

PARTENARIAT DU QUARTIER DES SPECTACLES

MONTREAL

For immediate release

The Quartier des spectacles Partnership continues the implementation of its Lighting Plan with a dynamic display for La Vitrine

Montreal, Wednesday, October 10, 2007 – Today, the Quartier des spectacles Partnership is proud to welcome La Vitrine to the heart of the neighbourhood. This long-anticipated service for performance lovers is a major asset for the promotion of culture, and is located at Place des Arts on Sainte-Catherine Street, the branding axis of the Quartier des spectacles.

For this launch, the two organizations have collaborated on the installation of the first dynamic cultural display in downtown Montreal. Made up of 35,000 LEDs, the innovative low-resolution animated display presented today is the work of lighting designer Axel Morgenthaler, who already tested this type of installation on the facade of the Théâtre du Nouveau Monde in July 2006, as part of the first phase of the lighting plan pilot project. This spectacular luminous facade enhances La Vitrine and its new services, by presenting shifting abstract images in keeping with the visual identity developed by Intégral Ruedi Baur. It will also present itself as the first of a network of dynamic cultural marquees, which is, along with the illumination of cultural venues and the common luminous signature (the red dots), among the three components of the Quartier des spectacles lighting plan.

This energy-efficient luminous wall is the result of the Partnership's \$47,500 contribution to La Vitrine, made possible by a \$500,000 subsidy by the City of Montreal for the realization of the second phase of the lighting plan, for which the other portions will soon be unveiled. The Partnership promotes and implements, among other efforts, a lighting plan throughout its territory in order to connect all the nodes along Sainte-Catherine, to enhance cultural outlets with an illuminated path and to make the Quartier des spectacles an attractive destination.

Jacques K. Primeau, the originator of the idea of a Quartier des spectacles and vice-president of the Partnership, declared "Today, I look at how far we've come since the concept that we defended in 2002 at the Montreal Summit. With the lighting plan pilot project, the opening of La Vitrine and the upcoming presentation of the Special Planning Program for the Place des Arts pole, the Quartier des spectacles is taking shape. It is the work of all of those of us who care about Montreal's creative economy that is now seeing results. Now, the most important thing for us is to rapidly finalize the lighting plan by ensuring the financing that is necessary to realize it in its entirety."

About the Quartier des spectacles Partnership

Emerging from a proposal advanced by ADISQ at the Montreal Summit, the Quartier des spectacles Partnership was created in June 2003. A non-profit organization, the Partnership sets out a vision of development based on the enhancement of cultural activities in the life of its downtown neighbourhood. To promote this vision, the Partnership develops and implements projects to bring the neighbourhood together as a place to live and a place to create, and aims to position the area as one of Montreal's major centres of activity and an international cultural destination.

The organization is made up of 22 area stakeholders, including representatives from the culture, real estate, education, and business sectors, as well as local residents, the Borough of Ville-Marie, the City of Montreal and the Government of Quebec. The Quartier des spectacles Partnership receives financial support from the City of Montreal, the Quebec Ministère des Affaires municipales et des Régions, Canada Economic Development and private partners.

The vision of the Partnership and other information about the organization are available on its website at www.quartierdesspectacles.com.

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