

# PROGRAM

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

CREATION OF A PARTICIPATORY WORK AND ARCHITECTURAL VIDEO PROJECTIONS ON  
THE THEME OF CELEBRATION

# LUMINO THÉRAPIE

**10<sup>th</sup>** edition - 2019-2020



**QUARTIER  
DES SPECTACLES  
MONTRÉAL**

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## 1. PREAMBLE

### COMPETITION

Luminothérapie, initiated in 2010 by the Quartier des Spectacles Partnership, is Quebec's largest competition for participatory public art. It aims to offer Montrealers an original wintertime interactive activity in the heart of the Quartier des Spectacles, and to stimulate creativity in temporary digital art installations.

Each year, the Quartier des Spectacles Partnership holds the Luminothérapie competition, in which multidisciplinary teams are invited to propose installations and architectural projections with contributions from a variety of art and design disciplines. Through this approach, the competition encourages not only local creativity, but the emergence of new cultural and artistic practices for public space.

Luminothérapie has become a key component of the Quartier des Spectacles' programming. The primary work presented during the event showcases the Quartier's central outdoor animation space, the Place des Festivals, with a participatory work that is compelling both day and night. Inspired by the space's identity and by the Quebec winter, the work offers the public a novel experience built around sound and light, which transforms the large meeting place. The team selected by the jury will also be required to propose architectural projections for two buildings overlooking the Place des Festivals: the Wilder Building (Espace Danse) and UQAM's Président-Kennedy building. The projections must be integrated with the narrative framework of the primary work, forming a cohesive whole.

### THE TENTH ANNUAL EDITION OF LUMINOTHÉRAPIE

From **November 28, 2019 to January 26, 2020**, Montrealers and visitors will be invited to enjoy the winter outdoors in the heart of the Quartier des Spectacles by taking part in an artistic experience presented for Luminothérapie.

The 2019-20 competition coincides with the tenth annual edition of Luminothérapie – 10 years of winter events with a distinct focus on art. As well as supporting a creative niche that approaches public space as creative space suitable for exhibiting exceptionally creative installations, the Luminothérapie competition offers the public an unusual new experience – different, astonishing, bold – every year.

Over the years, Montreal has built an enviable reputation, as the competition has helped promote the works and their creators around the world. Several pieces created for Luminothérapie have won awards and become true urban icons. The works created in recent years involve cutting-edge disciplines like light design, immersive environments, and interactive digital installations. As a result, the Quartier des Spectacles has emerged as a showcase for new digital technology, positioning Montreal as an international standard-bearer in the field.

The works produced for Luminothérapie are now part of the art collection of the Quartier des Spectacles Partnership. Because these are powerful works with universal appeal, they have been presented to new audiences in cities around the world. Export extends their life and enhances their creators' reputations, and it is an exceptional platform for showcasing Montreal as a world capital of digital art and creativity.

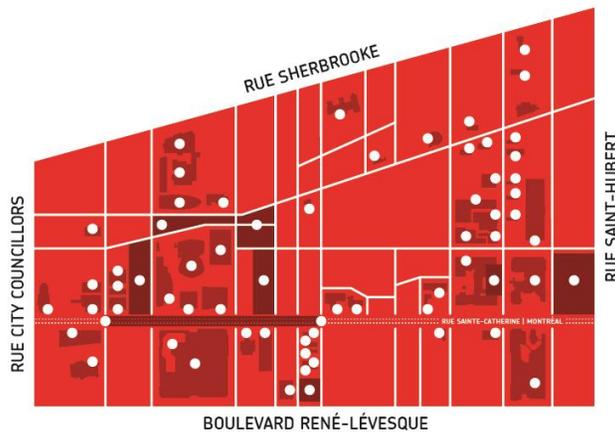
The tenth edition of Luminothérapie will celebrate the exceptional success of the works, their creators and Montreal alike, and that is why celebration will be at the heart of the 10<sup>th</sup> annual competition. Participants are invited to run with the theme of celebration to design a work to be presented in the Place des Festivals in December 2019, with the potential to be presented in cities around the world subsequently.

## 2. THE QUARTIER DES SPECTACLES

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

Part of downtown Montreal, the Quartier des Spectacles is the city's cultural heart. With more than 40 festivals, 8 lively public spaces, 80 cultural venues including 30 theatres and concert halls, there's always something happening, day and night, inside and out. Dance, theatre, visual arts, film, music, digital art... The Quartier is a gathering place with North America's highest concentration and diversity of cultural activities in 1 km<sup>2</sup>.

More information: [quartierdesspectacles.com](http://quartierdesspectacles.com)



## 3. 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:

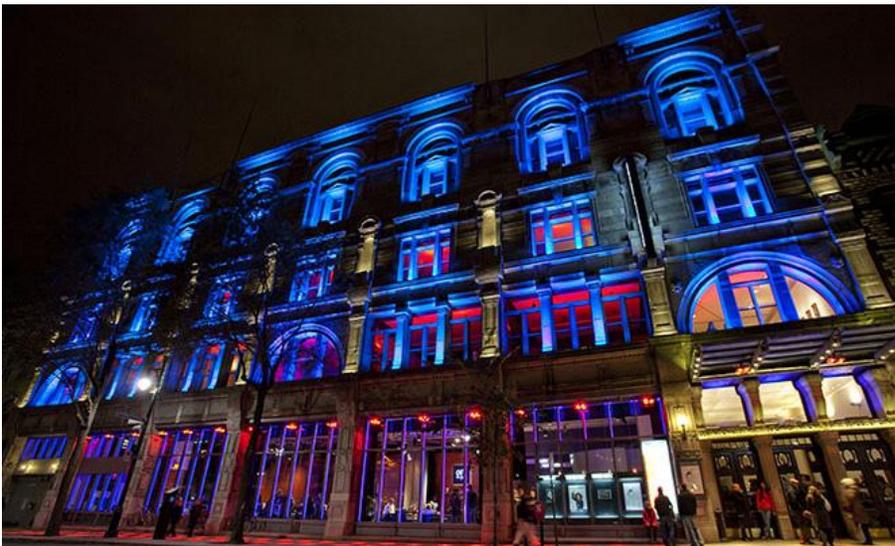
### 3.1. LIGHTING SIGNATURE



*Credit: Martine Doyon, Quartier des Spectacles Partnership*

To energize the urban landscape and highlight more than 30 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.

### 3.2. ARCHITECTURAL LIGHTING



*Credit: Martine Doyon, Quartier des Spectacles Partnership*

The façades of more than 20 buildings and cultural venues in the Quartier des Spectacles are illuminated with custom lighting designed to highlight each building's unique architectural features, underscoring the structure's distinctive personality and character.

### 3.3. ARCHITECTURAL PROJECTIONS



*Credit: Leila Nayeri, Quartier des Spectacles Partnership*

Year round after sunset, nine building façades become sites for artistic projections, helping make Montreal a world leader in the digital arts.

The projection sites 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.

## 4. 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 criteria guiding 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” and showcase the specialized equipment and technology of the Quartier des Spectacles.

## **5. FUNCTIONAL AND TECHNICAL REQUIREMENTS**

### **5.1. COMPETITION THEME**

Luminothérapie is celebrating its first decade! For this tenth edition, the Quartier des Spectacles invites participants in the Luminothérapie competition to design a work on the theme of “celebration.”

Downtown public spaces are living places where people are likely to meet and connect. But this potential for interaction is muted in winter, when outdoor public spaces often see less traffic than at warmer times of year. The work to be created must encourage active public participation, inviting people to celebrate, move, meet and talk – in other words, to have a festive experience. The theme of celebration can be expressed in variety of different ways; participants are welcome to build their work around their personal vision of celebration.

Drawing inspiration from the theme, multidisciplinary teams of up-and-coming or experienced designers will design an auditory, luminous and participatory work for the Place des Festivals. The work must inspire a sense of wonder both day and night, be participatory for a wide audience including families, and be adaptable for subsequent export or touring.

### **5.2. THE PLACE DES FESTIVALS**

With a total surface area of some 75,000 square feet, the Place des Festivals is reserved for large events and festivals, temporary public art exhibitions and urban animation. 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 and D. High resolution photographs are found in Appendix F.



Place des Festivals. 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 original and never previously exhibited
- Bring the theme of “celebration” to life
- Provide a bold experience that sparks the interest and curiosity of a wide audience, including families
- Be remarkable day and night
- Provide a perceptual experience in both sound and light
- Be participatory (encouraging the public to actively participate in the experience)
- Optionally, the work can be interactive (allowing visitors to trigger, activate or control an element of the work)
- Offer a clear, intuitive experience
- Offer an autonomous experience requiring no guidance or technology interface (such as a mobile app)
- Be crafted specifically for winter and be consistent with the fundamental character of the Quartier des Spectacles
- Cover most of the more than 37,000 square feet of hard surface in the Place des Festivals
- Be interesting without the architectural projections, with potential future export in mind
- Be transportable and adaptable to a smaller space in case of export

## INSTALLATION ON THE PLACE DES FESTIVALS 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. The majority of the Place’s available 37,000 square feet of hard surface will be dedicated to the primary work.

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

Due to the slope of the Place des Festivals, technical complexity and costs, a skating rink is not to be included in any proposal for this competition.

## **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-ton 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 hoist a net or banner between two or more megastructures.



*Lighting 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**

The Partnership has a variety of equipment and materials available for the primary work in the Place des Festivals. 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 Place des Festivals Technical Rider (Appendix D) for details. With potential export/touring in mind, it is preferable that the work be designed with the smallest possible number of electrical circuits, and be connectable using standard plugs. Components must all be CSA-approved. More information on technical considerations for future export can be found in Appendix G.

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

The work for the Place des Festivals must include an audio element. Equipment and software are available in the Place des Festivals. See the technical information sheet (Appendix D) for details.

## **PERMITS AND CERTIFICATIONS**

The winning team agrees to obtain all necessary permits (with the exception of those issued by the Ville de Montréal, for which the Partnership will apply) and engineers' seals, and to pay, directly to the bodies levying them, all taxes, consumption taxes, permit fees and other fees that may be required in connection with the creation, production and presentation of the Work. The winning team agrees to obey all laws and regulations applicable to the creation, production and presentation of the Work. More information on permits and certifications will be made available to the finalists, in Appendix H.

## **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 temperature extremes (between +35° 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 be functional throughout its presence in the Place des Festivals. The choice of materials and mechanisms must be made on the basis of the work having a longer life than its initial presentation during Luminothérapie 2019-20. It must be equally functional in extremely hot weather – for example near a beach – and in winter conditions. For its presentation in Montreal, it is strongly recommended that participants' concepts take account of the likelihood of snowfall, because a requirement to completely clear the work of snow would have a significant impact on costs. The Partnership handles snow removal operations based on a plan developed by the winning team jointly with the Partnership. For snow removal purposes, it is essential to leave a 2-metre wide corridor along the eastern border of the Place des Festivals (along Jeanne-Mance Street), so that the municipality can conduct its snow removal operations. A similar corridor needs to be left on the west side for pedestrian traffic.

## **VANDALISM, THEFT AND DAMAGE**

To the greatest possible extent, the surfaces of the work must discourage vandalism. If the work is made up of multiple elements, all must be firmly 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 the employees who will transport, handle, install and maintain it. The work must meet safety standards for public spaces. The design of a work that requires little or no monitoring is recommended.

## **ENVIRONMENTAL ISSUES**

Sustainability is among the Partnership's core 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.

## **ASSEMBLY AND DISMANTLING**

Assembly of the work in the Place des Festivals must take no more than three days, and dismantling no more than two days. These requirements also apply to export of the work; see Appendix G for details.

## **TRANSPORTATION AND MODULARITY**

With potential export in mind, the work must be easily transportable and compact when disassembled in order to allow ground or maritime transportation (it must fit inside a single closed 53-foot trailer or a 40-foot maritime shipping container). The Work must also be adaptable for installation on smaller sites. For more information on export-related technical parameters, see Appendix G.

## **5.3. ARCHITECTURAL PROJECTIONS**

### **CONCEPTUAL ISSUES**

Two architectural projections will enhance the primary experience in the Place des Festivals.

**The Wilder Building (Espace Danse):** located on De Bleury Street, west of the Place des Festivals (the projection surface is on the Balmoral Street side of the building, overlooking the Place des Festivals).

The projection must meet the following objectives and criteria:

- be original and never previously shown
- be tailored to the projection surface
- have a minimum running time of 3 minutes, not including credits
- enhance the narrative of the primary work presented in the Place des Festivals:
  1. by being closely tied to the primary work's visual and lighting elementsOR
  2. by comprising a distinct work that complements the primary one

Optionally, and without undermining the exportability of the primary work, the projection may include interactive elements activated by visitors from the Place des Festivals.

**UQAM's Président-Kennedy building:** located on Président-Kennedy Ave., northeast of the Place des Festivals.

The projection must meet the following objectives and criteria:

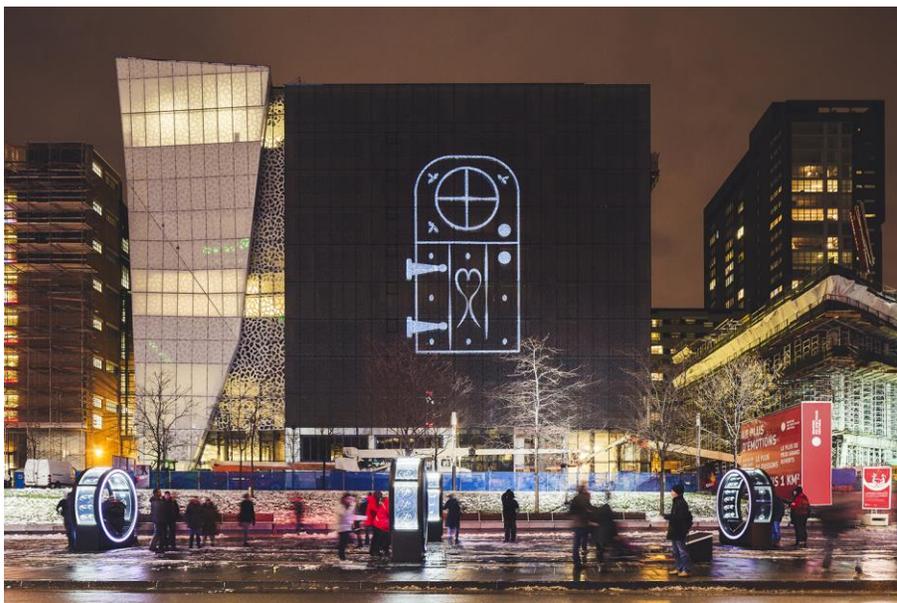
- be original and never previously shown
- be tailored to the projection surface
- have a minimum running time of 3 minutes, not including credits
- enhance the narrative of the primary work presented in the Place des Festivals:
  1. by being closely tied to the primary work's visual, lighting and sound-effects elements.  
OR
  2. by comprising a distinct work that supports the primary one through an original soundtrack.

The technical manuals for the Président-Kennedy and Wilder Building façades are found in Appendix I. High-resolution photos and presentation images for the Président-Kennedy façade are found in Appendix J. These photographs may be used to generate the sample images required for the poster in the Phase 1 proposal.

### **PROJECTION SITE: THE WILDER BUILDING - ESPACE DANSE**

The WILDER BUILDING - ESPACE DANSE is a neo-classical structure built in 1918 and located on De Bleury Street. The building's main tenants are dance-related arts organizations (Agora de la danse, Tangente, les Grands Ballets Canadiens de Montréal and the École de danse contemporaine de Montréal).

The exterior of the building facing the Place des Festivals is finished with a semi-transparent glass curtain wall. By day it is possible to see the building's old façade behind the glass; by night, the glass serves as a giant projection screen. Projections originate from two projectors located on the roof of the Musée d'art contemporain. The projectors display content in portrait orientation with a 16:9 aspect ratio.



*Wilder Building Espace Danse. Credit: Ulysse Lemerise*

## PROJECTION SITE: PAVILLON PRÉSIDENT-KENNEDY AT UQAM

An integral part of the Pierre-Dansereau science complex, the Pavillon Président-Kennedy is located at 201 Président-Kennedy Ave. It was built from 1996 to 1998. With its elliptical shape, truncated on the western side, the six-story building resembles a large ship in the heart of the city. Eight projectors housed in four enclosures on the other side of the avenue make it possible to project content onto the entire façade.



*Président-Kennedy building, UQAM. Credit: Ulysse Lemerise*

**ARTISTIC CONTENT OF PROJECTIONS**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. The content must be closely linked to the “celebration” theme specified for Luminothérapie 2019-20.

### **ARCHITECTURAL INTEGRATION**

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

### **SOUNDTRACK**

The projection on UQAM’s Président-Kennedy building may be accompanied by a soundtrack audible on-site.

In this case, the soundtrack constitutes an integral part of the architectural projection, on a par with its visual content. The soundtrack must be completely independent of the sound effects from the primary work in the Place des Festivals. Soundtracks for projections on the Président-Kennedy building are broadcast using a directional audio system set up in front of the building.

### **TECHNICAL SPECIFICATIONS**

The architectural projections must be compatible with the projection equipment made available and explained to creators by the Quartier des Spectacles Partnership. Any additional equipment required for the projection component must be provided by the winner, who will also be responsible for its operation.

## **6. PRODUCTION CONDITIONS**

### **6.1. BUDGET**

The total production budget for the project is three hundred twenty five thousand dollars (\$325,000), plus applicable taxes, of which a minimum of three hundred thousand dollars (\$300,000) must be allocated to production of the primary work in the Place des Festivals.

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

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

### **6.2. PRODUCTION SCHEDULE**

Final architectural projection content must be delivered by November 15, 2019.

The presentation of the work (both the primary work in Place des Festivals and the projections) will take place from November 28, 2019 to January 26, 2020.