



ÉVÈNEMENT  
QUÉBEC DANSE  
22-29 avril 2014

For Immediate Release

## LAUNCH OF THE QUÉBEC DANSE EVENT IN THE FOOTSTEPS OF LOUISE LECAVALIER

**Montreal, April 22, 2014** – Today at 12:30 p.m., the **Regroupement québécois de la danse** (RQD) launched the 3<sup>rd</sup> edition of **Québec Danse** with the unveiling of the **2014 Choreographic Trace**. Created by **Louise Lecavalier**, an iconic figure in contemporary dance, the footprints in front of the Salle Wilfrid-Pelletier mark the 50th anniversary of **Place des Arts**.

This year's Choreographic Trace is impressive: over 100 footprints, in seven highly graphic diagonals over a 30-foot radius. Conceived as an installation based on a sequence from *So Blue*, a work by Louise Lecavalier set to the visceral music of Turkish composer Mercan Dede, the trajectory is aptly entitled **DNA Traces**. Louise Lecavalier, after all, personifies the very DNA of dance, in all its power, complexity and infinite variations.

"One can imagine this as the dance of two 'cosmi-comic' serpents in running shoes, imitating the double helix structure of a single DNA molecule—two complementary versions, wound onto themselves, of the same information," explains Louise Lecavalier. "The serpents can disentwine, and thus make copies of themselves, twins. From one generation to the next, the DNA information can change, which allows both constancy and transformation. I like constancy, I like transformation, and I like the notion of the double. The DNA asserts itself. So make your dance a twin—similar and different!"

The event's spokespersons, **Marc Boivin** and **Anne Plamondon**, hosted the unveiling of the Choreographic Trace. In attendance were some one hundred artists, as well as **Marc Blondeau**, President and CEO of Place des Arts, and **Karine Boivin Roy**, councillor for Ville-Marie and the official representative of the Mayor of Montreal.

At the invitation of the RQD, some **ten performers** interpreted the Trace with their own brand of dance, *similar and different*, for Louise Lecavalier. The choreographer and dancer **Lucie Grégoire**; young contemporary dancer **Kim Henry**; dancers **Simon Ampleman**, **Joe Danny Aurélien**, **Geneviève Gagné** and **Geneviève Boulet** in a formula Bouge Anyway; Zab Maboungou/Compagnie Danse Nyata Nyata dancers **Mithra Rabel**, **Rhodnie Désir** and **Karla Etienne**; and finally **Philippe Meunier**, contemporary jig choreographer and dancer. Sublime!

The guests were then treated to a **video** in which Louise Lecavalier performs the sequence of steps comprising her *DNA Traces*. A series of small cross-steps, movements which the choreographer says are easy to imitate—or diverge from as you please, according to your own rhythm, at full speed or in slow motion.

Participants also had the chance to experience one of the new aspects of the 2014 Choreographic Trace: **augmented reality**, which will allow passers-by to see Louise Lecavalier perform the steps in real time. A stroke of techno magic!

The spokespersons also launched the **#MaTrace** contest, inviting those present to join in the dance, and to have their photos or videos posted on their Facebook or Twitter accounts with the hashtag **#MaTrace**. Pure pleasure!

Starting today, and **until June 7**, the public will have free access to the installation. They will be able to walk on the Trace, dance on it, recreate it or freely transform it. Those with smart phones will also be able to view the **video** by scanning the **QR Code**, and of course experience it in **augmented reality** by downloading the Aurasma app and following the directions shown at the starting point.

We encourage as many people as possible to enter the #MaTrace contest, which ends on April 29! Two lucky entrants will win a pair of tickets offered by Danse Danse and the Festival TransAmériques.

### About Québec Danse 2014

Québec Danse will take place next April 22 to 29 in Montreal, the event's epicentre, and in over ten cities across Quebec, in particular in the regions of Quebec City and Chaudière-Appalaches, as well as in the Eastern Townships. Over 150 free activities are listed on the new portal of Québec Danse, at [www.quebecdanse.org](http://www.quebecdanse.org), or the Québec Danse mobile app.

RQD is pleased to have its 3rd edition of Québec Danse associated with the Canadian Dance Week, as part of the I Love Dance/J'aime la danse Campaign, initiated by the Canadian Dance Assembly (ACD-CDA).

### Acknowledgments

The RQD would like to thank all those who participated in this 3rd edition of Québec Danse, and in particular Louise Lecavalier and her company Fou glorieux for creating the 2014 Choreographic Trace in collaboration with the digital advertising agency Minimal, which designed the graphics and videos. The RQD would also like to thank the following partners: the Montreal Public Libraries Network, the Caisse de la Culture – Desjardins, the Conseil de la culture de l'Estrie, the Conseil de la culture de Québec et de Chaudière-Appalaches, the cultural development agreement between Quebec City and the Ministère de la Culture et des Communications, the Accès culture network, and Place des Arts.

### About RQD

The RQD brings together some 500 dance professionals, promoting their interests in the public and political sectors. Founded in 1984 with the aim of giving Quebec dance a unified voice, the RQD has over the years played a major role in organizing formative projects for the discipline. Among the most recent are the Québec danse event, the Québec Danse portal, and the mobile Québec Danse app. The goal of these initiatives is to promote dance in all its forms, enabling it to take root and flourish in all regions of Quebec, and to build bridges between dance professionals, amateurs and enthusiasts.

For its general activities, the RQD receives the financial support of the Conseil des arts et des lettres du Québec, the Canada Council for the Arts, the Conseil des arts de Montréal, the Conseil québécois des ressources humaines en culture, and Emploi-Québec.

– 30 –

Source:

**Nadine Lizotte**

Communications manager, RQD

514-849-4003, ext. 225

[nlizotte@quebecdanse.org](mailto:nlizotte@quebecdanse.org)

Media Relations:

**Jean-Sébastien Rousseau**

RuGicomm

514-759-0494

[jean-sebastien@rugicomm.ca](mailto:jean-sebastien@rugicomm.ca)