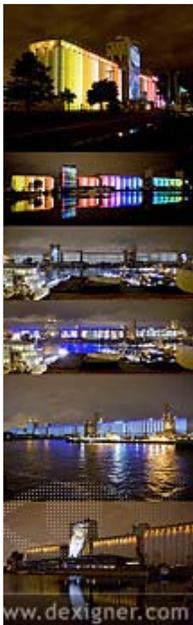






The Image Mill by Ambiances

September 7, 2008



Martin Gagnon and [Ambiances](#) lighted up The Image Mill, the world's largest multimedia outdoor projection, designed to celebrate Quebec City's 400th anniversary. Gagnon, a long-time collaborator and friend of internationally-known Robert Lepage, was asked to join the design team which included artists and technicians known for their creative and technological skills.

Martin Gagnon's task was to create lighting effects that would subtly support a 40-minute narrative featuring multiple projections over the curved walls of 81 grain silos providing a 600-meter long and 30-meter high screen area. Gagnon, who describes his interventions as "filigree work," had to play with the already rich and colorful textures of the videos, films and photographic images appearing on the silos.

More than 3000 RGB LED and over 200 moving-head LED spots, located along the silos' roofline were used to create lighting effects made possible thanks to a sophisticated set of controls. For Martin Gagnon, working on The Image Mill was a real challenge since he "had to adapt theatrical concepts to an industrial context".



Visual Magic

Ambiances Lighting and Visual Design, founded in 2006 by Martin Gagnon, has an already substantial portfolio which includes theater, museum, events and architectural lighting projects. Gagnon, who sums up more than 15 years of experience, discovered his passion for light and visual design as he was still a student; he quickly made a name for himself while collaborating with Robert Lepage on several of his earlier shows. This collaboration was renewed as Ambiances was approached by Lepage to work on The Image Mill.

Using lighting and video effects to create powerful branding tools, Martin Gagnon and his multidisciplinary team have developed over the years a close relationship with architects, engineers and other professionals. In order to fully integrate visual strategies in a project, Ambiances favors a global collaborative approach at the earliest possible stage of the design process.

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Gagnon and his team have designed the lighting components of several exhibitions held in major museums, namely the National Museum of the American Indian in Washington, and the Musee de la Civilisation de Quebec. Gagnon also worked on various institutional and commercial projects including the Montreal's Casino Marquee and the Auberge Saint-Antoine (IESNA Award of Merit); he also did the schematic design for two Cirque du Soleil's theater lobbies. Ambiances is currently developing projects in Western Canada, Qatar and Russia.

Photos: Nicolas Ruel

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