



Architectural projection
in the public space

Description

Discover projection mapping in the Quartier des spectacles with MAPP_MTL

In collaboration with the Quartier des Spectacles Partnership, the MAPP_MTL festival presents its third edition, October 18 to 20 in the Quartier des Spectacles, including significant free outdoor programming. A series of projection mapping activities, including several interactive ones, will be presented in public spaces to introduce Montrealers to the infinite possibilities of a rapidly evolving technology-based art form. Audience members of all ages will be dazzled by this new digital narrative and aesthetic art. MAPP_MTL will also take place in the Rosemont-La-Petite-Patrie and Plateau-Mont-Royal neighbourhoods.



HUB Studio, MurMur / Thomas Ouellet Fredericks, La Légèreté de l'être / Ensemble Ensemble, Points de rencontre (Photos: Martine Doyon)

INTERACTIVE PROJECTION COMPETITION FINAL

October 18 and 19, from 7pm to 10pm, come play and support your favourite artist!

Adults and children are invited to interact with three giant video projections on a wall outside Saint-Laurent metro station, and to vote for their favourite. The original creations will astound and entertain the audience as the projections come to life. For both evenings, dynamic emcee François Bernier will add a festive touch to the event. Bar service will be available.

The finalists:

- Make your virtual clone move and dance as you try to complete missions with **Points de rencontre** by Ensemble Ensemble.
- Have a conversation with a likeable giant imprisoned in the building façade, with the **MurMur** interactive experience by HUB studio.



- Make your image fly into the “sky” with the poetic projection *La Légèreté de l’être* by Thomas Ouellet Fredericks.

The works will be presented in rotation, every 30 minutes, to give the public a chance to try them all before voting for their favourite. A \$5000 Audience Award will be presented to the creator of the work that receives the most votes.

The three works are finalists in the interactive projection competition launched by MAPP_MTL and produced and presented by the Quartier des Spectacles Partnership and MUTEK last April; the semi-final was held during MUTEK_IMG. Since then, the creators have been refining their works and will present new versions during MAPP_MTL. The competition is aimed at encouraging the exploration of new forms of interactivity using building exteriors.

For a preview and more information about the finalists, visit: quartierdespectacles.com/competitions



VJ SUAVE (Photo: Yasuko Tadokoro)

CLOSING NIGHT: COMPETITION AND MAPP_MTL

October 20, from 7pm to 10pm

To celebrate the end of the competition and close the third edition of MAPP_MTL, the public space outside Saint-Laurent metro station will become a festive space. Before the announcement of the competition’s winner(s), the public will have a final chance to play with the finalists’ projections. The open-air party, with music and luminous projections, will be emceed by Montreal DJ **Dominiq Hamel**, who will be joined at 9pm by legendary VJ **Sophie Le Meillour**, originally from Toulouse.

Two awards will be presented at approximately 8:30pm The audience award (\$5,000) will be presented to the maker of the project that received the most public votes on October 18 and 19. The Jury Prize (\$5,000) will be presented to the maker of the work deemed most deserving by a jury consisting of Thien Vu Dang (MAPP_MTL), Pascale Daigle (Quartier des Spectacles Partnership), Alain Mongeau (MUTEK) and Jean-François Larouche (Moment Factory).



VJ SUAVE – MAPP TON QUARTIER (photo: Yasuko Tadokoro), VJ SUAVE (photo: VJ SUAVE)

MAPP TON QUARTIER :CHILDREN AND PARENTS ANIMATE THE CITY’S WALLS

September 29 and October 6, 12 and 13

Ahead of the festival, the neighbourhoods of Rosemont-La-Petite-Patrie, Plateau-Mont-Royal and the Quartier des Spectacles will welcome VJ Suave, who will amaze families by showing them the creative potential of projection mapping and putting their neighbourhoods in a new light.

For the presentations in Rosemont and the Quartier des Spectacles, the irresistibly fun activity will take place in two parts:

1. A creative workshop

Adults as well as children (ages 7 to 12) are invited to sign up for a creative workshop led by VJ SUAVE. Participants will learn how to animate their own drawings using a digital tablet.

2. Projection of participants’ creations

Participants and their guests will follow VJ SUAVE, who will ride his tricycle fitted with a projector, and watch their creations come to life on the walls and streets of their neighbourhood. In the Plateau, the public is invited to follow five artists who will spend two days creating mapping works on-site, on October 6 and 12 in two different public spaces.



MAPP TON QUARTIER

Rosemont-La-Petite-Patrie: September 29, from 6pm to 9pm

Workshop in English and French: Never Apart gallery

Outdoor projection: around the gallery

Maximum 25 participants. Open to all

Free • Registration required. [Reserve here](#)

Plateau-Mont-Royal: October 6 and 12, from 7pm to 10pm

Meeting place and route TBA

Free • Open to all

Quartier des spectacles: October 13, from 4:30pm to 8:30pm

Workshop in English and French: Grande Bibliothèque, FabLabs jeunes.

Outdoor projection: near the Grande Bibliothèque

Free • Maximum 25 participants. For children ages 7 to 12 only.

Registration required. [Reserve here](#)



VJ SUAVE (photo: Yasuko Tadokoro)

CICLOMAPPING TOUR WITH VJ SUAVE

October 19 and 20, from 7pm to 8pm

Starting at UQAM's Jardin Sanguinet (entrance on Sanguinet across from Boisbriand St.) and ending at Saint-Laurent metro station.

Brazilian artist **VJ Suave** (Ygor Marotta) had a great idea: put a projector on a tricycle and use the walls of the city to present his digital creations. Everyone is invited to walk with VJ Suave as he rides around the Quartier des Spectacles. This specialist in digital art starts with hand-drawn images and animations based on architecture. It is a unique moment of connection between the viewer and the city, where the animations blend with real life, leading to moments of collective wonderment.

LES MINUTES MAPPING

October 19, from 8:30pm to 11pm

There isn't a moment to lose: take in a bunch of mapping creations during the Minutes Mapping evenings, with 1-minute creative projections shown in a completely white room inside the SAT. The activity is inspired by Displacements by Michael Naimark and Riders of the Storyboard by Dandypunk. The Minutes Mapping are an original co-production of the Society for Arts and Technology and MAPP_MTL.

MAPP_MTL AND THE QUARTIER DES SECTACLES PARTNERSHIP

The collaboration between MAPP_MTL and the Quartier des Spectacles Partnership was a natural fit. Since its inception, the Quartier des Spectacles has showcased innovative projects from every discipline, including architectural projections and interactive installations. Its building façades and outdoor spaces are a forum for the exploration and exhibition of new creative techniques for public space.

MAPP_MTL, October 18, 19 and 20



Dans le Quartier des spectacles
Toutes les activités extérieures sont gratuites.
Minutes Mapping, à la SAT, 10 \$
quartierdespectacles.com/mappmtl
mappmtl.com

ABOUT MAPP_MTL

MAPP_MTL is a unique festival dedicated to projection mapping. It already enjoys a strong international reputation. Supported by numerous world-class Montreal studios, MAPP_MTL offers festivalgoers both indoor and outdoor experiences, serving as an open lab for the future of projection mapping.

For this third edition, MAPP_MTL is working with the Quartier des Spectacles Partnership, which has always supported innovative video-related projects. The Quartier's outdoor spaces are used for exploring and exhibiting new forms of public art. Several building façades in the Quartier present architectural projections, and have also hosted several interactive installations in recent years.

More information: mappmtl.com

Images: Quartier des Spectacles

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Montreal's cultural heart, the **Quartier des spectacles** offers the largest concentration and diversity of cultural venues in North America. It is animated all year round by a large number of festivals and events, which include a large amount of free outdoor programming.



Category

1. communiqué



2. Public Art | Exhibition

Tags

1. Architectural video projection
2. MAPP TON QUARTIER
3. projection vidéo architecturale
4. Quartier des spectacles
5. VJ SUAVE

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