



**A CANADIAN CREATIVE PRODUCER**

**OUR LEITMOTIV...**

SYMBIOSIS OF ARTISTIC CREATION AND TECHNICAL INNOVATIONS

**OUR STRENGTH...**

USE OF PROJECTED IMAGES AS EMOTIONAL LEVERAGE

**OUR MOTTO....**

REVEAL PEOPLE'S DREAM





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## WHAT WE DID

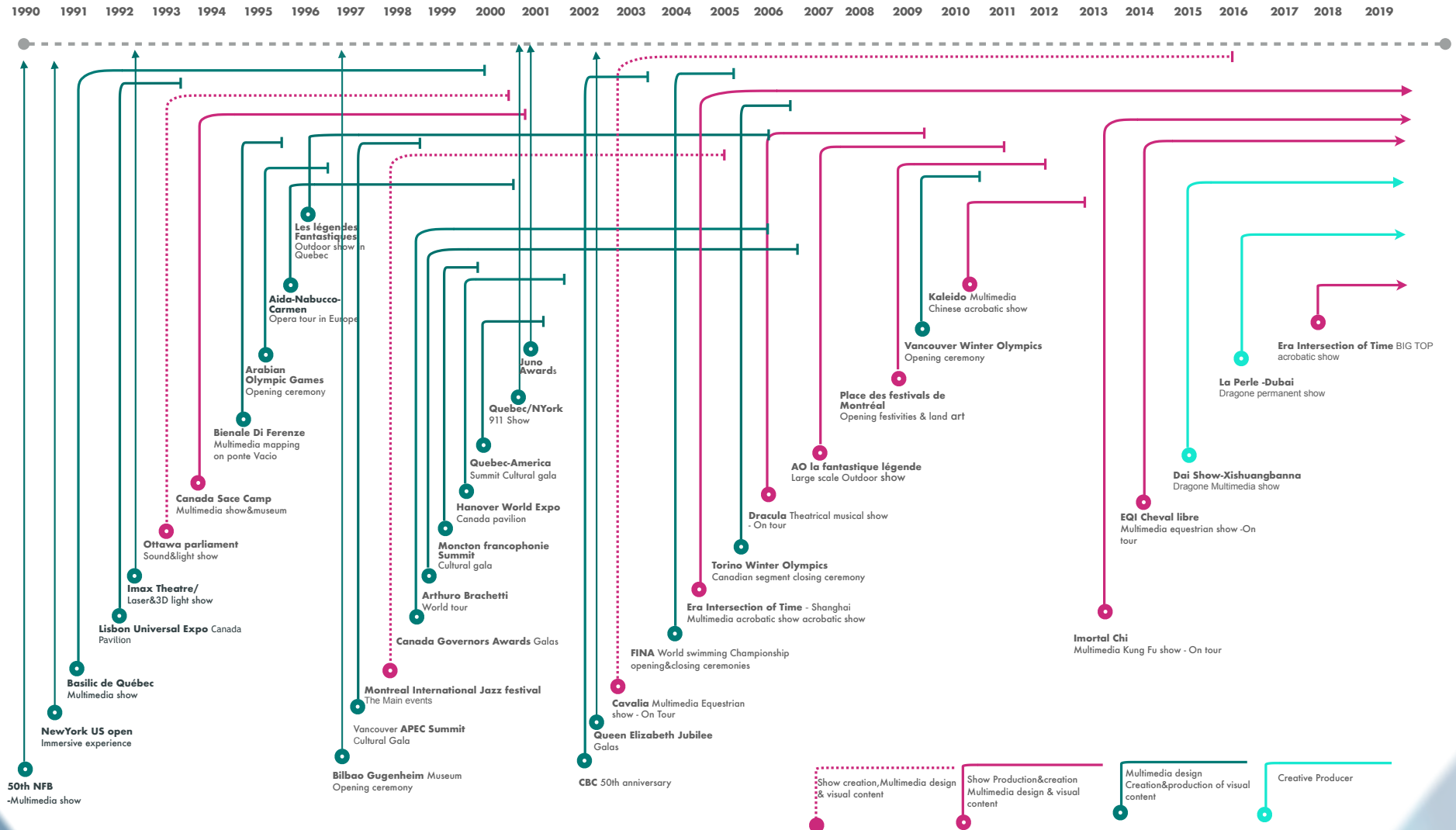


CK One marketing innovation campaign in USA Tour. Multimedia Novalux **1994**



## WHAT WE DID

Numerous of long term live shows and hundreds of events!







## WHO WE ARE

### **OUR LEITMOTIV : SYMBIOSIS OF ARTISTIC CREATION AND ADVANCED TECHNOLOGIES**

MULTIMEDIA NOVALUX is an artistic production company from Montreal, Canada, home of many famous entertainment firms. Founded more than thirty years ago by his artistic director Erick Villeneuve, his primary focus is to create mega shows mixing music, dance, acrobatic, visual effects and high technologies, that generate a spectacular experience.

### **OUR STRENGTH : USE IMAGES AS EMOTIONAL LEVERAGE**

MULTIMEDIA NOVALUX has developed high level productions all around the world; China, Middle East, Turkey, France, Germany, Belgium, USA, Canada.

Over years, MULTIMEDIA NOVALUX, contributes to change the way creators use scenic space to present mega shows, gala evenings, cultural, sports and corporate events. We have developed innovative techniques for projecting interactive images, video, film, graphic designs and mapping in symbiosis with live performances on multi-format screens and stages. We are specialized in visual creations that liberate emotions from artistic performances, to create memories.

### **OUR DESIRE: REVEAL PEOPLE'S DREAM**

People and organisations around the world have appreciated MULTIMEDIA NOVALUX talent: Carlos Santana, Peter Gabriel, The Montreal Symphony Orchestra, Le Cirque du Soleil, Nelly Furtado, Celine Dion, The Montreal Jazz festival, Arturo Brachetti, the Jonas Brothers, the Biennale di Firenze, the Guggenheim Museum in Bilbao, the Torino and Vancouver Winter Olympic Games, The Queen Elisabeth II jubilee, The Chinese Performing Art Agency and more...



## WHAT WE DO

**Production of long-life operation multimedia theatrical shows**

**Artistic Direction for international large scale shows and events.**

**Visual content management for large scale shows and events.**

**Multimedia design and lighting for urban parks Land Art Experience.**

**DREAMS ARE THE SOUL OF OUR COMPANY**

## SHOW TOUR



**Cavalía**, a Multimedia Equestrian show created and directed by Erick Villeneuve. Cavalía has been performing more than 3250 shows around the world. More than 5.5 million spectators have been mesmerized by the emotion and poetry of this spectacular Multimedia show.





## SHOW TOUR

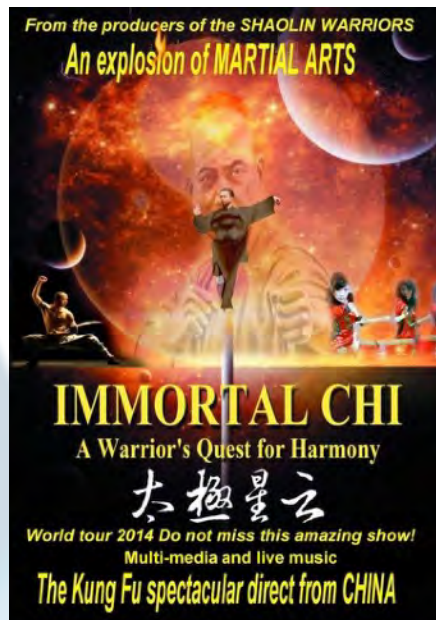
### EQI

An Equestrian multimedia extravaganza co produced with the stars of Cavalia, Frédéric Pignon and Magali Delgado. Forty splendid horses, 50 acrobats, dancers and live musicians on stage in a gigantesque set surrounded by nature.





## SHOW TOUR



### IMMORTAL CHI

Multimedia show that combines martial arts and music with 15 kung fu masters and 9 live musicians on stage. The show was created in Beijing and is presently on world tour.

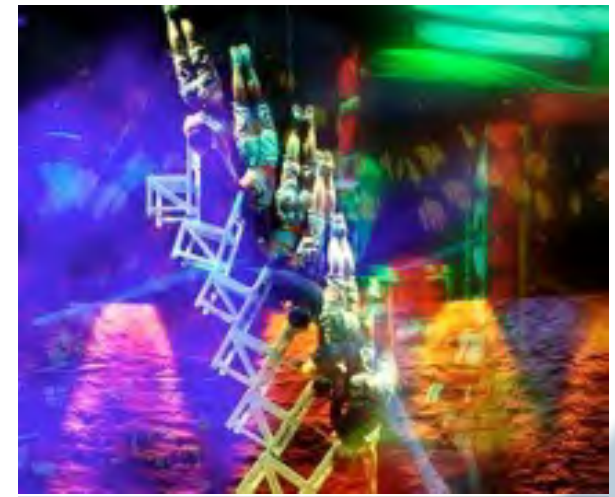
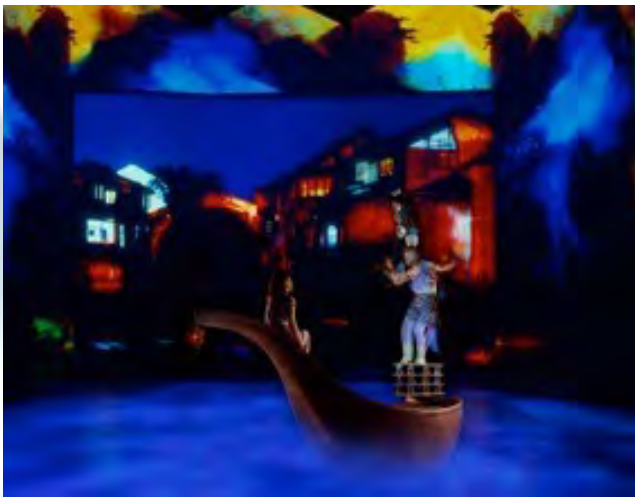
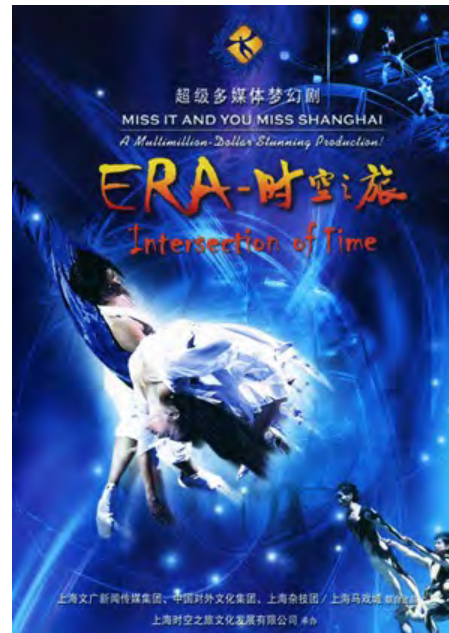




## PERMANENT SHOW

### ERA INTERSECTION OF TIME

The first international large-scale permanent show ever staged in China. Since its creation in Shanghai thirteen years ago, ERA has become nothing less than a cultural reference in China while setting an all-time ticket sales record in the history of the country. Era is now playing in Shanghai Circus World Theatre seven nights a week. More than 5 million people have seen this spectacular show over 5,000 performances.





## PERMANENT SHOW



### KALEIDO

A Multimedia Acrobatic Extravaganza staged by Erick Villeneuve. Over 40 Chinese acrobats, have performed in Shanghai in the Gong Theatre during two years.

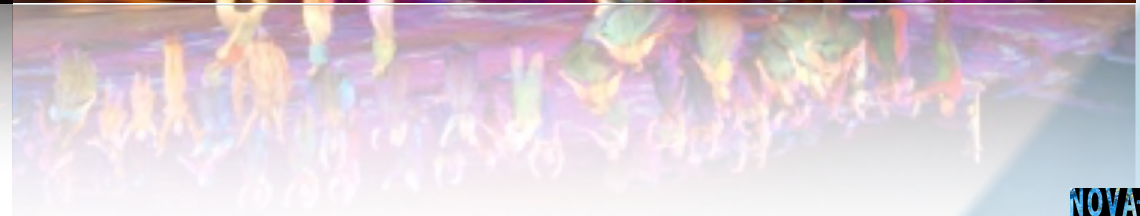
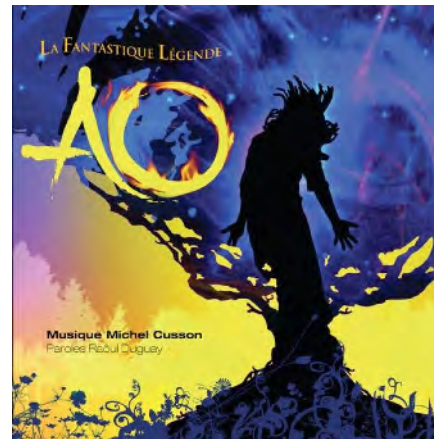




## PERMANENT SHOW

### AO la fantastique légende

A spectacular production, featuring a feast of pyrotechnical elements, water features and multimedia projections. Seventy five artists, actors, singers, acrobats, dancers and musicians perform together on the largest outdoor stage in Quebec. That's summer show was presented 15 years.





## INTERNATIONAL TOURS



**Jonas Brother Show**  
Asian Tour, South America  
and USA Tour 2013:  
Multimedia content producer

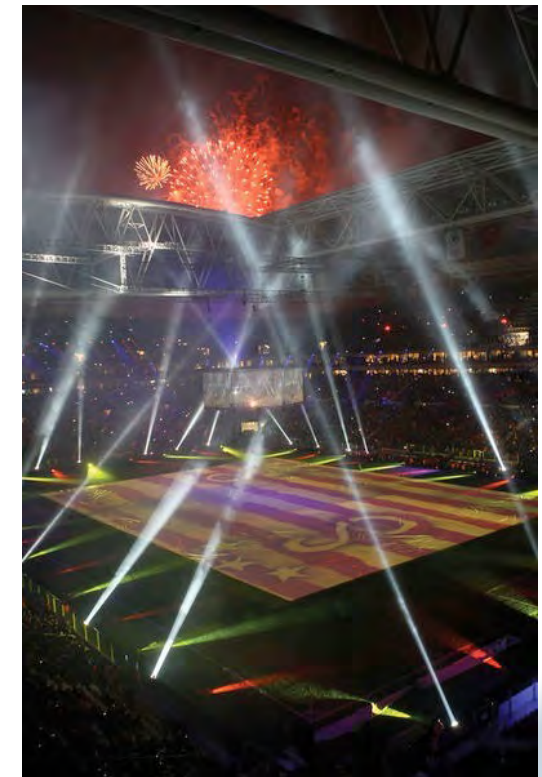




## International Sport Events



TT ARENA Opening Ceremonies / Istanbul, Turkey:  
Multimedia Content Producer





## International Sport Events



Opening ceremony, Aquatic World Championship (FINA) Montreal, Canada: Multimedia Content Producer.



# International Sport Events



2006 TORINO Olympic Games,Closing Ceremony : Multimedia Content Producer





## SHOW TOUR

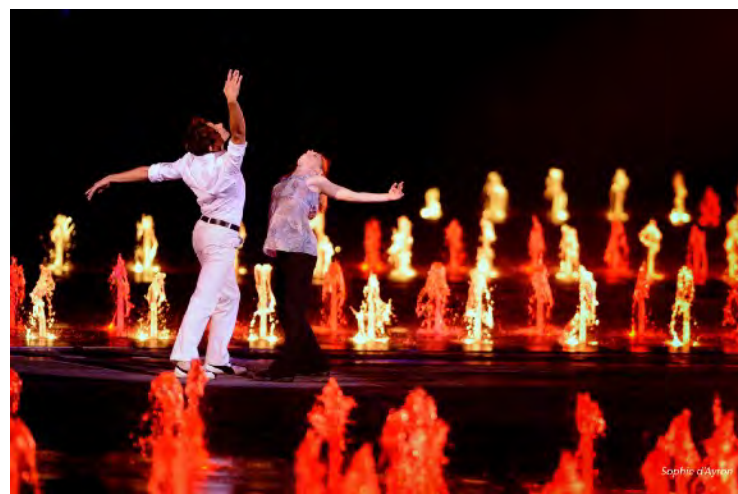
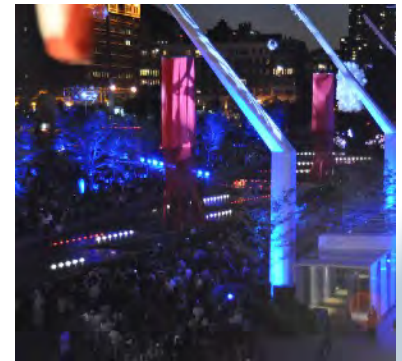
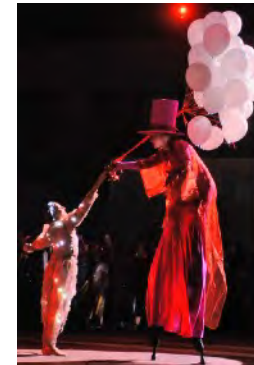
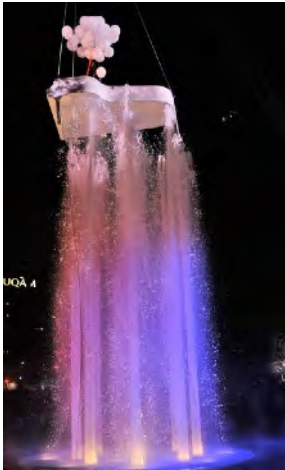


**DRACULA, between Love and Death,** is a musical created by Bruno Pelletier and directed by Erick Villeneuve. A modern Dracula transported in 2020 by the magic of the multimedia devices and the visual content. The best singers of Quebec together on stage incarnate the demoniac characters of the Count Dracula.





## Special Event



PLACE DES FESTIVALS Opening Ceremonies / Montreal, Canada:  
Stage Director and Producer.



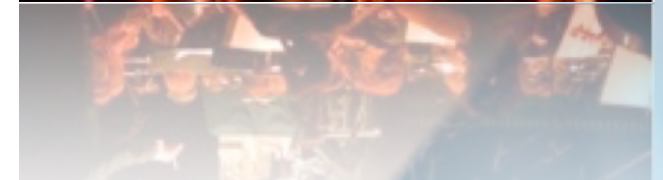
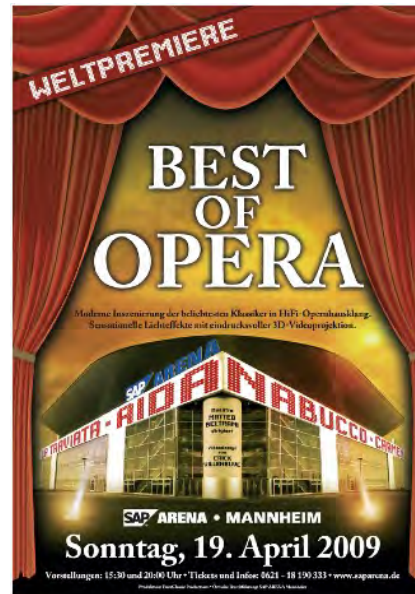


## SHOW TOUR



### OP!

A multimedia stadium sized show that brings the best loved Arias, Overtures and Choral Music from the most popular Composers of all time and seamlessly weave them in a tapestry of art, melody and technology.





## Large Scale Opera



NABUCO / Munich Olympic Velodrom: Multimedia design & content



AIDA / Outdoor Stadiums, Spain: Multimedia design & content



BEST OF OPERAS / Manheim SAP Arena, Germany:  
Multimedia Content Producer





## Architectural Projection



CANADIAN PARLIAMENT / Ottawa Canada Sound and light: Multimedia Content Producer



Opening of ROYAL ONTARIO MUSEUM / Toronto, Canada: Multimedia Content Producer

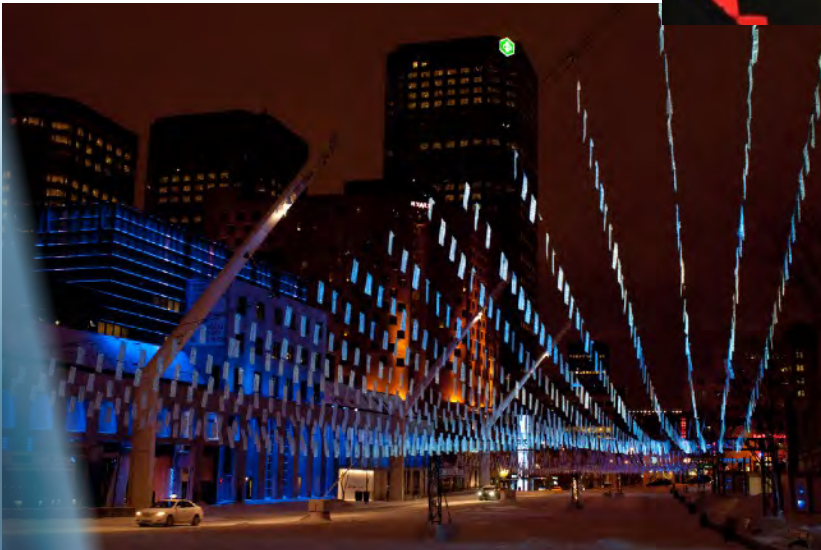
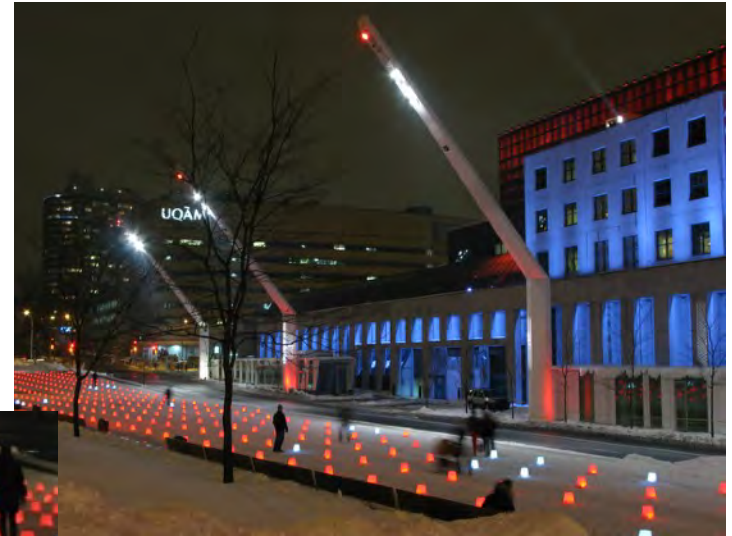




## Interactive Land Art Design



PIXEL FIELD / Montreal, Canada



PLACE DES ARTS / Montreal, Canada



## WE ARE ALSO

Multimedia Novalux is also the owner of a creation building **Beebop Studios**.

**Beebop Studios** is a fully independent post-production firm that knows what it takes and strive to create an easy going boutique like environment.

Located Downtown Montreal, **Beebop Studios** it's:

- \* **Five** floors of sound artists and video artists under one roof 24,000 Sq Foot
- \* **Nine** large suites that offer technology, versatility and comfort as desired for the creators . These rooms can accommodate your projects that require a quality environment . Whether for a documentary series , fiction , magazines, a web series or to complete a project that requires the highest quality standards, our team will help you benefit from this exceptional environment.
- \* **One** theatrical studio for music and film mix, approuved Dolby
- \* **Three** studios for recording music,voice; sound design,folley and mix.

A visual effect department and motion design.

A small shooting studio with green screen for motion capture and VR experiences

A **Lab Mastering** operating under the name The Lab, owned by Denis Savage and Marc Thériault, Manager and Sound engineer of Céline Dion !





# Summary

## EQI, Cheval Libre

- \* A Multimedia Equestrian Extravaganza  
Producer, Director and Visual Designer.

## Immortal Chi

- Multimedia KungFu show with 20 kung Fu masters and 10 Drum Girls  
Show conception, Artistic Production Director and Visual Designer.

## Kaleido

- Multimedia acrobatic show with Shanghai Circus Theatre.  
Show conception, Artistic Production Director and Visual Designer.

## Vancouver 2010 Olympic Winter Game

- Creative Consultant for the Ceremonies.

## Opening of Place des Festivals in Montreal

- Outdoor show for the official opening of Montreal the Place des Festivals,  
Conception and Direction of the show.

## AO La Fantastique Légende

- Large scale Multimedia Outdoor show.  
Show conception, Artistic production and visual designer

## C a v a l i a

- Multimedia Equestrian Show  
Show Conception, director and Visual Designer

## D r a c u l a entre la vie et la mort

- Musical Show from Bruno Pelletier  
Director and visual designer

## ERA Intersection of Time

- Multimedia acrobatic show with the Shanghai Circus Theatre.  
Show conception, Artistic Production, Director and Visual Designer.

## Winter Olympics of Torino 2006

- Closing Ceremony, Canadian segment.  
Conception and production of the visual content.

## FINA 2005

- Opening Ceremony World Championship of swimming.  
Conception and production of the visual content.

## First World Outgames de Montréal

- Opening & Closing Ceremonies  
Conception and production of the visual content.

## Liberal Leadership Convention

- Show production and visual design.

## APEC Vancouver

- Cultural gala at the BC Stadium  
Conception and production of the visual content.

## Gala de Masques

- Awards night live on CBC.  
Conception and production of the visual content.

## Queen Elisabeth Jubilee

- Conception and production of the visual content.

## Fifty anniversary of CBC

- Gala Event for the fifty anniversary of CBC.  
Conception and production of the visual content

# Summary

## 50 anniversary NFB/ONF

## Arturo Brachetti

## Juno Music Awards

## Cinema Show

## Quebec/New York September 2011

## America Summit

## Governor Général Awards

## US Open / Lincoln

## Ottawa parliament

## Guggenheim Museum Bilbao

## Oriflammes

## Les Légendes Fantastiques

## International Jazz Festival of MTL

## Excentris

## World Francophone Summit

## Arabian Olympics Games

- Multimedia Show- Ecran Humain
- World tour show.  
Conception and production of the visual content.
- Musical Awards celebration live on CBC.  
Conception and production of the visual content.
- Casino shows.  
Conception and production of the visual content.
- Gala evening for Red Cross in Montreal.  
Conception and production of the visual content.
- Gala evening live on CBC for the G8
- General Governor of Canada Awards night.  
Conception and production of the visual content.
- US Open Pavillon, Flushing Meadow, USA.  
Conception and production of the visual content.
- Sound & Light Show, permanent display Parliament Building, Ottawa, Canada.  
Conception and production of the visual content.
- Opening evening ceremony  
Conception and production of the visual content.
- Gaz Métropolitain annual evening Gala.  
Conception and production of the visual content.
- Large scale Multimedia Outdoor show since 1998.  
Conception and production of the visual content and special effects.
- The Mega Outdoor shows (5 years)  
Director, Conception and production of the visual content.
- Multimedia Complex created by Softimage founder Daniel Langlois.  
Consultant multimédia integration/Conception and production of the visual content
- Evening Gala Moncton, Canada  
Conception and production of the visual content
- Opening Ceremony, Beirut, Lebanon.  
Lasers, Projections & Visual Effects.





# Summary

## Aida/Nabucco/Carmen

- Stadium Opera Tour, Munich, Germany, Spain.  
Conception and production of the visual content.

## Biennale Di Firenze

- Ponte Vecchio à Florence, Italie.  
Poetry Projections on the Ponte Vecchio

## IMAX Theatre

- Montréal Laser and 3D film shows: The Dream and The Odyssey  
Conception and Direction

## Old Port of Montreal

- Outdoor Large Scale Multimedia Show on Silo 5  
Lasers and Projections.

## Global Express

- Launch of a new Bombardier Plane.  
Conception and production of the visual content.

## Calvin Klein

- Promotion for CK One in NYC, Chicago and Los Angeles USA.  
Large Format Projections.

## Expo 2000 - Hannover

- Canada Pavilion.  
Project Director.

## Space Camp Canada

- Multimedia & exhibit  
Project Manager.

## Lisbon Universal Exhibit

- Canada Pavilion  
Producer and production manager.

## Saudi Arabia exhibit

- Saudi Arabia Pavilion in Montreal.  
Production manager for the Multimedia show.

## Place des Arts de Montréal

- \* Multimedia and technological design

## Place des Festivals de Montréal

- \* Land Art design and production: Pixel Field and Ice Cloud

## Dai Show / Xishuanbanna

- \* Dragone Entertainment- Multimedia acrobatic show  
Creative Producer

## La Perle /Dubai

- \* Dragone Entertainment- Multimedia acrobatic show  
Creative Producer

## Philipp Kirkorov

- \* Dragone Entertainment- Russian Tour  
Creative Producer



**CONTACT :**

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Producer

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