



Media Release
For immediate release

A CITÉ MÉMOIRE TABLEAU TAKES CENTRE STAGE IN BARCELONA FROM JUNE 14 TO 16

Montréal, Wednesday, June 8, 2022 — H2Emotion is proud to announce that one of its *Cité Mémoire* tableaux will be featured in **Barcelona from June 14 to 16** for the **27th edition on the International Symposium on Electronic Art (ISEA)**. The ISEA is a major international event that brings together thousands of attendees from **25 different countries** every year. It is an exceptional opportunity for H2Emotion to bring its talents to the European stage and showcase Montréal's creative industries.

"We are at humbled and honoured to be invited to project one of our tableaux as part of ISEA's main evening event. It speaks to the quality of our work. It is also an amazing opportunity for exposure to international markets, to showcase our talents, and to shine a spotlight on Montréal and its know-how," said Martin Laviolette, President, CEO and founder of H2Emotion.

For the occasion we have chosen the *Grand tableau*, created by **Michel Lemieux** and **Victor Pilon** in collaboration with playwright **Michel Marc Bouchard**. It is a 35-minute journey through 400 years of Montréal's history in images and music – from the Indigenous presence, to the French Regime, British conquest and contemporary Montréal. The tableau will be projected onto the façade of the Sant Pau Recinte Modernista, a historic building and UNESCO World Heritage Site located near the renowned Sagrada Familia.

Cité Mémoire is a mesmerizing digital project experienced as a circuit of video projections through the city's streets, alleyways and public spaces – all easily followed with the help of a mobile app. Twenty-seven tableaux have been created since 2016, making it the longest video projection circuit in the world.

Our participation at the ISEA Barcelona was made possible through the support of partners including **Québec's ministère de la Culture et des Communications, the Bureau du Québec à Barcelone, the City of Montréal, Tourisme Québec, Québec's Secrétariat à la région métropolitaine (MAMH), Investissement Québec, Tourisme Montréal, Air Canada and Panasonic.**

Members of the H2Emotion team will be on site, including President, CEO and founder **Martin Laviolette** and Cité Mémoire artistic creator **Michel Lemieux**.

About H2Emotion

H2Emotion produces unique, innovative, bold experiences that reach and move people in their day to day lives. H2Emotion's mission is to use innovative technologies to transform environments and change our perceptions of our surroundings. The company is a trendsetter at the leading edge of new artistic and technological currents. Authenticity, audacity and quality are at the heart of its creations.

H2Emotion is developing *Cité Mémoire* and *In Situ* experiences internationally.

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