

**Digital Artist Larose and Bromont, montagne d'expériences collaborate to create Surveillance:
an interactive lighting feature on snow**

Bromont, January 5, 2017 – Evening skiers are being offered a unique experience on Bromont's trails this year. Bromont, montagne d'expériences has partnered with digital artist Larose, who has designed an interactive lighting feature with motion detectors that directly react to skiers racing down the trails. Through this innovative project, Bromont, montagne d'expériences aims to further enhance the Nuits Blanches experience and to offer unprecedented events.

The lighting feature

Located on Bromont's Versant du Village, Surveillance combines art and sport into a single experience. Skiers gliding down the Candiac trail are tracked all the way down by a video camera system linked to searchlights mounted on light posts. A total of five robotic searchlights bring the 500-foot trail to life. Digital artist Larose used Max/MSP visual programming software to design a program that detects the motion of skiers in real time and turns it into a DMX signal to control the searchlights, which enables him to control the projectors as the skiers descend the mountain. The colour, intensity, and direction of the light beams will vary according to skiers' movements and the artist's interventions. This vast range of possibilities makes each descent unique.



The artist

Larose is a digital artist, producer, and DJ whose career took off during a three-year stay in London, England. Now back in Quebec, he is focusing on digital and audiovisual art.

Having been a competitive skier himself, as well as a coach and interim head coach at the Club de Ski Bromont, Larose knows the mountain like the back of his hand. His familiarity with the sport and this particular setting has enabled him to combine art and skiing in a single experience.

For more information on Larose, visit larosemusic.com/presskit.pdf

The vision

Through the Surveillance project, Larose's goal is to represent the flip side of digital technology: electronic surveillance. The feature presents a magnified example of monitoring, and the interactive nature of the experience enables the public to better understand the scope of this reality.

"We tend to forget that our cellphones, computers, and credit cards collect a ton of data about ourselves," explained Larose, before adding, "I would like to remind people that we are under constant surveillance by digital technology, and that we can't get away from it, even in locations where we would least expect it, such as on a mountain as we ski."

The partnership

Larose has collaborated with the mountain's various service departments during the processes of building infrastructure, developing the site, weatherproofing equipment, and installing electrical equipment. Bromont, montagne d'expériences is proud to be part of this ambitious project and to provide a local artist with the opportunity to showcase his talent and vision.

"At Bromont, montagne d'expériences, teamwork and the desire for innovation are core values," said Carole-Anne Ménard, Marketing Director at Bromont, montagne d'expériences. "The execution of the Surveillance project came with its own set of technical challenges, all of which were overcome by combining the forces and expertise of several departments, including electricity, trail maintenance, and mountain operations, to name only a few," she added. The employees are proud of having made this project a reality, and for providing clients with a new experience on the mountain's trails.

Key dates

The feature will be in operation on the Versant du Village's Candiac trail from 7 p.m. to 11 p.m. during the 2016-2017 season's Nuits Blanches: December 26, 2016; January 7 and 21, 2017; February 4, 18, and 25, 2017; and March 4 and 18, 2017.

For more information about the Nuits Blanches, visit nuitsblanches.ca

About Bromont, montagne d'expériences

Renowned for being the largest lit skiable area in North America, with 450 acres of skiable terrain on 7 slope sides, Bromont, montagne d'expériences has invested over \$50 million over the past 10 years. With its head-spinning Nuits Blanches events and its Terrain-Based Learning Zone (Station d'apprentissage modulaire or SAM) on the Ski School slope, exclusive in Quebec, the mountain's 141 trails, including 30 glades, offer a wide range of fun activities for families and groups of friends to enjoy, just 45 minutes from Montreal.

Information: skibromont.com

About ARTBOX

ARTBOX is a marketing agency that speaks through Art. It integrates brands into the media universe through innovative and collaborative projects. ARTBOX wishes to offer a new funding model to the arts community. Its mission is to support, preserve, and promote the work of local artists.

Information: artbox.agency

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