Bob travels through **seven different fantastical worlds**, piquing the curiosity of passers-by, who have to find his hiding place at **three difficulty levels**. On the first level, Bob is stationary and obvious; in the second, he is stationary but heavily camouflaged; and in the third, he's in motion.

Hiding among the robots of Futureville on the façade of the **Grande Bibliothèque**, travelling to unknown lands on the Pirate Ship on the façade of **Cégep du Vieux Montréal**, enjoying the BBQ Party in **Place de la Paix** or flirting with the bearded ladies of the Carnival on UQAM's **Pavillon Président-Kennedy**, Bob is always a step ahead of you! It takes an eagle eye to find him among the candies of the Acid Factory projected on **UQAM's Centre de design**, or among the celestial bodies around the Star Shuttle on the **UQAM bell tower**; or between the trees in the Magic Forest **outside Saint-Laurent metro station**.

Created by **Champagne Club Sandwich** in the spirit of the popular *Where's Waldo?* books, this animated game invites visitors of all ages to take a short break from their routine to enjoy a game that takes them from place to place in the Quartier.

### **CHAMPAGNE CLUB SANDWICH**

A collective comprising Gabriel Poirier-Galarneau and Rémi Vincent, Champagne Club Sandwich is dedicated to designing and producing animated, humanized, graphic content with sound – everything from music videos to architectural projections. The collective's members have worked for clients such as Adidas, Artv, Cirque du Soleil, Moment Factory and the National Hockey League.

"The installation and video projections presented this year for Luminothérapie once again demonstrate that Quartier des Spectacles is an outstanding creative laboratory that helps us enjoy winter in a festive, innovative and shared mode. Bravo to the designers who have boldly renewed the event for visitors to Quartier des Spectacles, in the process making a great contribution to Montreal's dynamic culture," said **Jacques Primeau, Quartier des Spectacles Partnership chair.**

"We are very enthusiastic about these new works. For the fourth year in a row, Luminothérapie is showcasing up-and-coming artists and in an exceptional setting. I invite all Montrealers and visitors to come out and enjoy their work," said **Manon Gauthier, the Ville de Montréal's executive committee member responsible for culture, heritage, design, Space for Life and the status of women.**

### **LUMINOTHÉRAPIE: OUR LATEST EXPORT**

The works presented during the Luminothérapie event are showcases of Montreal's creativity, and they are starting to appear in other cities. The **Iceberg** installation, created for Luminothérapie 2012-13, is one of the feature attractions at this year's **Plaisirs d'hiver winter festival in Brussels, Belgium.** [More information \(press release\)](#)

### **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, one for each component of the competition: Showcase and enliven Place des Festivals and Design and produce video projections for the façades of Quartier des Spectacles, which feature year-round artistic video projections. 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. [More information \(Press kit\)](#)

## ABOUT QUARTIER DES SPECTACLES

Quartier des Spectacles has been Montreal's cultural heart for more than a century. Today, it is also a hub of economic, urban and cultural development, with many assets that are helping 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).

## ABOUT MONTREAL UNESCO CITY OF DESIGN

Montreal is part of UNESCO's international Creative Cities Network in the Cities of Design category. The Network includes 38 cities in 18 countries. It helps creators in member cities share their experiences, while promoting the international exchange of best practices and knowledge. The Ville de Montréal's Bureau du design works with the Quartier des Spectacles Partnership on preparing and running this annual competition. Such competitions are among the many commitments taken on by the city and the partners in *Action Plan 2007-2017 – Montreal, Cultural Metropolis*, which aims to promote excellence in design and architecture while affirming Montreal's status as a UNESCO City of Design. For more information, visit [mtlunescodesign.com](http://mtlunescodesign.com).

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