

FALLAs 12th edition: fire and rhythms of 2.0 world



Montréal, July 19, 2016 –TOHU hits hard once again with FALLA, the great summer celebration presented by Keurig. The three-day event, taking place August 11 to 13, is not only an opportunity to see the city’s top *world* artists on stage, including Pierre Kwenders, Nomadic Massive and Ayrad, but also to witness a long-term collective project on which the falleros, eight young creators from diverse backgrounds—as well as more than 300 volunteering citizens—have worked: an enormous collective piece which will be ignited during a traditional Spanish-style pyrotechnical show!

On June 6, TOHU welcomed falleros, eight Montreal-based youth from various backgrounds, working on their socio-professional integration and supported by the *Programme d’information sur le travail et la recherche d’emploi de Montréal* (PITREM). Aged 17 to 27, they work for some 10 weeks at building an enormous 11 by 8 metres structure inspired by the One Thousand and One Nights tale. Supported by professional artists and nearly 300 Saint-Michel residents, they express through the construction of the gigantic piece the actual viability of a concrete citizens’ participation and multiculturalism project.

The 12th edition will be marked by the involvement of two charismatic radio hosts: Myriam and Philippe Fehmiu. For a second year in a row, Myriam Fehmiu will be the spokesperson of FALLA, and her brother will proudly represent the falleros. Real mentor to the youth, the latter pays special attention to the eight budding creators by giving them valuable advice.

“By supporting FALLA, the leading manifestation of Montréal’s cultural diversity, I express my wish to see all communities come together to work on a mobilizing project, in harmony with the rhythms of the world”, says Philippe Fehmiu.

“I’m completely imprinted with diversity and openness, the pillar values of FALLA. This 12th edition features major Montréal-based world artists, which are sure to create a festive atmosphere”, says Myriam Fehmiu, the 12th edition spokesperson.

FALLA PROGRAM

THURSDAY, AUGUST 11, 8 PM – 10 PM

Outdoor screening of the comedy *Les nouvelles aventures d'Aladdin* (Kev Adams, Jean-Paul Rouve) and exhibition on the story behind the Falla and the steps for building it.

FRIDAY, AUGUST 12, 5:30 PM – 10 PM

The National Circus School and its instructors will animate a circus pathway for the young ones. The Falla will be explained through an exhibition, African dance workshops will have young and old get up on their feet, and Alibaba workshop, facilitated by artist Delphine Arnaud, will take the little ones on a journey.

Native to Swaziland, **Vuyo** is a world rhythm chameleon who experiments with the musical and sound design universe. Following his performance, **Sonido Pesao** and guests, including Tomàs Jensen, will take the stage. Masters of the Latin urban scene, the group is getting more and more known since the May 2016 release of *Reir para no llorar*.

Since the 2015 release of catchy EP *No Wanga*, **Fwonte** entered the Montréal 2.0 world scene. The recipe for invigorating rhythms? Beats straight out of the pearl of the Antilles, giving everybody the urge to sway their hips, with songs performed in Creole, English and French.

Nomadic Massive, the renowned Montréal-based hip-hop collective who released *The Big Band Theory* in June 2016, after a few years of absence, will perform at the end of the evening. Amazing chart-topping music in five languages, a universe that flirts with world music: what a trip!



SATURDAY, AUGUST 13, 3:30 PM – 11 PM

A day filled with activities, including the circus pathway animated by National Circus School's instructors, the Falla exhibition, roving entertainers, Alibaba workshops, circus acts, baladi workshops, and the ignition of the gigantic piece as well as an amazing music program.

From 3:30 to 5 pm, festival-goers are invited to attend **Sans filet** to witness the creative process of circus artists. Five artists will perform their own act for the very first time.

Happy blend of wind and strings, **Duo Populaire's** guitarist Joey Mallat and clarinetist Pierre Emmanuel Poizat will perform their fusion of Eastern and Western music on the Bahut patio. **Afrikelektro** will follow on the main stage with a perfect mix of afro, electro, pop and funk music.



One-way trip to Morocco, **Ayrad** will perform Andalusian rhythms, Berber lands, reggae and Latin music. Nominated at the ADISQ and Juno galas as one of the best world music albums, Ayrad is a must hear!

Pioneer of the 2.0 world, **Pierre Kwenders** will be the last act of FALLA 2016. The 2014-2015 world music Révélation Radio-Canada has quickly become a reference in Montréal. This young Kinshasa-born genie has made the Montréal scene his own by mixing African rhythms with electro and hip hop.



SETTING THE FALLA ON FIRE, AUGUST 13, 9 PM

The highlight of the festivities: the gigantic 11-metre collective piece will be ignited. And to complement the exciting moment, a symphony of pyrotechnics orchestrated by renowned Montréal-based firm GFA Pyro promises to amaze the audience. Thirty minutes of greatness to emphasise the renewal symbolized by the joint effort of the community.

To get to TOHU: 2345 Jarry Street East (corner of D'Iberville)
Jarry (+ 193 East) and D'Iberville (+94 North) metro stations. Bixi parking. Paid parking: \$8
The Bahut patio and bistro will be open throughout the event
Information: 514 376-TOHU (8648)

And Falla is free!

**PRESENTED BY KEURIG CANADA, THE 12th EDITION OF THE FALLA WILL TAKE PLACE
AUGUST 11 TO 13, 2016. TO VIEW THE COMPLETE AND DETAILED SCHEDULE: TOHU.CA**

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TOHU THANKS KEURIG CANADA, FALLA PRESENTER. THE EVENT IS ALSO MADE POSSIBLE WITH THE CONTRIBUTION OF THE CANADIAN GOVERNMENT, THE CITY OF MONTREAL, THE VILLERAY-SAINTE-MICHEL-PARC-EXTENSION BOROUGH, THE OFFICE FRANCO-QUEBECOIS POUR LA JEUNESSE, STM AND VIVRE SAINT-MICHEL EN SANTÉ. TOHU THANKS VALORISATION JEUNESSE AND THE PROGRAMME D'INFORMATION SUR LE TRAVAIL ET LA RECHERCHE D'EMPLOI DE MONTRÉAL (PITREM) FOR THE CONTRIBUTION IN ITS SOCIO-PROFESSIONAL INTEGRATION PROGRAM.

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Source: TOHU

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Photo credits: 1: ManikMati, 2: Afrikeleto, 3: George Fox, 4: Tim Hussin

Attachment: Factsheet on the creation of the gigantic piece.

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



THE 2016 GIANT PIECE

- Inspired by the One Thousand and One Nights tale.
- 11 metres high and 8 metres wide.
- The 7-metre genie is the biggest character in the structure.
- 10 characters make up the piece.
- The 8-metre fish, which supports the structure, will be made of some 50 scales, created by the *Amis de la Falla*.



CITIZEN PARTICIPATION

Seven neighbourhood organizations coordinate the presence of more than 300 volunteers, the *Amis de la FALLA*, who take part in the creation of the piece as well as cultural outreach activities: La Petite Maison par la Grand' Porte, La Maison d'Haïti, Kouzin Kouzin', Centre haïtien d'animation et d'intervention sociales (CH AIS), | Saint-Michel library, Centre Yves-Thériault, Centre Gabrielle-Roy.



WORKSHOP VISITS

Members of the media are welcome to visit the workshop before August 5. To plan a visit, contact Stéphanie Richard, 514-296-0256, stephanie@projetcaravelle.com.

Captions: 1 : The eight falleros and their mentor Philippe Fehmiu, as well as musician Fwonte and Samito. 2 and 3: Budding artists at work. Photo credits: Alexandre Galliez