

LA VITRINE OPENS ITS DOORS AT 2-22

MULTIMEDIA INSTALLATIONS AT THE SERVICE OF CULTURAL CONSUMERS

Montréal, February 6, 2012 – La Vitrine, Montréal's cultural window, is pleased to invite all culture lovers to discover its brand new cultural information centre and centralized ticket booth at the heart of 2-22, the Quartier des spectacles' cultural lighthouse. Now located at the intersection of Montréal's two mains (Sainte-Catherine Street and Saint-Laurent Boulevard), La Vitrine offers local and international cultural consumers a new address that is equipped with high-tech facilities, developed in collaboration with Moment Factory, and is part of the Quartier des spectacles' Luminous Pathway.

Fully dedicated to the promotion of arts and culture, La Vitrine offers its clientele three types of platforms: a **multimedia installation** (that acts as a cultural catalyst), **interactive information terminals**, as well as **screens**, which will be displaying all the cultural information included in La Vitrine's calendar, the most exhaustive calendar of events in the Greater Montréal area.

"At 2-22, La Vitrine will be offering a central, animated and strategic space, where culture prevails. We want to turn this cultural lighthouse into a go-to site in Montréal for locals and tourists alike. Thanks to this new technological attraction pole and our unique multimedia installations, La Vitrine will be able to reach new consumers of culture and, through that, help promote the growth of cultural consumption," stated Nadine Gelly, General Director of La Vitrine.

"From the very start of this project, our Administration supported the realization of the installations at La Vitrine, which is a great way to complete the cultural hub that is 2-22. In addition to being an effective tool that enhances access to culture for citizens, La Vitrine will help increase attendance at cultural venues. In this way, it will become an important driving force for the development of the Quartier des spectacles and allow 2-22 to fully play out its role, at the heart of Montréal's cultural life," added Gérald Tremblay, Mayor of Montréal.

"For the past five years, we have been working with the partners of the Quartier des spectacles to create a Luminous Pathway that will allow culture lovers to discover all the richness of this sector of down-town. After the images from Canada's first interactive display window went around the world, this new lighting work designed by Moment Factory goes one step further in fulfilling our common desire to multiply the meetings between the public and artists. We are proud to be a part of the realization of this ambitious project that facilitates access to culture, the Quartier des spectacles and the Greater Montréal area," noted the Honourable Charles Lapointe, P.C., President of the Quartier des spectacles Partnership.

"At the heart of the Quartier des spectacles, La Vitrine is settling into 2-22 to help deliver the metropolis' cultural offer. Whether you're from here or out-of-town, a tourist, visitor or traveller, La Vitrine will be your cultural rallying and reference point. Both ticket booth and cultural information centre of the Quartier des spectacles, this new address is undeniably a key place to drop in and take note of the best dates on

the city's cultural calendar," added Laurent Lessard, Minister of Municipal Affairs, Regions and Land Occupancy.

"The Moment Factory team is very happy to continue its collaboration with Nadine Gelly and the rest of the dynamic team at La Vitrine," said **Dominic Audet**, partner and co-founder of Moment Factory. "After having completed the first interactive window in Canada for [La Vitrine's] previous location, we wanted to create another unique and innovative concept which, this time, conveys Montréal's cultural energy from the inside onto the street."

THANK YOU TO OUR PARTNERS

La Vitrine could not possibly have developed so quickly without the contribution of our financial partners. We wish to thank the Quebec government, more specifically the Ministère des Affaires municipales, des Régions et de l'Occupation du territoire, and the Ministère de la Culture, des Communications et de la Condition féminine, Ville de Montréal, Canadian Heritage, the Quartier des spectacles Partnership, Tourisme Montréal and the Conférence régionale des élus de Montréal. A big thank you goes out to our numerous media partners and to all the presenters and producers in the Greater Montréal area.

ABOUT LA VITRINE

La Vitrine is a non-profit organization dedicated to the promotion of all cultural and artistic activities in the Greater Montréal area. Under one roof, at the heart of the Quartier des spectacles, La Vitrine is a central information and ticket booth, which provides reduced and regular fare tickets to local and tourism clientele. Combining user-friendliness and technology, La Vitrine also offers a transactional Web portal and mobile application that promote ticket sales, alongside existing distribution networks.

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