

ILLUMINATION OF THE JACQUES CARTIER BRIDGE

FACT SHEET



LIVING CONNECTIONS / CREATING THE WORLD'S MOST CONNECTED BRIDGE

An iconic architectural feature of the Montreal landscape, the Jacques Cartier Bridge now shines with an innovative lighting signature that celebrates the unique engineering of its historic structure. Thanks to intelligent programming connected in real-time to big data and social media networks, this bridge is by most measures the most connected bridge in the world. It comes alive every night and changes constantly, in synch with Montreal's seasons, weather, traffic and social media activity.

A flagship project for the city's 375th and Canada's 150th anniversaries, the illumination of this steel colossus was a major challenge. This project unites the bridge with the city and its citizens, by combining expertise in civil engineering and large-scale project management with the creative talent of Moment Factory and six world-class local design firms.

- ✦ Lighting directed to four areas of the bridge's steel superstructure: piers, turrets, interior core or "heart", and exterior facade or "skin".
- ✦ A soft lighting is directed inwards towards the 'heart' of the structure, minimizing light loss and distractions to vehicles.
- ✦ Art concept created by Moment Factory in collaboration with six Montreal multimedia and lighting studios: Ambiances Design Productions, ATOMIC3, Éclairage Public / Ombrages, Lucion Média, Réalisations and UDO Design.
- ✦ Project management by The Jacques Cartier and Champlain Bridges Incorporated.
- ✦ Engineering work done by the consortium WSP-AECOM.
- ✦ Lighting system installation by Pomerleau.
- ✦ Lighting technology by Lumenpulse and Philips Lighting

ABOUT MOMENT FACTORY

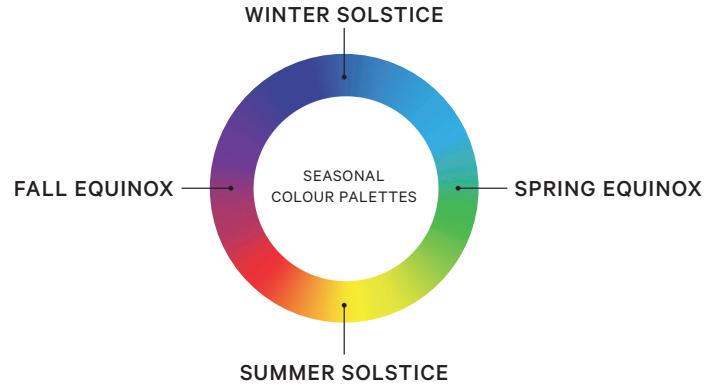
Moment Factory is a new media art and entertainment studio specializing in the conception and production of multimedia environments combining video, lighting, architecture, sound and special effects to create remarkable experiences. With over 400 achievements since its inception in 2001, Moment

Factory has developed a unique methodology in the production of multimedia experiences. Productions span the globe and include such clients as the Los Angeles International Airport, the City of Barcelona, Atlantic City Alliance, Sony Pictures, Disney, Royal Caribbean Cruise Lines and many more.

THE CONCEPT - LIVING CONNECTIONS

AS THE SEASONS CHANGE, SO WILL THE LIGHTS

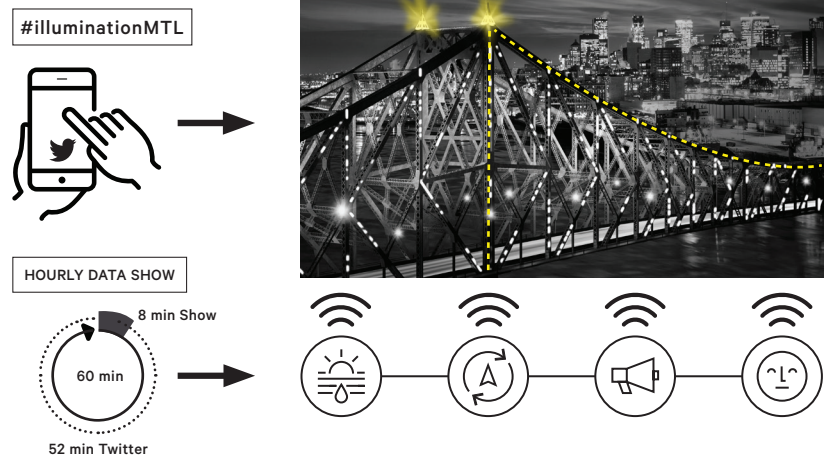
The bridge changes with the seasons thanks to a 365-colour calendar. Day after day, the bridge's 'heart' gradually changes from an energizing spring green to a radiant summer orange, a voluptuous fall red, and finally an icy winter blue. Like the forested mountain after which the city is named, the colours change gently with the seasons, the light subtly evokes the passage of time as an enduring artistic expression that reflects its surrounding ecosystem.



A REAL-TIME REFLECTION OF MONTREAL'S ENERGY

The energy of Montreal is represented through a subtle play of light on the bridge's exterior 'skin'. The bridge pulses with the city's social conversations as tracked on Twitter in real-time. The intensity, speed and density of these light fragments changes depending on how often Montreal-related hashtags are liked and shared. Viewers create a unique coloured spark by sending a Tweet directly to the bridge's own dedicated hashtag #illuminationMTL.

On every hour at night, short 8-minute animations creates a data-driven show that visually translates Montreal's mood based on different types of daily data: the weather, traffic, news, major events, and more. This changing content makes the bridge a barometer of Montreal life.



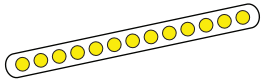
FROM SUNSET TO SUNRISE

An iconic landmark by day, the bridge takes on a new life at night. As the sun sets, the bridge awakens, bringing light, movement and data to the structure. Over the course of the night, the bridge uses these features to tell the evolving story of Montreal and its ongoing rhythms. The following morning, as the day breaks, the bridge's pulse fades into the sunlight, waiting for its next turn to shine.



PROJECT HIGHLIGHTS

THE ILLUMINATION OF THE JACQUES CARTIER BRIDGE SHOWCASES QUEBEC'S MULTIMEDIA EXPERTISE AND STRIKES THE IMAGINATION BY CARVING A PROMINENT PLACE ON THE SKYLINE OF THE METROPOLIS.



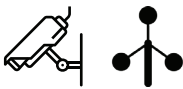
2,807 LIGHTS : a combination of projectors and tube lighting illuminates the steel superstructure to reflect the activity of the city.



50,000 HOURS : estimated lifespan of the lighting fixtures with energy-efficient LED technology.



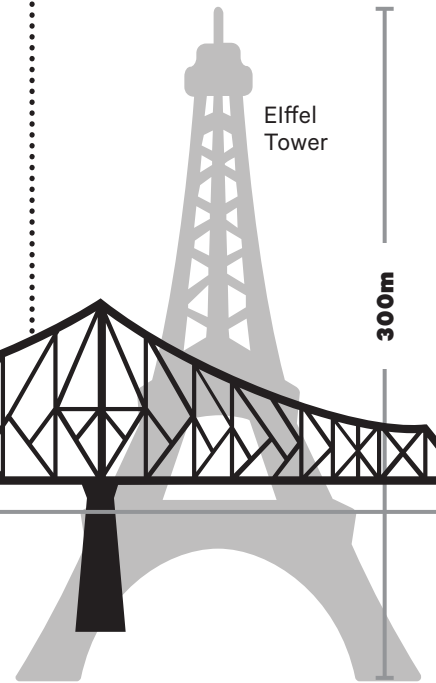
10.4 KM : length of cabling needed to illuminate the bridge (for data transfer and electrical power).



SENSORS : Sensors installed on the bridge track vehicle, bicycle and pedestrian traffic, as well as wind speed, direction and precipitation levels.



10,000 MOUNTING SYSTEMS : to secure the lighting fixtures to the steel supports on the bridge (about 5 per light).



Eiffel Tower

300m

600m



87 YEARS : the Jacques Cartier Bridge has been a Montreal icon for close to a century, a jewel of civic heritage, and a source of pride for Montrealers since its inauguration in 1930.



OVER 250 PARTICIPANTS from all professional backgrounds worked on the bridge's lighting for over two years (creatives, engineers, lighting designers, project managers, programmers, rope access technicians, steelworkers, electricians, traffic officers, and more).



15,650 TONNES : a true iron giant, the bridge's superstructure definitely pulls its weight!

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UNIQUE HOURLY SHOW,

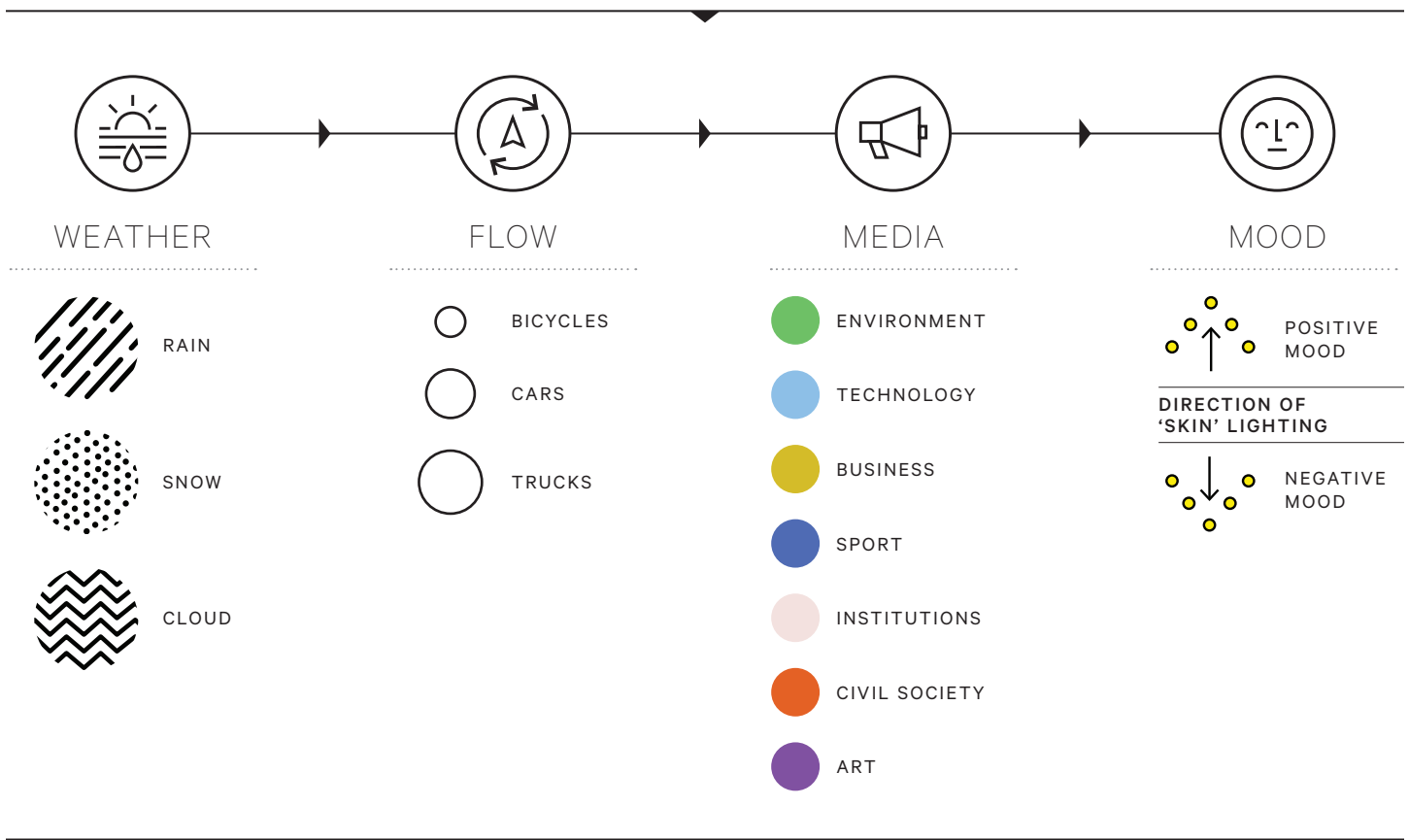
BASED ON BIG DATA COLLECTED FROM MONTRÉAL

With 53 indices in 11 different categories collected every day in real time, the possibilities are infinite to mirror Montreal's energy. The hourly show showcases data collected during it's daily cycle.

AN URBAN CLOCK 8 MINUTE SHOW EVERY HOUR

The bridge translates urban data collected from sensors over the course of the day into a series of eye-catching data visualisations. Pulling from a wide variety of data sources, including weather, traffic, news and social media, each hourly show is generated in real-time and is totally unique. The ever-changing content makes the Jacques Cartier Bridge a true barometer of Montreal life.

INTRO



OUTRO

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