

14th edition of FALLA de Saint-Michel: Soldered together for a fiery event!



Montreal, July 24, 2018 - A festive, musical and especially fiery tradition, the FALLA de Saint-Michel is back this year for its 14th edition. This metropolitan, diverse and eclectic event, presented by *Keurig Canada* in collaboration with the *Fonds de solidarité FTQ*, will take place again over three days: August 9th, 10th and 11th. This is the perfect opportunity to dance to the sounds of talented artists - including **SORAN, Clement Jacques, Élage Diouf** and **Stephane Moraille** - but also to admire and salute the hard work of determined *falleros*, professional artists, dedicated volunteers, and hundreds of committed citizens of the Saint-Michel district known as *Les Amis de la FALLA*. As a product of several weeks of passionate effort, **a giant but especially collective work**--highlighting this year the 250th anniversary of the contemporary circus and the 20 years of Cirque du Soleil in the heart of Saint-Michel--will be fired during a spectacular amalgam of breathtaking pyrotechnic effects.

Every summer since its creation in 2004, TOHU has proudly welcomed *falleros*, young Montrealers undertaking socio-professional integration process and supported by the *Programme d'information sur le travail et la recherche d'emploi de Montréal* (PITREM). Aged between 16 and 23, these young people worked for 10 weeks to build a monumental structure 9 meters high and 6 meters wide.

Returning for this 14th edition, Myriam Fehmiu, recognized journalistic and radio personality, once again honors us to support the FALLA de Saint-Michel. Indeed, for the fourth year in a row, Myriam will take on the role of spokesperson for the 2018 edition of the event.

" The FALLA de Saint-Michel is an incredible opportunity for young people looking for a better future and who thirst for knowledge to create a family where the surpassing of oneself and the pursuit of a

collective approach are at the heart of their experience and their relationships. It is always a great pleasure for me to be associated with it and I invite all Montrealers to come and witness this artistic, unifying and especially emotional event," said Myriam Fehmiu, spokesperson for the FALLA of Saint-Michel.

THE FIERY PROGRAM OF THE FALLA DE SAINT-MICHEL

THURSDAY, AUGUST 9, 6 – 11 PM

Starting at 6 pm, the *Forum Jeunesse de Saint-Michel* will have carte blanche to present new artistic talent to the crowd gathered at TOHU, which will be followed by an urban dance show designed by different troupes from various Montreal neighborhoods, including Saint -Michel.

Then the concert of **Mathieu Lippé** will take place at 7:30 pm, a beautiful combination of stories, poetry and songs from a prominent artist of the Montreal slam poetry scene.

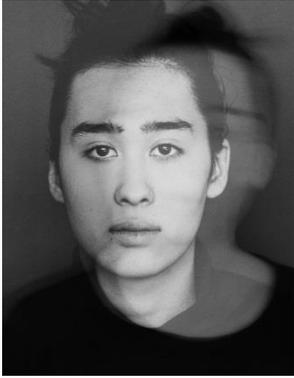
At 9 pm, after an introductory session on hip-hop, there will be performances by the artist **L.Teez**--who combines perfectly hip-hop and jazz aesthetics—and the rapper **Dramatik**, master in the art of freestyle and double meanings.



FRIDAY AUGUST 10, 5 – 11 pm

From 5 pm, enjoy circus entertainment, various family activities (make-up, crafts, and more!) and an electro-pop 5 to 7 hosted by **Debbie Tebbs** at our Terrasse BAHUT Brasseurs de Montréal.

Starting at 7 pm, eclectic musical performances will be offered by **Clement Jacques** and one of the revelations of *La Voix* 2016, **SORAN**. Then former member of **Bran Van 3000** **Stephane Moraille**, with her unforgettable voice and undeniable charisma, will thrill the audience with songs from her recent funk-soul album and get the crowd dancing with some exciting Creole music.



SATURDAY AUGUST 11, 4 – 11 pm

The last day of the event will begin with a myriad of activities, including the story trail *La Michèloise* presented by **Les ViVaces** through the Frédéric-Back park, as well as craft workshops and circus activities designed by **La marche du crabe** and **Le petit cirque du grand Bernardo**. The musical *5 à 7* on the Terrasse BAHUT Brasseurs de Montréal will be provided by **Noubi**, an Afro-acoustic trio strongly inspired by the traditional music of the African continent.



Later, let yourself be seduced by the concert of author-percussionist **Élage Diouf** and his hybrid style of pop, world, blues, folk and asiko.

An exhibition on the *falleros* work will also be available throughout the weekend. Enter their workshop to discover the process of its making and the path the artists traveled to build the huge sculpture.



BLAZING, AUGUST 11, 9 pm

The peak of the festivities--the blazing of the impressive giant and collective work--will definitely generate a strong and emotional moment. And to accompany and ensure the wonder, a symphony of pyrotechnic effects will be orchestrated by GFA Pyro, a renowned Montreal firm.

After the blazing of the giant work, the FALLA of Saint-Michel will end with the show of **Ramon Chicharron** who will make you dance to their mix of Afro-Colombian cumbia and champeta rhythms, melodies of psycho-tropical guitars, and funk-electro sounds.

To get to TOHU: 2345 Jarry Street East (corner of d'Iberville)
Jarry station (bus 193 East)/d'Iberville or Frontenac stations (bus 94 North)
Bixi station on site and paid parking available (\$8)
Information: 514 376-TOHU (8648) or 1 888 376-TOHU (8648)

And to top it all off, it's free!

**PRESENTED BY KEURIG CANADA IN COLLABORATION WITH LE FONDS DE SOLIDARITÉ FTQ,
THE 14th EDITION OF THE FALLA DE SAINT-MICHEL WILL TAKE PLACE FROM AUGUST 9 - 11,
2018. FOR COMPLETE PROGRAM AND SCHEDULE: TOHU.CA**

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LOCATED AT THE CENTRE OF THE CITÉ DES ARTS DU CIRQUE, TOHU IS A PLACE FOR DISSEMINATION, CREATION, EXPERIMENTATION AND CONVERGENCE BETWEEN CULTURE, ENVIRONMENT AND COMMUNITY INVOLVEMENT IN NORTH AMERICA. TOHU CONTRIBUTES TO HELPING MONTRÉAL BECOME AN INTERNATIONAL CAPITAL OF CIRCUS ARTS WHILE POSITIONING ITSELF AS AN EXAMPLE IN SUSTAINABLE DEVELOPMENT THROUGH CULTURE.

TOHU IS FINANCED IN PART BY THE GOUVERNEMENT DU QUÉBEC, THE CONSEIL DES ARTS ET DES LETTRES DU QUÉBEC, THE CITY OF MONTRÉAL, THE GOVERNMENT OF CANADA, THE CANADA COUNCIL FOR THE ARTS AS WELL AS THE CONSEIL DES ARTS DE MONTRÉAL. TOHU CAN ALSO COUNT ON THE VALUABLE COLLABORATION OF CIRQUE DU SOLEIL, MAJOR PARTNER COMMITTED TO ITS COMMUNITY, AND THE OFFICIAL CARRIER AIR FRANCE. THANKS TO OUR ANNUAL PARTNERS: THE CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC, CASCADES, THE FRIENDS OF THE ENVIRONMENT FOUNDATION, THE FONDS DE SOLIDARITÉ FTQ, ENERGIR AND KEURIG CANADA. THANKS ALSO TO OUR PRIVILEGED AND MEDIA PARTNERS: INFOPRESSE, LA PRESSE, TÉLÉ-QUÉBEC, BCF S.E.N.C.R.L, BRASSEUR DE MONTRÉAL, ESKA AND UNIVINS AND SPIRITS.

Source: TOHU

Media Relations: Stéphanie Richard, 514-296-0256, stephanie@projetcaravelle.com

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FACTSHEET ON THE CREATION OF THE FALLA

The FALLA will be built in 10 weeks, through 4 workshops under the big top:

1. Construction
2. Shaping
3. Assembly and accessories
4. Painting

The structure, designed by Charles-Hugo Hamel to enable proper fire spreading, is built using a wooden frame, on which characters are added. The four *falleros* then staple a series of thin strips of wood to create the rounded shapes and cover it all with paper (imported from Valencia), combustible coating and paint. The stackability of all parts ensures the structure's solidity. The FALLA can be seen in its entirety for only a few days before it goes up in flames.

FALLA 2018 TEAM

FALLEROS :

Laurent Koudou
Kader Khaleque
Emmy Vautour-Viau
Tanya Maillé

CONSTRUCTION ANIMATOR :

Rayane Bouabib



CONSTRUCTION CREW :

Louis Allard-Gaudreau
Tamara Andrea Gonzalez-Mora
Charlie-Loup Turcot
Félix Charron-Croisetière
Jeanne Dupré
Lydia Mcduff
Pierre-Alexandre Pinet

FALLA HEAD OF WORKSHOPS:

Philippe Ferrier Le Clerc

FALLA WORKSHOPS ASSISTANT:

Marie Lepine

VISUAL ARTS ARTISTS :

Camille Picher
Karine Cusson

THE 2018 GIANT WORK

- Inspired by the 250th anniversary of modern circus and the 20 years of Cirque du Soleil in Saint-Michel neighbourhood
- 9 metres high and 6 metres wide
- Iconic modern circus elements will be represented
- Montréal's cultural diversity will be the core of the piece

CITIZEN PARTICIPATION

Six neighborhood community organizations have coordinated the presence of more than 200 volunteers, *Les Amis de la FALLA*, who take part in the creation of the piece as well as cultural mediation activities: Maison d'Haïti, Entraide bénévole Kouzin Kouzin', Centre haïtien d'animation et d'intervention sociales (CHAIS), Montréal Autochtone, Centre d'amitié autochtone, Centre Yves-Thériault, Centre Gabrielle-Roy and elderly LRH residents of Saint-Michel.

WORKSHOP VISITS

Members of the media are invited to visit the workshop prior to August 8. To plan a visit, contact Stéphanie Richard, 514-296-0256, stephanie@projetcaravelle.com.



Thumbnails: 1. Giant structure being built. Photo credits: Luc Savard; 2. Welcoming the FALLA 2018 team at TOHU. Photo credits: Alice Huelvan; 3. Citizen participation with Centre Gabrielle Roy. Photo credits: Alice Huelvan.