

# Quartier des spectacles

## Case study



▲ Projections and lighting add to the excitement of Montréal's Quartier des spectacles.

## A virtual red carpet

Montréal's Quartier des spectacles is the cultural hub of a vibrant city. In just one square mile, this neighborhood houses 80 percent of the city's performance halls and more than 80 cultural venues. Since 2005, the Quartier des spectacles Partnership (the Partnership) has had an ultimate goal of revitalizing downtown Montréal's entertainment district.

The first phase started with simple, pulsing red dots projected onto the sidewalk in front of a cultural center. The dots identify the venue as a place of interest. In 2008 there were only five venues identified by the red dots. Now 22 venues are marked with them. The response to the red dots was immediate and welcome. People identified the dots as "a virtual red carpet" highlighting where entertainment centers are.

The red dot projections, illuminated intersections, lit-up building features, and projection mapping on building facades are collectively known as the Luminous Pathway. It also features interactive light

displays. Sometimes, during events, the display will simply interact with or through a visitor's cell phone.

*"It's important for these building owners to know their building is lit every night and, with Christie, we have a company with good value and reputation — and with durable products."*

**Mikaël Charpin,  
deputy director of the Luminous Pathway**

"The Luminous Pathway is truly a unique projection mapping display with artists from everywhere using the Montréal buildings as their canvas to develop new ways of delivering creative content," says Mikaël Charpin, deputy director of the Luminous Pathway. "It has really caught on because when building owners see the projection mapping on someone's wall, they want us to then use their wall for a presentation."

Ivan Klein, technical director, Quartier des spectacles adds that "The objective is to

**Customer:**  
The City of Montréal

**Location:**  
Montréal, QC, Canada

**Industry/Market:**  
Design and architecture

**Requirements:**

- High brightness
- Durability
- Reliable performance
- Excellent and readily accessible customer service

**Summary:**  
Montréal's Quartier des spectacles, or entertainment district, is rivaled only by New York City for its concentration of cultural assets. The Quartier des spectacles Partnership has a goal of revitalizing this important neighborhood. They chose Christie projection solutions to help highlight what's happening in the Quartier des spectacles and to keep the excitement alive every day of the year and around the clock.

**Products:**

- Christie Roadster HD18K
- Christie RoadsterHD20K-J
- Christie Roadster S+20K
- Christie Roadster S+22K-J

**Results:**  
Twenty-six Christie projectors in the Quartier des spectacles highlight cultural hot spots, create magnificent displays on building facades and engage people. The projection displays run every day of the year and add to the energy and excitement of the neighborhood.

provide artists with a toolbox they can use for projection mapping, making the Quartier des spectacles a creative lab, while enhancing buildings in a way that respects their form and function. Indeed, every image must meet certain criteria before it's considered for the display and the videos have to express the theme of the building they're displayed on. For example, the science building of the University of Québec in Montréal's projection mapping theme is "Learning and Knowledge." And in a beautiful meeting of projection mapping and music, the orchestre symphonique de Montréal [the Montréal Symphony Orchestra] featured a musician playing the piano with the notes and vibrations displaying as light on the building. When people touched a musical note, the sound was transformed into a visual happening. It was a different and entertaining way to be introduced to the music."

"We have plans for the future too," Klein continues. "We want to do live streaming from around the world where we could see images created by artists in Madrid, for example, shown on a Montréal wall. We are working on having a room here in Montréal where all the contributing artists could work collaboratively and send and share images through fiber optics."

As the sponsor for the project, the City of Montréal wanted to use local vendors and service providers. Because nothing like the Luminous Pathway with its many different components and year-round, outdoor display had been done before, having service and support was especially critical. The Partnership looked for a visual display company with a strong reputation for value, reliability and durability. They needed a customer service team that would be able to respond quickly, every day of the week, and could provide parts, service, technical

support, maintenance and training. With all these considerations in mind, the Partnership chose Christie®.

The Christie projectors that were used outdoors were housed in custom-built projector shelters designed by the Partnership. These shelters had to weather Montréal's harsh winters and sultry summers, and were equipped with heaters, coolers, fans and servers. "The projectors have worked beautifully in the last 18 months," recalls Klein. He continues, "These machines start and stop by themselves every night and they are monitored from home or by phone by the team. It's so important that they get this constant feedback from the projectors."

"This is a 365 day a year project and everything has to work properly with no down time," adds Charpin. "It's important for these building owners to know their building is lit every night and, with Christie, we have a company with good value and reputation — and with durable products."

The Partnership works as a not-for-profit organization, only charging enough from venues that use their services and equipment to recoup costs. Their goal is to draw people from across Canada and around the world to come to Montréal and enjoy what the Quartier des spectacles has to offer.

While it may be difficult to measure the return on investment on a project like this, the Partnership, the City of Montréal, and the Quartier des spectacles businesses, residents and visitors all see the project as a success.

### Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ Projection mapping, like this at the University of Québec in Montréal clock tower, creates part of the Luminous Pathway.



▲ This building's architecture invites highlighting with ribbons of light.

Photo credits: Martine Doyon, Quartier des spectacles

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