



## FACT SHEET

# Illumination of the Jacques Cartier Bridge

## *Living Connections* | A mirror of Montreal's energy

An iconic architectural feature of the Montreal landscape, the Jacques Cartier Bridge now has an ambitious and innovative lighting signature in homage to the unique engineering of its historic structure. Thanks to intelligent programming, this first “people-connected” bridge comes alive every night and changes with the rhythm of Montreal's seasons and energy.

Flagship project for the city's 375th anniversary and Canada's 150th anniversary, the illumination of this steel giant was a major challenge. This is why The Jacques Cartier Bridge is proud to have used its expertise to pilot this unifying project, by combining its expertise in civil engineering and large-scale project management with the creative talent of Moment Factory and its collaborators.

- + Lighting directed to four areas of the bridge's steel superstructure: the turrets, piers, interior core, and exterior skin.
- + The soft lighting is directed towards the structure, which minimizes light loss and avoids washing out starlight.
- + 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.

### THE CONCEPT – LIVING CONNECTIONS

An iconic landmark during the day, the bridge comes to life at sunset, marks the new day at the stroke of midnight, and goes into sleep mode at dusk. Activated by the millions of human and natural connections that make up the pulse of the city, the bridge mirrors Montreal's energy.

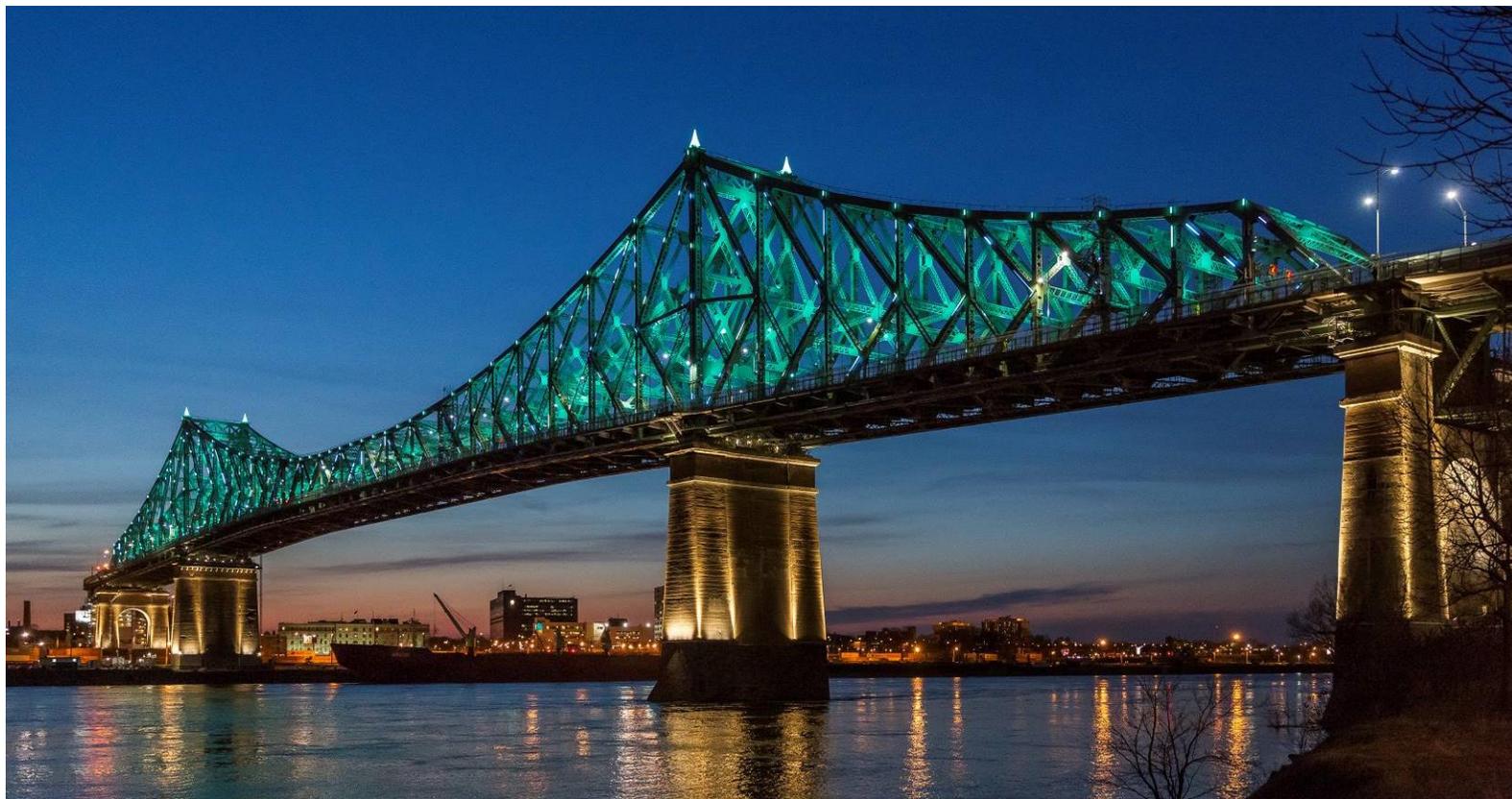
#### **As the seasons change, so will the lights**

The bridge changes with the seasons thanks to a 365-colour calendar. Day after day, the bridge core gradually changes from an energizing spring green to a radiant summer orange, a voluptuous fall red, and finally an icy winter blue. Like a mountain whose colours change gently with the seasons, the light subtly evoke the passage of time as an enduring artistic expression that is in tune with its surrounding fauna and flora and the people who use the bridge.

#### **A reflection of Montreal's energy**

The energy of the Montreal community is constantly seen through a subtle flickering of the lights. The intensity, speed and density of these light fragments changes depending on how often Montreal is mentioned on social media. The bridge pulses with the city's social conversations in real-time.

Every hour at night, short 5-minute animations visually translate 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.



## PROJECT HIGHLIGHTS

The illumination of The Jacques Cartier Bridge brings Quebec know-how to the forefront and strikes the imagination by carving a prominent place in the rich heritage of the metropolis.

- + 86 years: the Jacques Cartier Bridge has been a Montreal icon, a jewel of our heritage, and a source of pride for Montrealers since its inauguration in 1930.
- + More than 200 participants from all professional backgrounds worked on it for almost two years (creatives, engineers, lighting designers, project managers, programmers, rope access technicians, steelworkers, electricians, traffic officers, and more).
- + 10.4 km: length of cabling needed to illuminate the bridge (for data transfer and electrical power).
- + 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.
- + 15,650 tonnes: a true iron giant, the bridge's superstructure definitely pulls its weight!
- + 10,000 mounting systems: to secure the lighting fixtures to the steel supports on the bridge (about 5 per light).

Information, photos and videos available at [illuminationMTL.ca](http://illuminationMTL.ca)



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