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Press release

"ICARUS" An immersive work by Michel Lemieux
Premiering at Cannes XR Virtual (Cannes Film Festival / Tribeca Immersive)

For immediate release. Montreal, June 11, 2020. Michel Lemieux's virtual-reality (VR) work, *Icarus*, will receive its world premiere at Cannes XR Virtual, in the Tribeca Immersive section, which will be held from June 24 to 26, 2020. The virtual, online event dedicated to immersive technologies is part of the pre-eminent Cannes Festival's, Marché du Film (Film Market). *Icarus* is a virtual-reality adaptation inspired by the multidisciplinary show *Icare*, presented at the Théâtre du Nouveau Monde in 2014. This, Lemieux's first VR work, is a co-production of Lemieux Pilon 4D Art and Normal Studio.

Freely inspired by the infamous character from Greek mythology, *ICARUS* is an immersive experience that literally wraps us in the skin of Icarus, the young man who burns his wings by flying too close to the sun. We move through his memories of the places and events from his childhood, privy to conversations with his father, Daedalus.

The first version of the VR edition was presented digitally at Hamburg's VRHAM festival, held this past week from June 4 to 7, where it was warmly received.

"We are honoured to have been invited by these prestigious festivals, renowned for fostering works of great artistic merit. Creating this virtual-reality work has convinced me that, with this new medium, it is possible to tell emotion-packed stories that venture into the realm of dreams. For *ICARUS*, the challenge was to transform a live performance into an experience that was totally digital and, above all, immersive." Michel Lemieux

"After years of artistic experimentation with Michel Lemieux and Victor Pilon, it was a natural next step to delve into VR so as to push the creative limits of this technology. That the work has received the recognition of these festivals confirms that this is just the beginning." Sébastien Grenier-Cartier, Normal Studio

Lemieux Pilon 4D Art

Since 1983, Michel Lemieux and Victor Pilon have been combining forces to produce original, unique hybrid works that merge the real and the virtual, the performing arts and new media.

For the Montreal Museum of Fine Arts, Michel Lemieux created *The Disappearance of Lady Macbeth*, the digital work that kicks off the exhibition *Thierry Mugler: Beyond Couture*, presented in Montreal, Rotterdam and now in Munich until January 2021.

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Lemieux and Pilon's productions, including *Norman*, *Icarus*, *La Belle et la Bête*, *The Tempest* and *Anima*, are lauded around the world. The duo has also created and staged several multimedia shows for other companies, including *Toruk - The First Flight* for Cirque du Soleil, the opera *Starmania* for the Opéra de Québec / Opéra de Montréal, and *Continuum*, a celebration of the beauty of the universe, for the Rio Tinto Planetarium in Montreal. Lemieux Pilon 4D Art is supported by the Conseil des arts et des lettres du Québec, the Canada Council for the Arts and the Conseil des arts de Montréal.

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Normal Studio

Normal Studio is a design studio specializing in visual design, set design and technology. Since 2009, the company has been creating immersive experiences for the performing arts, the entertainment industry and public installations for such clients as Cirque du Soleil, Lemieux-Pilon 4D Art, CBC/Radio-Canada, HBO, Ubisoft and the OSM.

<https://normal.studio/>

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Photos : <https://www.dropbox.com/sh/ssyhjmj8z5na71g/AAAYKaK9lkj1gHz5Gq3Ywmi3a?dl=0>

Extrait vidéo : <https://vimeo.com/427950844/e65e417381>

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