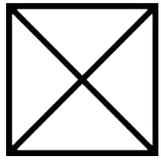




Media kit



Entertainment has a new home™

PY1 is an innovative pyramid-shaped venue presenting unique multimedia experiences.

1

STELLA - THE TIME MACHINE JOURNEY™

A new participatory show for the entire family

2

THROUGH THE ECHOES™

A one-of-a-kind multimedia show

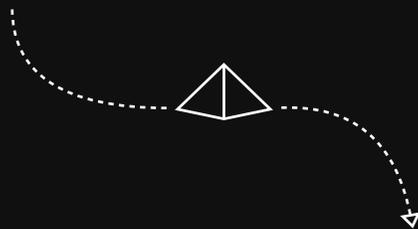
3

PY1 NIGHTS

A redefined night experience presenting vibrant thematic worlds

With a capacity of up to 1,000 guests, the 81-foot-tall pyramid imagined by Guy Laliberté began its world tour in Montreal in the summer of 2019 and will now continue to Arlington, Texas, in December.

MONTREAL



ARLINGTON





Stéphane Mongeau

Co-founder & CEO, Lune Rouge Entertainment



Stéphane worked in theatre for the first decade of his career, gaining invaluable experience on over 200 productions as Production Manager and Lighting Designer. From 2000 to 2012, Stéphane worked for Cirque du Soleil as Production Manager, Vice-President of Production and Executive Producer, where he collaborated on a dozen mega productions such as Varekai, KÀ, Love, Michael Jackson: The Immortal World Tour and TOTEM.

In 2010, Stéphane was named one of Live Design Magazine's top 50 most influential people in the entertainment industry. In spring 2013, he co-founded 4U2C, a Montreal company specializing in the creation and production of videos, scenography and multimedia experiences. Most recently, he joined the Lune Rouge team and co-founded Lune Rouge Entertainment.

He also sits on the Board of Directors of the charity MU, the theatre company Trois Tristes Tigres, and the theatre Le Diamant.



All about the PY1 Pyramid

Height

81
feet high

Surface

12,544
Square feet

Exterior dimensions

125 X 125
feet

Lighting

Lighting effects bathe the audience in colors and textures to enhance their experience. The effects will create a sensation of continuous movement and, in combination with the projections and the kinetic multimedia elements, will expand and divide the space through the use of more than 500 state-of-the-art pieces of LED lighting equipment.

Lasers

More than 25 lasers scan the audience, creating a supernatural environment. This type of installation has never been seen at a performance venue or club.

Sound

PY1's unique audio system enables the presentation of multimedia shows, live concerts and performances by artists and DJs in an outstanding immersive sound environment. The static sound generated by pulses in a sophisticated interactive EDM system at maximum bandwidth provides a breathtaking experience.

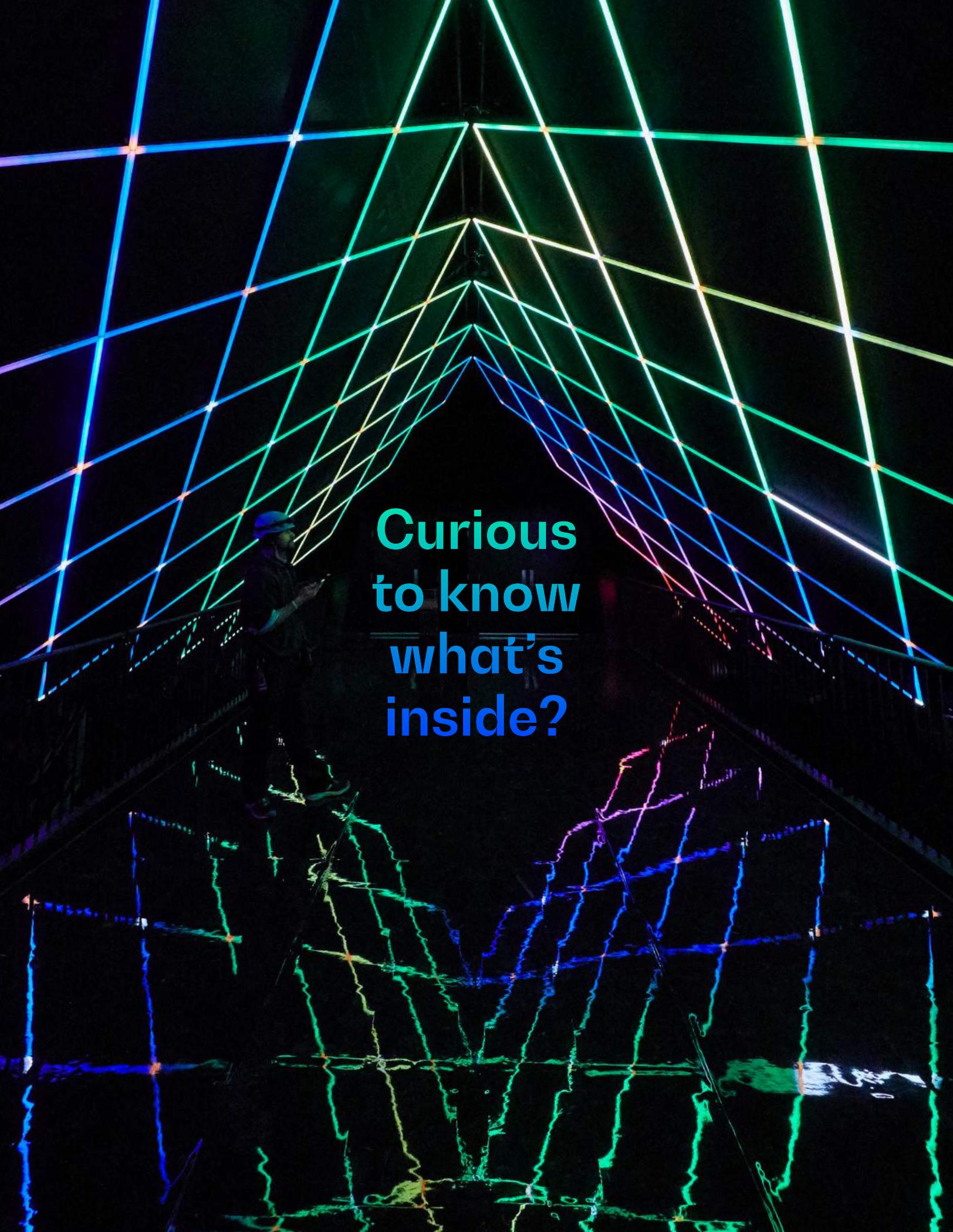
Projections

Equipped with 32 three-chip DLP laser projectors able to accommodate a total immersion device on the 744,000-lumen screen, pushing immersive entertainment to new heights.

Special effects

Several customized special effects machines produce striking atmospheric effects, plunging the audience into the experience's third dimension.





**Curious
to know
what's
inside?**

PY1
SHOWS

THROUGH THE ECHOES™

Featuring lasers, 360° projections, kinetic stage elements and grandiose lightscapes, *Through the Echoes* is a one-of-a-kind 50-minute multimedia show that transports you on a technological odyssey through space and time.

“A dream-like experience featuring spectacular light, sound and special visual effects.”

Whether it's with your family, friends or colleagues, let yourself be immersed in PY1's unique setting and dive into breathtaking multimedia environments!



Thursday to Sunday

+ Special holiday schedule



All

Recommended for age 12+



Synopsis

Through the Echoes™ is a 50-minute multimedia show presented inside the PY1 Pyramid. A sweeping epic imagined by Montrealer interdisciplinary artist Gabriel Coutu-Dumont, the show is a technological and emotional odyssey through space and time. Surrounded by lasers, 360° projections, kinetic aerial stage elements, atmospheric special effects, grandiose lightscapes and powerful sound, spectators are left to explore the pyramid in a dream-like experience.

Your journey begins around a campfire, gazing at the stars in a familiar ritual. Age-old questions bubble up: *What is our place in the cosmos? What is the universe?* A portal opens, whisking you away on an adventure to faraway planets and through the deepest reaches of time and space. Suddenly, the pyramid is turned into a ship, and you become witness to the manifold and winding paths that existence has taken. Soon it becomes clear something mysterious unites the growth of all this diversity. *What are these strange links that connect us to other living creatures? Are the changing worlds around us inanimate or alive? How best can we care for this delicate and unlikely balance?*

Your experience comes to its end in a pristine forest, a soft landing full of possibility. This place is similar to where you began, but somehow changed. Now you have seen so much, you know that the world is always under construction, always being rebuilt. *Will it be better this time around? It's entirely up to you, the guardians of this possible future.*





Gabriel Coutu Dumont

Show Director

Born in Montreal in 1978, Gabriel Coutu-Dumont started his career as a photographer and visual artist. Since his first exhibitions in NYC in 2001, Gabriel's ongoing body of work has been presented internationally in galleries, museums, festivals and publications. In 2004 Gabriel shifted his production towards videography and worked as a content designer for Canadian bands, theatre plays, operas and award shows. His international career takes off in 2006 with Justin Timberlake's FutureSex/LoveShow tour, The Killers, Cher, Michael Bublé and P!nk's Funhouse tour to name a few.

While pursuing his path as a visual artist and content designer, Gabriel moved to Berlin, Germany, in 2008 and toured the electronic arts festivals circuit alongside artists such as Akufen, Monolake and Deadbeat.

In 2009, Gabriel joined Geodezik and took on the role of creative director. During his mandate, he designed the content creation for tours, permanent shows and one offs, including Britney Spears's Pieces Of Me, Usher's OMG, Taylor Swift's Speak Now and Red, P!nk's The Truth About Love, Swedish House Mafia's headlining performance at Coachella in 2012, Rihanna's FIFA cup's performance, Cavalia's Odyseo, One Direction's Take Me Home and Where We Are tours, and Justin Timberlake's 20/20 tour later nominated for the KOI award in 2013.

In 2014, along with his lifelong artistic collaborators Janicke Morissette and David Fafard, Gabriel founded Silent Partners Studio in Montreal, for which he is creative director and screen producer. Their work includes award shows performances for artists such as Macklemore, Pitbull and Demi Lovato, and world tours like Taylor Swift's 1989, the 2015 European Games closing ceremony, Thomas Rhett's Home Team tour, Calvin Harris's Omnia residencies in 2016 and 2017 and his 2016 headlining performance at Coachella, Selena Gomez's Revival, Katy Perry's Witness world tour, the Super Bowl Halftime show with Justin Timberlake, P!nk's Beautiful Trauma world tour and Taylor Swift's Reputation world tour.

Silent Partners Studio recently inaugurated a second home-base in California, where Gabriel currently lives and develops new projects.

Jean Guibert

Creative Director

Jean Guibert worked for Cirque du Soleil for 12 years as Director of Creation and Global Brand Director.

He led the creative teams and co-wrote the original artistic concepts for the company's latest worldwide big top show, VOLTA, and the opening ceremonies of the 2015 Pan-American Games in Toronto, which remains the largest event ever produced by the Cirque du Soleil Group, with over 600 artists and performers. As Global Brand Director, he contributed to developing the brand all around the globe and helped nurture international creative projects in partnership with major international brands, like Google and Reebok. The first ever web-interactive show he designed in 2012 for Cirque and Google was internationally acclaimed and awarded.



Jean joined Lune Rouge Entertainment in 2017 as Shows and Special Projects Creative Director.



John A. Larcia

Composer and Musical Director

After touring with mega group YES and its lead singer Jon Anderson, John experimented with infrared light and lasers to translate motion into sound. Through this experimentation, his proprietary creation known as the “Hydra” was born.

Since then, as MOBIUS8, he has performed for numerous Cirque Du Soleil premiers, Dick Clark, Stan Lee, Steven Spielberg, Justin Timberlake, Armin Van Buure and Deadmau5.

Other MOBIUS8 credits include appearances on ABC’s “World News Tonight,” NBC, CBS, FOX News, Discovery Channel, Globo in South America, American Airlines “In Flight News,” and Fuji Networks Japan. A recent MOBIUS8 performance art event found him at the foot of the Great Pyramids in Giza, Egypt, with Riverdance and Mariah Carey. He’s recently toured with Cee-Lo Green and filmed an NBC Christmas Special with Cee Lo, Rod Stewart and the Muppets.

Janicke Morissette

Creative Director of Video Content

Partner and Artistic Director of Silent Partners Studio in Montreal, Janicke Morissette is a multidisciplinary artist and creative director specializing in visual communication. With Silent Partners Studio, she develops video content for major projects such as world tours, residency shows, TV performances and plays. Most recently, she worked on the development of video content for P!nk’s Beautiful Trauma world tour, Taylor Swift’s Reputation stadium tour, and Katy Perry’s Witness: The Tour. Janicke is creative director of video content for Through the Echoes, the first show to be presented at PY1. Morissette’s work has been honored with Grafika Awards, a Lux Illustration Grand Prize and an Applied Arts Award.



Designer credits

Production Design: **Fireplay**

Architectural and Interior Design: **Fireplay**

Lighting Designer: **Cory FitzGerald**

Sound Designer: **Jonathan Deans**

Special Effects Developer: **Fireplay**

Design of Kinetic Elements: **Patrick O’Mahony**

Design and Integration of Technological Systems: **Alexandre Barrette**

Visual Content Studios: **Reflector and Silent Partners Studio**

Production Director: **Michael Anderson**

Technical Director of Infrastructures: **Michel Tremblay**

Producer: **Alexandre Miasnikof**

CEO and Executive Producer: **Stéphane Mongeau**

Stella

The Time Machine Journey™

NEW

Stella - The Time Machine Journey is a new 40-minute participatory show played inside the pyramid. It was imagined by renowned Canadian artist Annie Brocoli who created numerous successful children productions throughout her career of over 20 years.

“Imagine being teleported back 14 billion years to the dawn of time, surrounded by projections and immersed in light and sound as the story unfolds.”

Inspired, in part, by the show *Through the Echoes*, *Stella* promises an unforgettable adventure for curious explorers by teleporting families back 14 billion years, surrounded by projections and immersed in laser light and sound.



Saturday and Sunday

+ Special holiday schedule



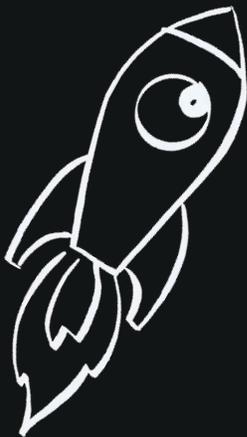
Families

Recommended for age 3+ and parents



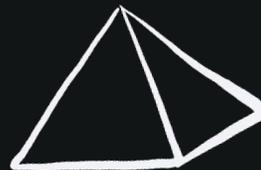
Synopsis

Welcome! Just before you enter the Pyramid, our crew will scan you to confirm that you are made of stardust, the magical substance that powers our time machine. As soon as stardust has been detected, you will be ushered into the most awesome time travel device the world has ever seen!



There you'll be greeted by Stella, the state-of-the-art AI (artificial intelligence) who is the brain of our machine. Stella and her three human co-pilots will be your guides on this jaw-dropping journey. Once they show you how to channel your stardust through the Timestellar Flux, it will catapult you back to the very beginning of the universe itself.

You'll need to link up with the other passengers, as each jump through time will depend on all of you working together. So: are you ready to dance to some infectious new beats, and be blown away by the vastness of the universe? Then come on in and join the adventure!





Annie Brocoli

Writer & Show Director

Annie Brocoli is a Canadian artist, singer, writer, public speaker, show director, and actress. She is known for her work with children, and has received numerous prizes and nominations in Quebec and Canada. Since the 1999 debut of her first album of children's songs, Annie has performed to sold-out houses, produced and written for several children's DVDs, as well as a movie which was a box office hit. She has also created and hosts several TV shows, and has produced more than 175 songs for children.

Annie's first book for adult readers, *En mal des mots* was published in 2018. It describes the journey of a dyslexic artist who follows her dreams despite the many challenges she faces along the way.

For her collaboration with PY1, Annie Brocoli has created an exclusive concept, narration and staging for *Stella - The Time Machine Journey*, a family-focused multimedia show inspired, in part, by *Through the Echoes*. The show will premiere in Arlington, Texas, on December 31, 2019.

Mathieu Gatien

Executive Creative Director

A passionate advocate for creative leadership, Mathieu has always been fascinated by storytelling and its formidable capacity to connect humans. Over the past 19 years, his career has taken him around the world. He lent his expertise to creative powerhouses such as Cirque du Soleil, Dragone, Wanda Group, SFX Entertainment, ID&T and Moment Factory before joining Lune Rouge Entertainment.

His mobilizing and collaborative leadership style focuses, first and foremost, on human potential and our ability to come together to strive for collective genius, which he fosters through deliberate, committed and innovative dialogue. Mathieu is a determined communicator who wants to see people discover and surprise themselves, and take risks. Today, he manages the dynamic Creative Office at Lune Rouge Entertainment.



Designer credits

Guide and Creative Producer: **Guy Laliberté**
Writer and Show Director: **Annie Brocoli**
Executive Creative Director: **Mathieu Gatien**
Script Translator: **Leanna Brodie**
Choreographer: **Isabelle Delage**
Costume Designer: **Dominique Dubé**
Main Music Composer: **John Larcia**

Music Composer: **Guy Tourville**
Sound Designer: **Jason Rauhof**
Lighting Designer: **Cory Fitzgerald**
Lasers Designer: **Adam Labay**
Production Director: **Michael Anderson**
Producer: **Alexandre Miasnikof**
CEO and Executive Producer: **Stéphane Mongeau**

Special thanks to **Gabriel Coutu Dumont** and all the **designers of Through the Echoes**

PY1
NIGHTS

A DJ is performing at a nightclub. The scene is filled with vibrant, multi-colored laser lights (purple, blue, green, and yellow) that create a complex, geometric pattern of lines and beams across the dark space. The DJ is seen from the side, wearing a dark shirt and a watch, with his right arm raised in a gesture. In front of him are two Pioneer DJ decks with turntables and mixers. The background shows a crowd of people dancing in the dimly lit club.

Discover a redefined
nightlife experience
through vibrant
thematic worlds

PY1 Nights take over the space of the pyramid after dark with awe-inspiring thematic worlds. Each night is an engaging journey filled with staggering visuals, live DJs and exciting signature moments!

Dress to express your innermost desires

Let your fantasies take over and get drawn into the experience by following our mood boards and dressing the part! Each night is unique and costumes are as diverse as tastes... But whatever costume chooses you, own it!



Saturday

+ Special holiday schedule



21+



Which world will you pick?

ASTRAL PLANE

Enter through a portal, into the cosmos, and embark on an adventure. Surf on clouds of stardust to the sound of house music. The mystery is calling, will you answer?

Candy World

A giant candy store comes to life, a world of innocent adventure evolves into a kaleidoscope of psychedelia. Happy house music and tasty sweets will keep you up all night! Wanna play?

EYE WONDER

Visit the birth of the universe and sail through space, time and matter. Enter the riddle of the fractal universe and dance with lightbeings to the sound of deep house music.

UNDERWORLD

A radioactive haze clouds the sky and survivors have been driven underground. As the Day of Illumination approaches, tribes gather to the rhythm of tech house and tribal music.



Graffiti leaps off the subway, cartoon characters pop out of the woodwork and afro beats blast through the speakers. A celebration of urban art taking life in front of your eyes!

KARNIVAL

NEW

Coming soon...

Special events

On Saturday evenings and select special nights, PY1 Nights take over the pyramid, presenting a series of wonder-inspiring thematic worlds following the show *Through the Echoes*. The venue transforms into a gigantic dancefloor, and partygoers can discover different themes, night after night, like *Candy World* and *Astral Plane*.

Guests are even invited to express their creativity by dressing the part! Specially curated music, from electronic, open-format and hip hop is played by a mix of local DJs and international guest artists. PY1 Nights are enhanced by original visual content, 360° projections and theatrical signature moments for a memorable and engaging nightlife experience.





Sarah Bromley

Artistic Director

As the founder and creator of Zu Lab, Sarah Bromley has worked with a who's who of international talent in music, film and the culinary arts. She brings over two decades of experience in creative direction, event production and brand management to the table, including notable collaborations with Heart in Ibiza, Nobu Shoreditch, and Art Basel.

With PY1 Nights, Sarah has drawn on her extensive experience as a consultant to the hospitality and entertainment industries in more than ten countries to create a vision that redefines nightlife while reinforcing her core values of sustainability, inclusion, diversity and unbridled creativity. She is the Artistic Director of all worlds of PY1 Nights.

Designer credits

Video Content Creative Director (4U2C): **Fred Caron**

Video Content Producer (4U2C): **Jean-Sébastien Ouellet**

Project Manager PY1 Nights: **Mélanie Boucher**

Talent Manager, Coordinator/Creative: **Verko Arancibia**

Creative Development Manager: **Véronique Brunet-St-Denis**

VJ: **Rémy Dubois "Remoz"**

VJ: **June Barry**

Costumes & Accessories Designer: **Natalia Baquero**

Costumes & Accessories Designer: **Rosalie Lemay**

Costumes & Accessories Designer: **Raul Redaggio**

Costumes & Accessories Designer: **Bradley K. Callahan**

Props Specialist: **Lucien Bernèche**

Backstage Makeup Professional: **Leslie Hernandez**

Backstage Makeup Professional: **Felipe Castruita**



PY1

CORPORATE
EXPERIENCES



LANCÔME
PARIS

The perfect playground for brand experiences

Businesses and private companies can access the pyramid's cutting edge technology and create jaw-dropping events. The venue's modular setting gives brands an opportunity to create unforgettable experiences for their guests.





Credit: Frederic Young

The pyramid's unique configuration allows for a wide variety of private events:

SHOW

PARTY

COCKTAIL

KEYNOTE PRESENTATION

SEATED DINNER

YOGA

PRODUCT LAUNCH

AND MORE...



LUNE ROUGE
ENTERTAINMENT