

Unveiling of *Living Connections* on the Jacques Cartier Bridge The world's first connected bridge

Montreal, May 18, 2017 – The Jacques Cartier Bridge shone bright yesterday evening, with a stunning inaugural light show that dazzled a large audience. The show demonstrated the many possibilities open to the world's first connected bridge. The interactive lighting work, *Living Connections*, was developed by a team of local creators and engineers as part of the official program for Montreal's 375th anniversary and Canada's 150th. The bridge illumination gives Montreal a new world-class visual signature.

After the 30-minute show marking the official launch of *Living Connections*, the bridge began its regular daily programming, which the public will be able to enjoy every night for the next ten years.

With this initiative, the Jacques Cartier Bridge lights up and comes to life every evening thanks to intelligent programming that adapts to the seasons and the city's energy. Activated by millions of human and natural connections, the bridge awakens at sunset and goes to sleep with the day's first light. This ambitious, innovative new luminous signature is a tribute to one of Montreal's architectural icons.

Thanks to evolving, networked and interactive content, the bridge is transformed into a barometer of Montreal life and energy – a world first!

"We are incredibly proud to see this new symbol of Montreal! The illumination of the Jacques Cartier Bridge is one of the flagship projects for Montreal's 375th anniversary, and the bridge is sure to become one of the world's most photographed. Long live Montreal!" said Gilbert Rozon, the Commissioner for Celebrations of Montreal's 375th anniversary.

"Montreal was illuminated in spectacular fashion yesterday evening, thanks to the Jacques Cartier Bridge, which will now become an even more powerful symbol of our city's creativity and international stature. It is now a singular gateway to our beautiful city, and an important legacy of this 375th anniversary of Montreal's founding. Long live Montreal!" said Denis Coderre, Mayor of Montreal.

"Thanks to its unique interactive technology, *Living Connections* will put everyone in touch with the pulse of Montreal and its residents, as well as the city's energy. Created by a group of Montreal-based studios, the Jacques Cartier Bridge's innovative lighting is a modern signature for our city, and it will serve as a beacon to the world," said Martin Coiteux, Quebec's minister of Municipal Affairs and Land Occupancy, minister of Public Security, and minister responsible for the Montreal region.

"The illumination of the Jacques-Cartier Bridge will not only enhance the landscape in grand fashion, but also leave a lasting impression on our collective imagination as well as on tourism in Montréal well beyond 2017. In this year of Canada 150 celebrations, the Government of Canada is pleased to support the Society for the Celebrations of Montréal's 375th Anniversary in bringing this work to life.", stated the Honourable Mélanie Joly, Minister of Canadian Heritage on behalf of the Minister of Infrastructure.

“We are very proud of this project, the result of an exceptional collaboration among several Montreal companies and talented individuals. For the next ten years, *Living Connections* will undoubtedly be a remarkable icon and light signature for our city, and an unparalleled showcase for Montreal creativity and engineering,” said Éric Fournier, Partner and Executive Producer at Moment Factory, which led the group of multimedia and lighting firms that created the project.

“The illumination of the bridge is part of our vision for our structures. We want to make them more attractive and integrate them more fully with the city, making them emblematic structures for the community,” said Glen P. Carlin, CEO of The Jacques Cartier and Champlain Bridges Incorporated. “Our Corporation is proud to have managed this major multidisciplinary project, which will be a beacon for Montreal and Canada for years to come.”

As the seasons change, so do the lights

The bridge changes with the seasons using a 365-colour calendar. Day after day, the heart of the bridge gradually shifts from a lively spring green to a radiant summer orange, a rich fall red, and finally an icy winter blue. As its colours change gently with the seasons, the bridge’s lights subtly mark the passage of time.

A reflection of Montreal’s energy

The bridge captures the pulse of Montreal life in real time. The intensity, speed and density of sparkles of light change depending on how often Montreal is mentioned on Twitter. As the bridge pulses with the city’s social conversations, it reflects Montreal’s energy.

Every new tweet sent with Montreal-related hashtags, including #IlluminationMtl, #375MTL, #Montréal, #Mtl and #Mtlmoments, is captured by the bridge’s illumination system. The tweet is then transformed into a moving sparkle of light in the colour of the day. If the tweet is liked, the moving light expands. If it is retweeted, it accelerates. Otherwise, the moving glimmer of light disappears after a few moments.

Like clockwork

At first light, the bridge comes to life in a dance of lights, gradually revealing that day’s colour.

Every hour at night, a series of 5-minute animated lighting sequences visually translate Montreal’s energy based on different types of daily data: the weather, traffic, news, major events, and more. The bridge is then taken over by luminous movement, coloured according to the hottest topic of the day in Montreal media: SOCIETY (red), ENVIRONMENT (green), TECHNOLOGY (light blue), BUSINESS (grey), SPORTS (blue), INSTITUTIONS (pink), CULTURE (purple).

At midnight, the bridge activates like an urban clock. It cycles through all 365 colours on its calendar, looking for the colour of the day.

At the end of the night, the bridge's framework goes dark. Only the turrets reaching high into the sky and the piers supporting the structure remain softly lit.

Finally, at dawn, the bridge greets the city's early risers. It is subtly illuminated with lights mimicking the colour of the sky in real time.

Living Connections was produced as part of Canada's 150th anniversary and Montreal's 375th, with the financial participation of the government of Canada, the government of Quebec, the Ville de Montréal and the Great Montrealers.

The project is managed by The Jacques Cartier and Champlain Bridges Incorporated. Moment Factory is responsible for the concept, in collaboration with six Montreal-based lighting and multimedia studios: Ambiances Design Productions, ATOMIC3, Éclairage Public / Ombrages, Lucion Média, Réalisations and UDO Design. The engineers for the project are the WSP-AECOM consortium, and lighting systems were installed by Pomerleau.

About the Society for the Celebration of Montréal's 375th Anniversary

The Society for the Celebration of Montréal's 375th Anniversary is a non-profit organization whose mission is to organize the celebrations and socioeconomic contributions that will mark Montréal's 375th anniversary in 2017. With a focus on promoting Montréal expertise, it acts as a catalyst for local forces in carrying out its mandate: to mobilize the community, implement a funding strategy, rigorously manage public funds, develop quality programming and ensure the visibility of the celebrations.

The Society benefits from the support of the Ville de Montréal, the Québec government, the Canada government and private funding from 12 Great Montrealers. For more information, see <http://www.375mtl.com>

You can find all our press releases and additional pictures and videos in our virtual [press room](#).

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About the Jacques Cartier and Champlain Bridges Incorporated

As a manager of important infrastructure, The Jacques Cartier and Champlain Bridges Incorporated is a Crown corporation established in 1978 that is responsible for the Jacques Cartier Bridge, the Champlain Bridge, the Champlain Bridge Ice Control Structure, the Île des Sœurs Bypass Bridge, the federal sections of Bonaventure Expressway and the Honoré Mercier Bridge, as well as the Melocheville Tunnel. The Corporation manages, maintains, and repairs these important Greater Montreal structures to ensure the safe passage of thousands of users every day. It also ensures that these critical structures remain safe, fully functional and aesthetically pleasing both today and in the future. www.JacquesCartierChamplain.ca

Source: Society for the Celebration of Montréal's 375th Anniversary

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