



Lune Rouge and Guy Laliberté to Launch a New Entertainment Concept

– Immersive technological shows starting in June 2019

Montreal, November 5, 2018

Next June, Montreal will be home to a spectacular first- of-its-kind attraction: an innovative and transcendent entertainment venue shaped as a pyramid. The PY1 experience is an original concept developed by Lune Rouge Entertainment (founded by Guy Laliberté), which will make its international debut on the Clock Tower site in Montreal's Old Port. **Starting June 2019, PY1 will present Through the Echoes, the first show produced for the pyramid.**

An emblematic venue, presenting vibrant and memorable experiences

PY1 is an entirely new entertainment concept, offering a multi-sensory experience and representing the first traveling venue by Lune Rouge Entertainment. Iconically shaped as a huge pyramid, PY1 is a spectacular marvel of innovative technology and a unique play-ground for multimedia experiences combining high tech with the talent of the greatest digital creators.



Through the Echoes, a first immersive production

Next June, PY1 will host the first touring immersive production created by Lune Rouge Entertainment. *Au-delà des échos/Through The Echoes*, designed by multi-disciplinary artist Gabriel Coutu-Dumont, is an immense 60-minute multimedia show. Audience members will be surrounded by lasers, 360-degree projections, kinetic video aerial scenery, atmospheric special effects and spectacular lighting. Immersed in high-quality soundscapes, they will explore the thread of space and time, from our origins to our possible futures, as if in a waking dream.

“Through The Echoes will be a totally immersive experience, a technological and emotional odyssey which tells the story of life from the Big Bang until today.”

– Guy Laliberté, the founder of Lune Rouge.

“The audience will play the main role and take center stage.”

– Stéphane Mongeau, President and CEO of Lune Rouge Entertainment.

Guided by the stars, whose primitive celestial energy is part of us and everything around us, the 600 audience members will experience a dreamlike journey to the edge of the universe, from planet to planet, from the birth of the first cellular environments to complex organic systems, from the dawn of life to that of technology, on a quest for a better to-morrow and for possible futures.

With four possible configurations providing space for up to 1,000 people, the pyramid is a platform designed for the general public, with the ability to incorporate augmented reality experiences. After hours, the structure will morph into a next generation nightclub venue, offering a breathtaking and experiential multimedia environment. Surrounded by amazing sound and visual effects, guests will enjoy unique performances by carefully selected DJs.

“Through The Echoes” will be presented in Montreal from June to September, 2019, before going on tour. Pre-sale tickets are available at **PY1.co** for \$29.75 + fees + taxes (for a limited time only).



About Lune Rouge Entertainment

Lune Rouge Entertainment rallies industry experts and seasoned artists around innovative tech and artistic projects. It develops highly immersive entertainment experiences and explores new creative horizons through projects in Quebec and abroad. Lune Rouge Entertainment creates joint, innovative works using a mix of talents, cultures, theatrical techniques, and technologies. Lune Rouge Entertainment is an entity of the Montreal company, Lune Rouge.

Information, interviews and media relations



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LUNE ROUGE
ENTERTAINMENT

About PY1

Dimensions of the structure

Exterior: 38 x 38 meters (approximately 125 x 125 feet)

Interior: 34 x 34 meters (approximately 112 x 112 feet)

Height at the highest point of the pyramid

24.7 meters (approximately 81 feet)

Possible configurations

107 x 76 meters (approximately 351 x 250 feet)

76 x 137 meters (approximately 250 x 450 feet)

Projections

Equipped with 24 three-chip DLP laser projectors able to accommodate a total immersion projection on the 744,000-lumen screen, PY1 is the first platform providing experiences for the general public that can incorporate augmented reality, pushing immersive entertainment to new heights.

Lighting

The lighting will bathe the audience in colours and textures to enhance the experience. The lighting 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 will scan the audience, creating a supernatural environment. This type of revolutionary installation has never been seen at a performance venue or club.

Special effects

Several customized special effects machines will produce striking atmospheric effects. They will help create the experience's third dimension.

Sound

PY1's unique audio system will make it possible to put on 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 will provide a breathtaking experience.

