



PRESS RELEASE

For immediate release

MONTRÉAL–TRUDEAU AIRPORT Innovates with two two elliptical screens for art

Montréal, May 11, 2015 – Aéroports de Montréal (ADM) is pleased and proud to announce the launch of new artistic signage located at the entrance to the security screening checkpoints in the U.S. departures area of Montréal–Trudeau airport.

This new digital display, which comprises two elliptical screens, is part of the airport’s *Montréal Identity* art program. This initiative, called Aérogalerie, is aimed at infusing the airport facilities with a typically “Montréal” character, as well as helping support the city’s artistic and cultural development.

“It was important for ADM to install signage marking the main entrance to the U.S. departures area,” explained Christiane Beaulieu, ADM’s Vice-President, Public Affairs and Communications. “We seized the opportunity to incorporate a new vehicle for artistic and cultural expression, something that was lacking in that part of the terminal. With this technology-based, flexible structure, we are combining practicality and appeal: showcasing dynamic made-in-Montréal works of art while improving signage and wayfinding at the same time.”

Two artists were involved in this innovative project: photographer and videographer Caroline Bergeron, who is presenting *Montréal en couleurs*, and multimedia artist Aliya Orr, whose work is entitled *Orbit* presenting United-States. Both have brilliantly met the challenge of producing video pieces in an unconventional format.

Montréal en couleurs features the city’s architecture, as Ms. Bergeron explained: “I wanted people travelling through this vast hub of transit, the airport, to see Montréal differently. Its buildings and other familiar sights emerge and dissipate in a kaleidoscope of colours. Travellers can sense the city’s diversity. Montréal is at times its familiar self, at other times mysterious, but always beautiful and welcoming.” *Montréal en couleurs* features the Biosphère, the Palais des congrès, Place des Arts, Place des spectacles, the hedgehog and the Clock Tower Beach. It was shot and directed by Ms. Bergeron, and edited by André Rousseau.

Orbit is an animated voyage showing icons of the United States of America: “Inhabiting the physical shape of the elliptical LED screen, *Orbit* is an abstract panoramic video journey starting from Montréal, traveling through multiple destinations in the United States, around the world and back again. Reminiscent of the view out of an airplane window, clouds drift by, expansive landscapes unfold, sporadically populated by destinations and landmarks. From sunrise to sunset, we experience the evolution of light, colour and landscape in a seamless orbital rotation. Multiple design software were used in the creation of the video piece, which included 3D animation and generative processes for its realization.”

About the artists

Chicoutimi-born Caroline Bergeron is a graduate of Université d’Ottawa in Visual Arts (photography specialization). She has called Montréal home for 20 years or so, working as a photographer and video director, and creating various art projects.

Aliya Orr is a visual artist working across multiple disciplines including multimedia, light art and generative art. She draws much of her inspiration from phenomena seen and experienced in the natural world as well as newly emerging digital technologies and processes. Having lived in many countries around the world, she currently lives and works in Montréal, where she collaborates and experiments on projects that push the boundaries of a given medium.

Orbit was conceived by Aliya Orr in collaboration with motion designer and multidisciplinary artist Christelle Bellini. With the latter's professional background as a video programmer, animator and 3D artist for clients such as Cirque du Soleil, TV5 and ICI Radio-Canada, the work was a blend of both technical and creative expertise.

About Aéroports de Montréal

Aéroports de Montréal is the local airport authority that has been responsible for the management, operation and development of Montréal–Trudeau and Montréal–Mirabel international airports since 1992. The Corporation employs 650 people at both airports and at head office.

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Source: Christiane Beaulieu
 Vice-President, Public Affairs and Communications