

# PROGRAM

MULTIDISCIPLINARY COMPETITION FOR ENHANCING  
AND ANIMATING **PUBLIC SPACES**

CREATION OF A PARTICIPATORY WORK AND ARCHITECTURAL VIDEO PROJECTIONS

# LUMINO THÉRAPIE

2015 EDITION



QUARTIER  
DES SPECTACLES  
MONTRÉAL



MONTRÉAL  
VILLE UNESCO  
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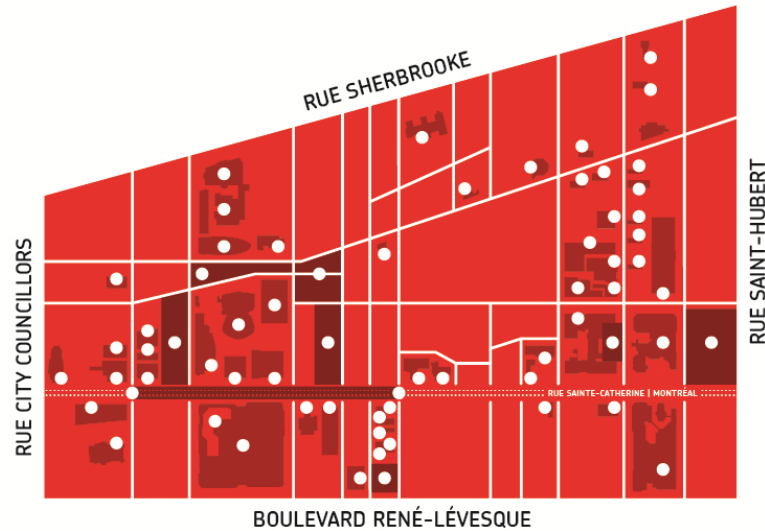
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## 1 THE QUARTIER DES SPECTACLES

### 1 KM<sup>2</sup> OF EMOTIONS

The Quartier des Spectacles covers 1 km<sup>2</sup>. It includes eight public spaces featuring year-round programming, around 40 performance venues with total capacity of more than 20,000, some 40 exhibition spaces and several movie theatres. It all adds up to a set of venues where established and emerging artists connect with audiences of all ages. More information: [quartierdesspectacles.com](http://quartierdesspectacles.com)



## 2 THE LUMINOUS PATHWAY

A true on-the-ground representation of visual identity, the Luminous Pathway highlights the Quartier des Spectacles' many attractions. More than thirty public places and cultural venues are illuminated.

The Luminous Pathway has three components:

### 1. LIGHTING SIGNATURE



*Credit: Martine Doyon, Quartier des Spectacles Partnership*

To energize the urban landscape and highlight cultural venues, lights cast twin rows of red dots on the sidewalk outside each venue. It is an attractive nod to the classic red carpet as well as to the Quartier's past as the Red Light district. This original lighting captures the excitement of Sainte-Catherine Street, the Quartier's path to discovery.

## 2. ARCHITECTURAL LIGHTING



*Credit: Martine Doyon, Quartier des Spectacles Partnership*

More than 20 buildings and venues in the Quartier are illuminated with custom lighting designed to highlight their unique architectural features, underscoring each building's distinctive personality and character.

## 3. ARCHITECTURAL VIDEO PROJECTIONS



*Credit: Martine Doyon, Quartier des Spectacles Partnership*

After nightfall – year round – nine building façades become sites for artistic video projections, making Montreal a world leader in the digital arts. The projection areas were created with consideration for each façade's architectural elements, which are integrated into the creation of the videos. The infrastructure allows artists to focus entirely on creating content, which is renewed throughout the year. Projections are shown Thursday through Sunday starting at nightfall.

### **3 PROGRAMMING STRATEGY**

The Partnership's programming strategy is driven by the desire to give audiences in the Quartier des Spectacles exceptional experiences that transform their relationship with the city. This strategy guides the Partnership's programming choices, and the Partnership carries out its mandate to program the district's public spaces by attracting an increasing number of people, both local and visiting, to discover and appreciate powerful works. The works must capture people's attention, encourage them to participate, amaze them, entertain them and make them think.

The Partnership has adopted programming guidelines that reaffirm this desire and that help people experience the city differently. The Quartier des Spectacles should be a playground for creators and artists, an ideal and obvious venue for experimentation, creation and the presentation of new works created specifically for public spaces. To that end, the Partnership works closely with creators, artists and cultural organizations to stimulate the creation and presentation of works for public spaces.

The following criteria guide the Partnership's programming choices:

- Encourage original, bold works that can attract large general audiences, both local and visiting, to the Quartier des Spectacles.
- Make the audience central to the experiences offered, with emphasis on participatory, interactive or immersive elements.
- Encourage the presentation of powerful works that inspire people to travel to the Quartier.
- Favour works that make use of the "Urban Digital Laboratory."

### **4 THE SITES: FUNCTIONAL AND TECHNICAL REQUIREMENTS**

#### **1. PLACE DES FESTIVALS**

With some 75,000 square feet of usable space, the Place des Festivals is reserved for large events and festivals, urban animation and for recreation for Montrealers. Its facilities include four lighting megastructures and two commercial spaces currently occupied by restaurants.

The Place des Festivals is bordered by the Musée d'art contemporain on one side, between Sainte-Catherine Street and De Maisonneuve Boulevard. There are several points of interest near the Place des Festivals, including numerous stores, performance venues, bars, restaurants, hotels, colleges and universities, museums and private residences.

Technical details (plans and specifications) for the Place des Festivals are found in appendices A, B, C, D and E.



*Credit: Stephan Poulin, Quartier des Spectacles Partnership*

## **CONCEPTUAL ISSUES**

The primary work to be presented in the Place des Festivals must meet the following objectives and criteria:

- Be remarkable day and night
- Provide a perceptual experience in both sound and light
- Provide a playful experience, including audience interaction
- Spark the interest and curiosity of audiences of all ages
- Be meaningful in both content and artistic approach
- Be connected to both winter and to the fundamental character of the Quartier des Spectacles
- Cover an area of more than 37,000 square feet
- Be original and never previously shown
- Be transportable and adaptable to smaller spaces, with possible export in mind

## **INSTALLATION ON THE GROUND (HARD SURFACE)**

The work for the Place des Festivals must occupy only the space's hard surface and run the north-south length of the space. More than 37,000 square feet are reserved for the project's primary work.

There are no anchoring points on the granite surface of the Place des Festivals. A ballast-based solution for anchoring must be integral to the work. No additional anchoring equipment will be provided. Permission will not be granted to modify, pierce, break or change the surface for the winning work.

## **INSTALLATION USING THE LIGHTING MEGASTRUCTURES**

Although the lighting megastructures in the Place des Festivals are not within the area reserved for the work, it is possible to make use of them. Each megastructure has an anchoring point capable of supporting a 4500-pound vertical load. The brackets are anchoring extensions to the megastructures designed to facilitate anchoring; they work vertically. A compartment containing a one-tonne anchor is located in the base of each megastructure (see Appendix D). However, horizontal anchoring is not permitted: for example, it is not possible to install a net or banner between two or more megastructures.



*Credit: Martine Doyon, Quartier des Spectacles Partnership*

## **STOREFRONTS**

The commercial spaces on the east side of the Place des Festivals are not part of the technical infrastructure. Therefore, they must not be obstructed by the work.

## **STEPS**

The steps on the Sainte-Catherine Street side of the Place des Festivals and those leading to Mayor Street must remain unobstructed and accessible.

## **PEDESTRIAN AREAS**

The work must leave room for free pedestrian movement on the site. The sidewalk on Jeanne-Mance Street must remain clear for pedestrians. The sidewalk that crosses the Place des Festivals from north to south, marking off the west side of the production area, must also remain open.

## **EQUIPMENT AND MATERIALS**

For the primary work in the Place des Festivals, the Partnership has a variety of equipment and materials available. The list is found in Appendix E.

## **POWER SUPPLY**

There are three electrical panels (in manholes) in the Place des Festivals, providing 600 V / 400 A electricity. See the technical information sheet (Appendix D) for details.

## **CONTROL, PROGRAMMING AND PUBLIC ADDRESS SYSTEM**

Equipment and software are available in the Place des Festivals. See the technical information sheet (Appendix D) for details.

## **WEATHER CONDITIONS**

The work must account for variable weather conditions and be visually interesting both day and night, even if there is no snow.

The work must be able to withstand a wide range of temperatures (between +5° and -35° Celsius) and conditions such as high winds, rain, freezing rain, and constant or heavy snow.

### **STREET FURNITURE**

Use of the street furniture is not allowed. It is also prohibited to anchor anything to the street furniture, or to encourage visitors to use it in any way other than its intended purpose.

### **LIGHTING AND SAFETY**

The work must not interact with or disrupt existing street lighting designed to facilitate safe use of the site. The work may however contribute to changing the ambiance of the existing lighting.

### **MAINTENANCE AND SNOW REMOVAL REQUIREMENTS**

The work must not require special maintenance throughout the period of its display. It is strongly recommended to account for snow accumulation in the concept, since the need to remove all snow from the work would significantly increase project costs. If the concept requires complete snow removal, it must be done with shovels in order to prevent damage to the granite surface. Employees of the Ville de Montréal and of the Partnership will remove snow from the main access points.

### **VANDALISM, THEFT AND DAMAGE**

To the greatest possible extent, the surfaces of the work must discourage vandalism. If the work is made up of several elements, all must be solidly attached using methods that discourage theft.

### **SAFETY AND SECURITY**

The work must not have any sharp edges, protrusions or rough parts that could cause injury. It must be safe both for visitors and for employees who will transport, handle, install and maintain it. The work must meet safety standards for public structures. The design of a work that requires little or no monitoring is recommended.

### **ENVIRONMENTAL ISSUES**

Sustainable development is among the Partnership's concerns. Proposed solutions must favour the use of recycled and/or recyclable materials and the use of materials with minimal environmental impact.

### **GOOD RELATIONS WITH NEIGHBOURS**

The work must minimize noise in order to avoid inconveniencing nearby permanent residents.

### **ACCESSIBILITY**

As far as possible, the work must comply with the main principles of universal accessibility.

### **TRANSPORTATION AND MODULARITY**

With potential export in mind, the work must be easily transportable and compact when disassembled in order to allow ground, air or ocean transportation. It must be adaptable for installation on smaller sites.



## **2. ARCHITECTURAL VIDEO PROJECTIONS**

Nine architectural video projection sites are available for the designers to extend the narrative thread of the primary work, and complement and enrich the experience in the Place des Festivals.

The architectural video projections will be shown on:

1. A wall outside the Saint-Laurent metro station
2. The Grande Bibliothèque (Bibliothèque et Archives nationales du Québec)
3. UQAM's Centre de design
4. Cégep du Vieux Montréal
5. Place de la Paix (hôtel Zéro 1)
6. Théâtre Maisonneuve
7. The Président-Kennedy building at UQAM
8. The UQAM bell tower
9. Place Émilie-Gamelin

The precise location and description of the video projection sites are found in Appendix F. The technical guides for each site (building models, technical specifications of equipment, photographs, etc.) are found in Appendix G. High-resolution photos of the façades of the Président-Kennedy building and of Théâtre Maisonneuve are found in Appendix H. Photos of the Président-Kennedy building can be used to generate the texture map required for the step 1 proposal.

### **CONCEPTUAL ISSUES**

The nine architectural video projections, complemented with a soundtrack, will complete the primary experience delivered in the Place des Festivals. Each projection must meet the following objectives and criteria:

- Be accompanied by an original soundtrack
- Be customized for each façade
- Add to the narrative line and enrich and complement the primary work in the Place des Festivals
- Have a duration of five (5) minutes including credits
- Be original and never previously exhibited

### **ARTISTIC CONTENT**

The content of the projections must be of an artistic nature and could include artistic, cinematic or literary works including photographs, drawings, paintings, videos, films, digital animations and texts from any source.

### **ARCHITECTURAL INTEGRATION**

The content must be created in such a manner as to integrate with the architecture of the projection surface, accounting among other things for architectural volumes and textures, and not projecting into windows, openings or other masked surfaces.

### **SOUNDTRACK**

Each projection must be accompanied by a synchronized original soundtrack to be played on a directional audio system at each site. The soundtrack must be an integral part of the video projection works, on a par with the visual content. Sound is therefore a very important element in the project design.

## **TECHNICAL SPECIFICATIONS**

The architectural video projections must be created for the projection equipment made available and explained to creators by the Quartier des Spectacles Partnership. The technical guides for each site are found in Appendix G. Any additional equipment required for production of the video projection component must be provided by the winner, who will also be responsible for its operation.

## **5 PRODUCTION OBJECTIVES**

### **1. BUDGET**

The total production budget for the project is three hundred thousand dollars (\$300,000), plus applicable taxes. The budget is allocated as follows: two hundred and fifty thousand dollars (\$250,000) for the Place des Festivals and fifty thousand dollars (\$50,000) for the content of the nine video projections.

For the work in the Place des Festivals, the winner will be responsible for maintenance and upkeep until final dismantling.

For the video projections, equipment (projectors and audio system) and technical support during presentation will be provided by the Quartier des Spectacles Partnership.

### **2. PRODUCTION SCHEDULE**

The presentation of the work (both Place des Festivals and video projections) will take place from December 10, 2015 to January 31, 2016.

Final video projection content must be delivered by November 23, 2015.

Final content of the primary work for the Place des Festivals must be delivered by December 4, 2015.