



*Press Release / For immediate distribution*

## **Light Therapy Competition Finalists Revealed**

### ***Phase 2*: Design and production of video content for projection onto eight Quartier des Spectacles facades**

**Montreal, July 3<sup>rd</sup>, 2012** – Having recently announced the finalists for LIGHT THERAPY – *Phase 1*, a competition wherein local Canadian designers submitted proposals for multi-disciplinary art installations to bring the Place des Festivals and the Place des Arts Esplanade to life, the Quartier des Spectacles is proud to now be announcing finalists for LIGHT THERAPY –*Phase 2: Design and production of video content for projection onto eight Quartier des Spectacles facades*. The object of this competition is to have the winning designer (or design team) produce the proposed content, which will then be showcased from December 6<sup>th</sup>, 2012 through February 23<sup>rd</sup>, 2013 on the eight building facades in question : Bibliothèque et Archives nationales du Québec (BAnQ, Quebec National Archives and Library), Centre de design de l'UQAM (UQAM Design Centre), Cégep du Vieux Montréal (Old Montreal Post-Secondary College), Place de la Paix, Place Émilie-Gamelin, UQAM's Président-Kennedy Building, UQAM's Church Tower and the area surrounding the Saint-Laurent Metro station.

For the very first time, a single design team will be mandated to put together the creative concept for all eight projection sites that the Quartier des Spectacles has to offer. "Developing a network of projection site installations, with all technological tools readily available to the artists, makes for a formidable creative platform and allows for the focus to remain on content," said Pierre Fortin, General Manager of the Quartier des Spectacles Partnership. "These artists will therefore be able to utilize our facades as a creative laboratory, resulting undoubtedly in an enhanced experience for the general public and visitors to the location."

"This kind of competition, once again, allows for the development and acquisition of new expertise in public art installations while also encouraging collaboration between a variety of design disciplines through teamwork," said Helen Fotopoulos, the Ville de Montréal's Executive Committee Member responsible for culture, heritage, design and the status of women.

#### **The three (3) selected finalists are as follows:**

- 1- Baillat Cardell & Fils and Lino
- 2- Pascal Grandmaison in conjunction with Antoine Bédard, Marie-Claire Blais, Simon Guilbault and Pierre Lapointe
- 3- Emmanuel Sévigny (Playmind) and Antoine Bédard

Designers were asked to come up with an original concept wherein the eight different projection sites become artistically inter-connected through a cohesive relationship. Each piece is to be accompanied by a digital music sound track (internet radio, cellular phone, etc.).

The three (3) finalists will each receive a sum of \$3,000 in prize money, conditional upon their preparing a final presentation for the Jury. The winning proposal will secure the designer (or design team) an overall project budget of seventy-five thousand dollars (\$75,000) to produce the winning content for the city's eight video-projection sites. All necessary technical projection equipment for the displays will be supplied by The Partnership. Winners of the Light Therapy Contest Phases 1 and 2 are to be announced in the Fall.

The jury for Phase 2 is comprised of the following members :

1. Angélique Bouffard, Event Programming Coordinator for the Quartier des Spectacles Partnership
2. Mikaël Charpin, Assistant Director of the Luminous Pathway Project at the Quartier des Spectacles Partnership
3. Jean Corbeil, Head of Art Direction, Communications and Public Relations at the Quebec National Archives and Library
4. Jean Décarie, Media Studies Professor and Director of the Interactive Media Undergraduate Program at UQAM's École des Médias (University of Quebec in Montreal's School of Media Studies) (Foreman of the Jury)
5. Pierre Fortin, General Manager of the Quartier des Spectacles Partnership
6. Monique Régimbald-Zeiber, Deputy Dean for Research and Design, Faculty of Arts, UQAM (University of Quebec in Montreal)
7. Monique Savoie, President, Founder and Creative Director of the Société des arts technologiques

All necessary information on entering the contest can be found on the web-site: [mtlunescodesign.com/eng/videoprojection](http://mtlunescodesign.com/eng/videoprojection)

#### ABOUT QUARTIER DES SPECTACLES

For more than a century, 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 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/en/](http://quartierdesspectacles.com/en/)

#### ABOUT MONTREAL, UNESCO CITY OF DESIGN

The Ville de Montréal's Bureau du design is working with the Quartier des Spectacles Partnership on preparing and running this contest. Such contests are among the many commitments taken on by the city and the partners in Action Plan *2007-2017 - Montréal, Cultural Metropolis*, which aims to promote excellence in design and architecture by encouraging the use of design contests, and by affirming Montreal's status as a UNESCO City of Design. For more information, visit [mtlunescodesign.com/en/](http://mtlunescodesign.com/en/)

Source :

Quartier des Spectacles Partnership

Contacts :

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

Jeanne Charlebois | [jeanne@bchabotcom.ca](mailto:jeanne@bchabotcom.ca) | 514 861-7870 ext. 224

