

VIDEO PROJECTIONS: CÉGEP DU VIEUX MONTRÉAL AND UQAM UNVEIL NEW CREATIONS

Montreal, February 28, 2014 – This week, Montrealers will have the chance to see some all-new digital artworks projected on the two major educational institutions in Quartier des Spectacles. Yesterday evening Cégep du Vieux Montréal (CVM) unveiled its very first in-house production, while on March 1 Université du Québec à Montréal (UQAM) will present the work of the media school's graduating class in interactive media on the UQAM bell tower and Place Pasteur. Both video projections are co-produced by the Quartier des Spectacles Partnership.

"We are thrilled to welcome these works," said Jacques Primeau, chair of the Quartier des Spectacles Partnership. "The CVM and UQAM projects are consistent with our desire to encourage the community to participate in the life of the Quartier and make it a leader in the creation and dissemination of digital art. Academic research and the training of new talent are essential to the creation of a Montreal-based new-media ecosystem, and we are proud to participate in the process."



Photos : Patrice St-Amour

A FIRST FOR CÉGEP DU VIEUX MONTRÉAL

The video projection that has illuminated the institution's façade since yesterday evening is the work of a group of teachers from the visual arts and animated film departments. It is part of a broader set of initiatives at the college aimed at presenting local productions by students, alumni and staff.

"Cégep du Vieux Montréal is widely known as an inspiring, stimulating institution that encourages creativity. It offers a diverse group of programs related to art and culture. This collaboration with the Quartier des Spectacles Partnership will create even more opportunities for the college to showcase the great creative potential and artistic talent of its community," said director general Murielle Lanciault.

The work, ***Blanche était la page***, is a collage of animations created using a variety of different techniques (charcoal, origami, ink, watercolour, performance, digital processing and video). Since 2013, cégep du Vieux Montréal has been part of the Quartier des Spectacles video projection circuit.

Blanche était la page

Cégep du Vieux Montréal

255 Ontario East

February 27 to April 10, 2014

Thursday to Sunday, sunset to 11 p.m.



Photos : Joël Lalancette

MULTIMEDIA SHOW ON THE UQAM BELL TOWER

For the fourth year in a row, the graduating class in interactive media from UQAM's media school will present its final project on the UQAM bell tower during *Nuit blanche à Montréal*, part of the *Montréal en lumière* festival. In addition to architectural video projections, this year's work, ***Coro***, will include theatrical performances and interactive devices in Place Pasteur. The immersive experience of this ingeniously constructed world will take interaction with video projections to a new level.

Visitors will be immersed in a love triangle inspired by *commedia dell'arte*, which they will be able to influence using the site's interactive structures. The story is told through a series of images projected on the UQAM bell tower, while in the square below actors play the three main roles and draw visitors into the various scenes.

"This annual event is an opportunity for us to show off the talent and knowledge of our interactive media students and professors," said Pierre Mongeau, dean of UQAM's communications faculty. "The Faculty is committed to participating in projects that strengthen our city's role as a cultural and media hub, and to using communication technologies in creative projects."

Coro

UQAM bell tower

Saint-Denis between Sainte-Catherine and De Maisonneuve

March 1 from 6:30 p.m. to 2 a.m.

www.projetcoro.com

LUMINOUS PATHWAY

The Luminous Pathway in Quartier des Spectacles is the result of a wealth of research, design and experimental work on the use of light in urban areas and digital art. Eight sets of building façades in the Quartier are dedicated to the exhibition of digital art. It is the only place in the world where art video is shown year round. All eight sites benefit from the expertise and support, both technical and financial, of the Quartier. This collaboration allows designers to focus on creating content and doing R&D. As a result, the Quartier is a showcase where local and international audiences can fully appreciate creators' expertise.

In addition to video projections, some 30 public spaces and cultural venues in the Quartier are permanently illuminated and periodically complemented by temporary outdoor digital art installations. Lastly, a distinctive pattern of illuminated red dots marks the Quartier's cultural venues.

The Quartier is a member of several international networks, including the Connecting Cities Network and Lighting Urban Community International (LUCI), whose members include cities committed to exploring new avenues in the creation and exhibition of digital art in urban settings. The Luminous Pathway is well known for its innovative, environment-friendly and cost-effective character, and it has won several awards in Canada and around the world.

More information: www.quartierdesspectacles.com

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Photos for download: <http://we.tl/nJ1yWu3luh>

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