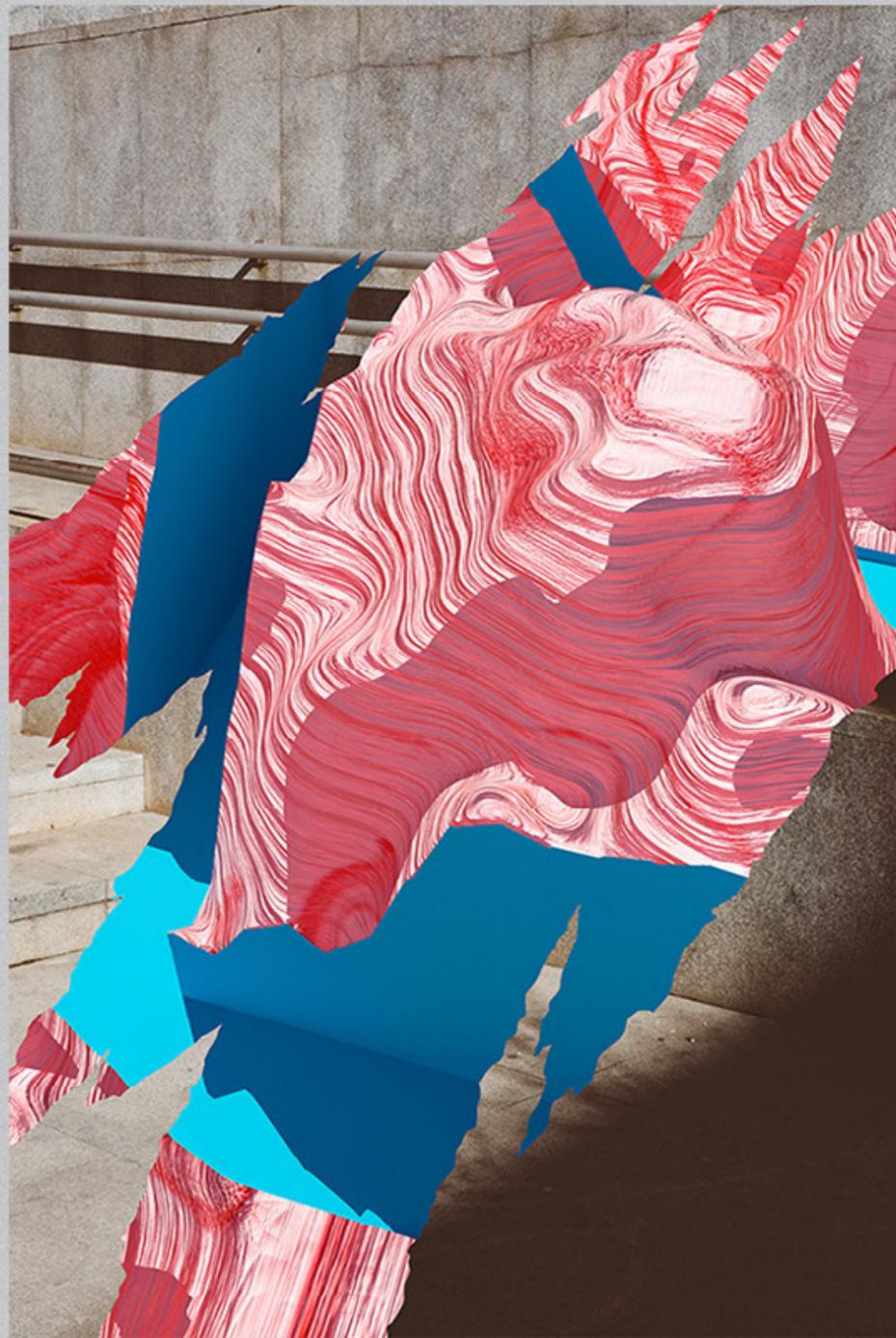


**RED BULL MUSIC ACADEMY
MONTREAL 2016
CAMPAIGN**

The Red Bull Music Academy (RBMA) has been a vital institution on the global music scene for upwards of 20 years. In 2016, RBMA chose to overlay its own musical landscape in Montréal.

We created a campaign that is editorial rather than promotional. A visual expression that represents the zeitgeist of Montreal and informs its audience of the strong and credible link between music and the Red Bull brand, while pushing forth the RBMA mantra: Create, Collaborate, Celebrate.

We devised an approach to the design that integrates the distinct duality of Montréal: on the one hand, its cool, Anglo-Saxon, proper, polished, neat lines; on the other hand, its hot, Latin, multicultural, sensual, blurred contours. In order to unite these two rich universes, the tearing and ripping shown on urban posters provide an aesthetic departure. Across the layers, imagery is either concealed or revealed. Every image is in effect concealing a notion of adventure, hinting at a hidden promise or mystery and evoking the desire of discovery.



RED BULL MUSIC ACADEMY
MONTRÉAL 2016

24
SEPT
EMBRE
28
OCT
OBRE



RED BULL MUSIC ACADEMY
MONTRÉAL 2016

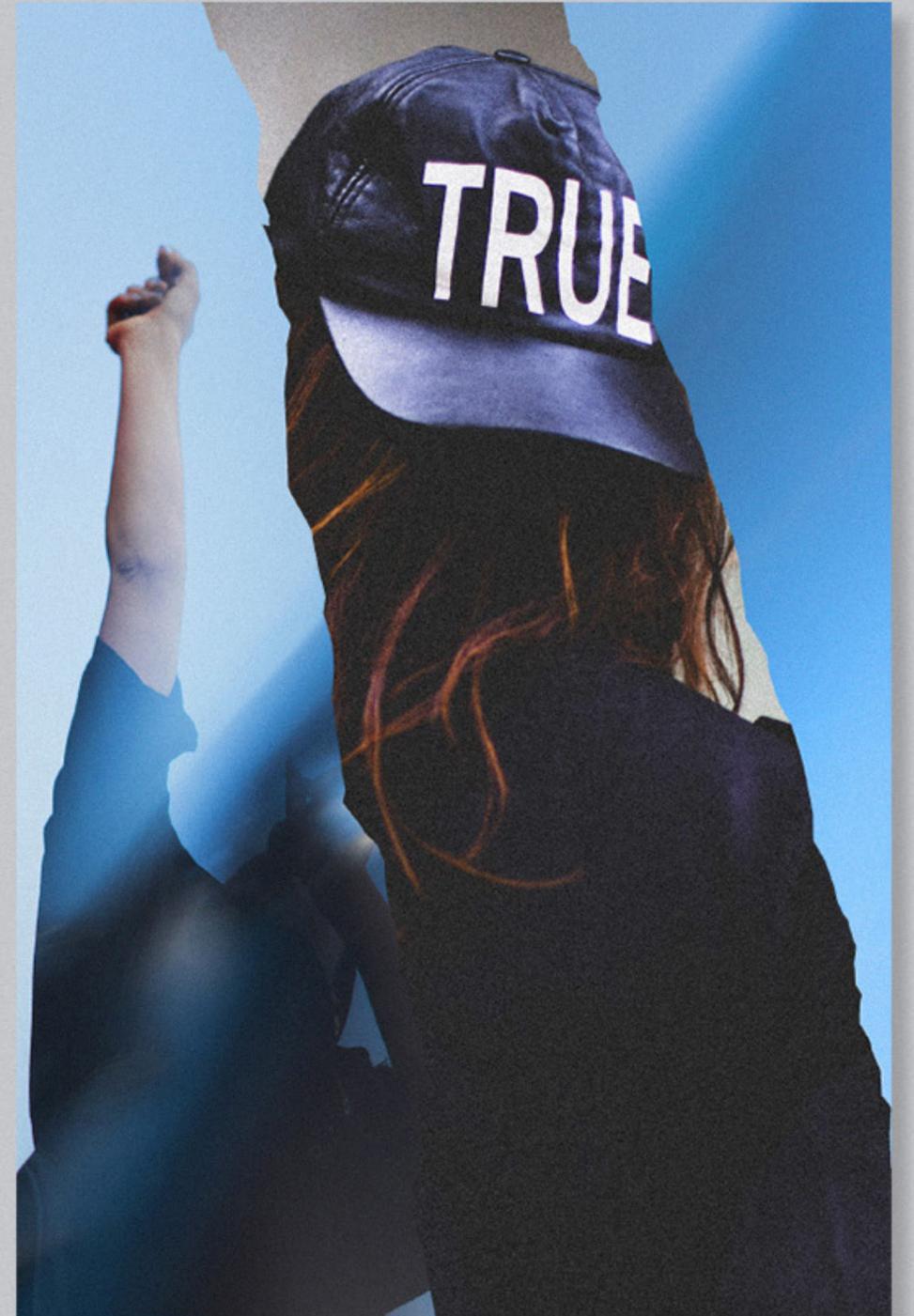


RED BULL MUSIC ACADEMY
MONTREAL 2016

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RED BULL MUSIC ACADEMY
MONTREAL 2016





RED BULL MUSIC ACADEMY
MONTRÉAL 2016

> 24 Sept
> 28 Oct

Infos et billetterie

Redbullmusic
academy.com/Montreal

#RBMAMTL

24.09

Never Apart

Ronan / DJ Richard / Kexar / Mathieu
Dessau / Aurora Heald / Mira Savitski

26.09

Une Conversation
Avec Iggy Pop

27.09

The Black Madonna
Sadar Bahar

28.09

Fucked-Up
& Tanya Tagaq

29.09

Le Préquelator

DJ Dessau

30.09

Drone Activity
In Progress

L'Édition Gottliebman
Ariane St-Onge / Amy / Black Maria
Kara-Liz Owerdale / TDR Vector

01.10

Super Samedi Soir

Patrick Hovan

01.10

EX EYE
Deradosirian

02.10

Piknik Electronik

Theo Farnik / Underground-Botanique-prox
Yapha-Chang

03.10

Suzanne Ciani
Kathryn Aurelia Smith
Veronica Vasicka

05.10

CFCF
& Jean-Michel Blais

06.10

Black Coffee

07.10

Haute Résolution
Une Soirée 1080p

Project Fella / Mr. Williams
Rash / Sébastien / RMQ

15.10

Björk
Digital Exhibition

15.10

Turbo Crunk

Durque Greene / Lortie
Ang / S'Easy

18.10

Round Robin

Eden / Yessie Fadia
Sarah Heald / Rebecca Foss
Austin Tuttle

20.10

Kaléidoscope 1754

JP Bess / TDR / DJ Day

21.10

Québec Électrique
Montreal Discoville

22.10

Jacques Greene

Death / Miska Riv

24.10

Dans Les Cieux

Pauline Greene / Jean La Sabina
Lorena Dall

24.10

Dans Les Abysses

Copyswitch / Lovers Secret / DJ
DJingay / Jiggy / Drivly

25.10

La Sélection
De Björk

26.10

La Sélection
De Björk

26.10

Le Conservatoire
En Concert Avec
Chilly Gonzales

27.10

No Fantasy Required
TDR

28.10

Ce N'Est Qu'Un
Au Revvir



RED BULL MUSIC ACADEMY
MONTRÉAL 2016

Montréal
accueille
les créateurs
du son
de demain.



RED BULL MUSIC ACADEMY
MONTRÉAL 2016

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C
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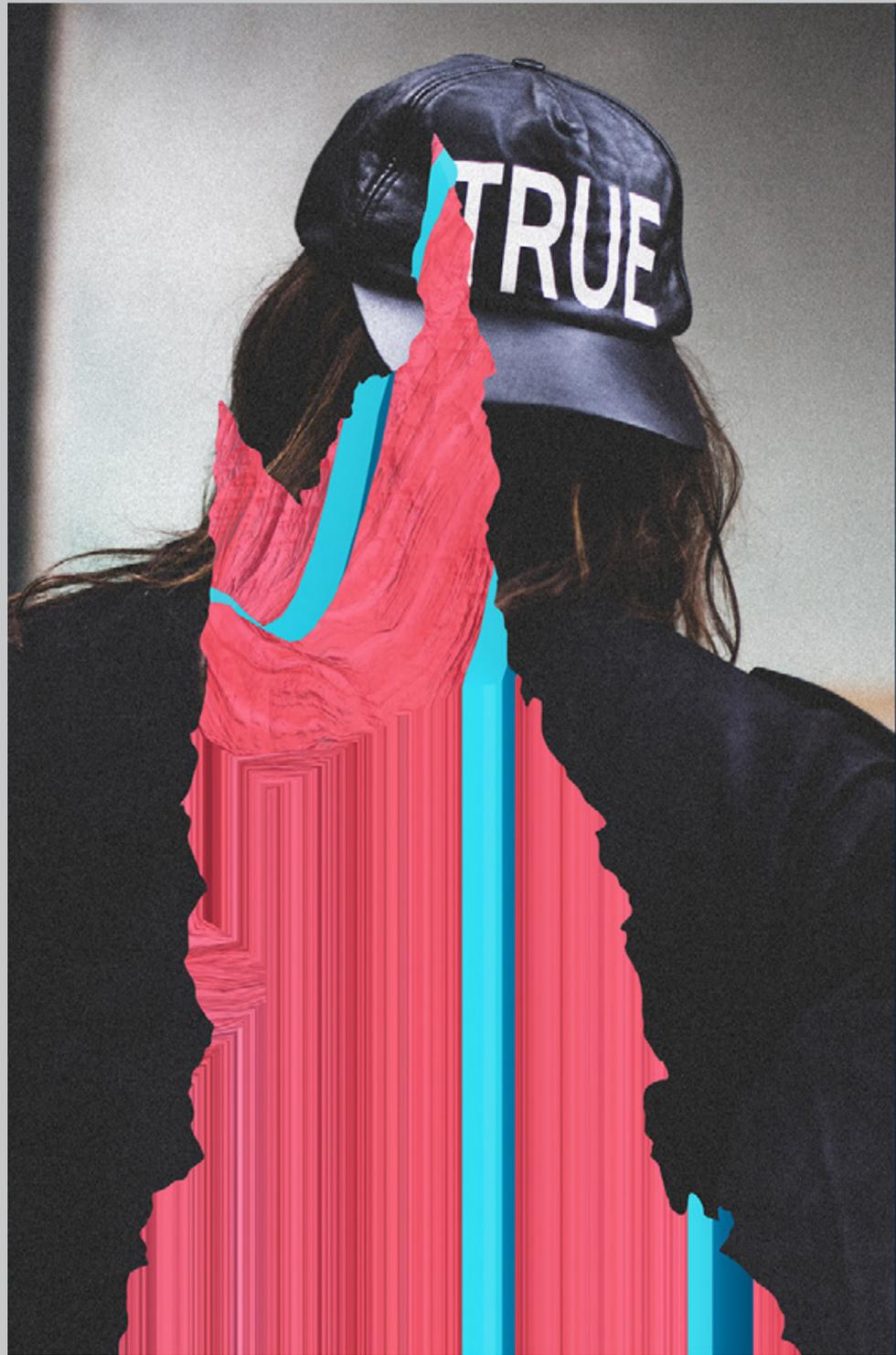




Montréal
accueille
les créateurs
du son
de demain.



RED BULL MUSIC ACADEMY
MONTREAL 2016



Musique à venir



RED BULL MUSIC ACADEMY
MONTREAL 2016







**RED BULL MUSIC ACADEMY
MONTRÉAL 2016**



Une Réunion

247esp
Ango
Jacques Greene
Lunice

Machinedrum
Suicideyear
et plus encore

15



RP Boo
Jlin
Dorian C
DJ Taye

Idgy Dean
Hyroglifics
Daudi Matsiko
Niels Broos
Nicholas Padilla

20 Oct.
21 H

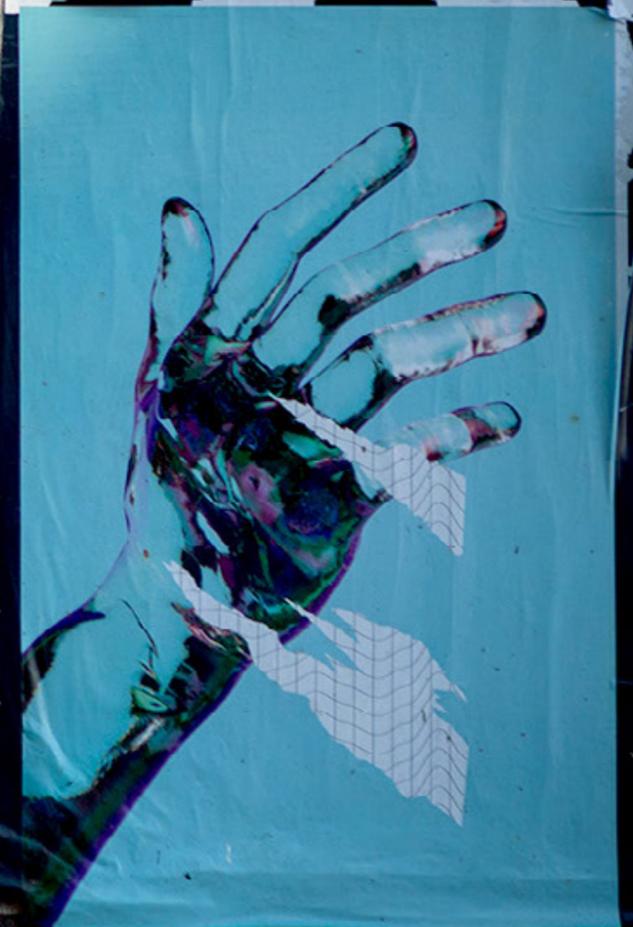
Info et billetterie
mtl.redbullmusicacademy.com



Abraham
Ksona Samuel
Yung Yocyp

théâtre
Gesti

RBMAMTL



to Far
Requir

Tiga (live)
The Mar
Matias Agua
et plus encore

27 Oct.
21 H

Info et billetterie
mtl.redbullmusicacademy.com

No Fantasy Required

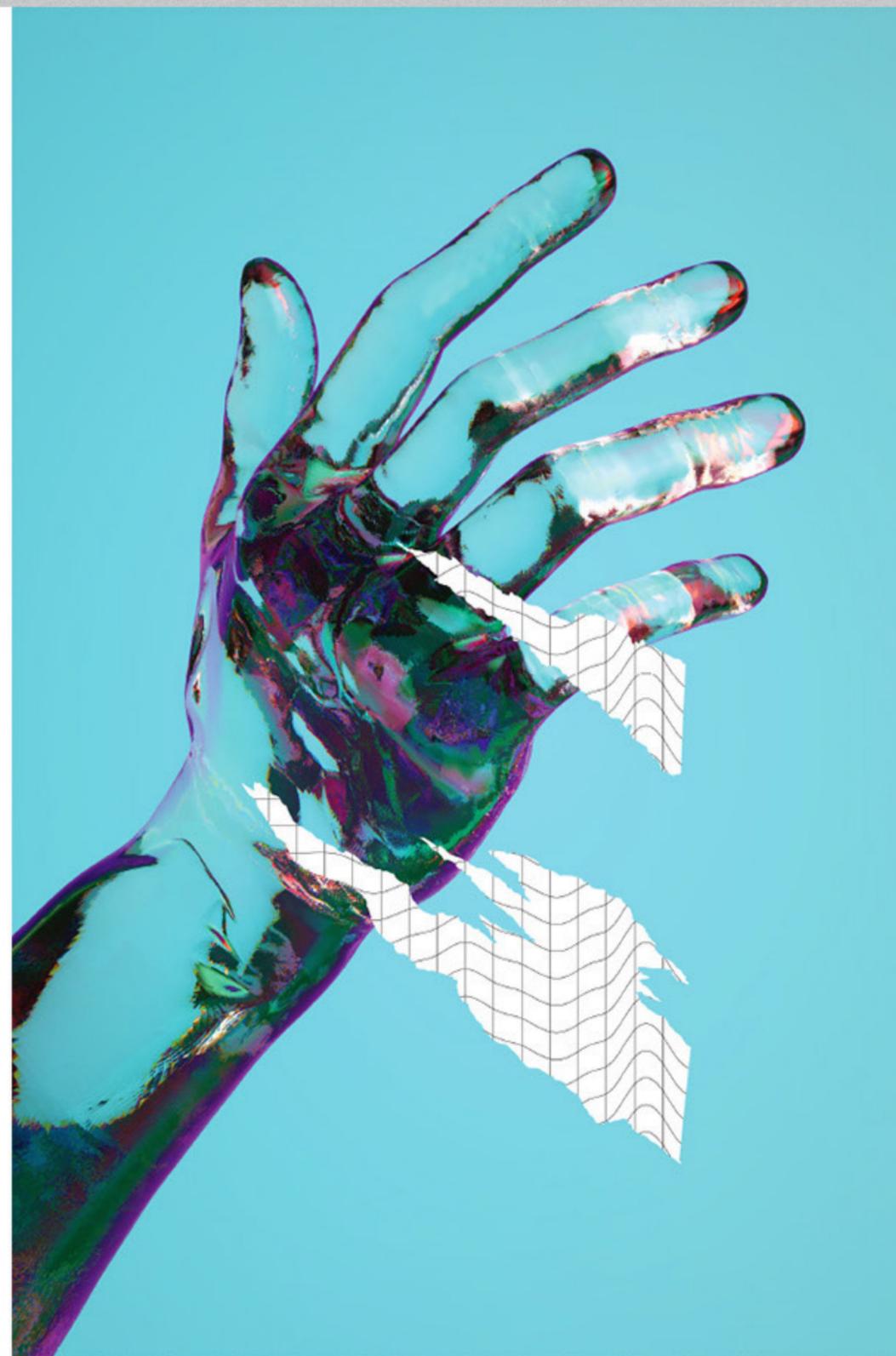
Tiga (live)
The Martinez Brothers
Matias Aguayo
et plus encore

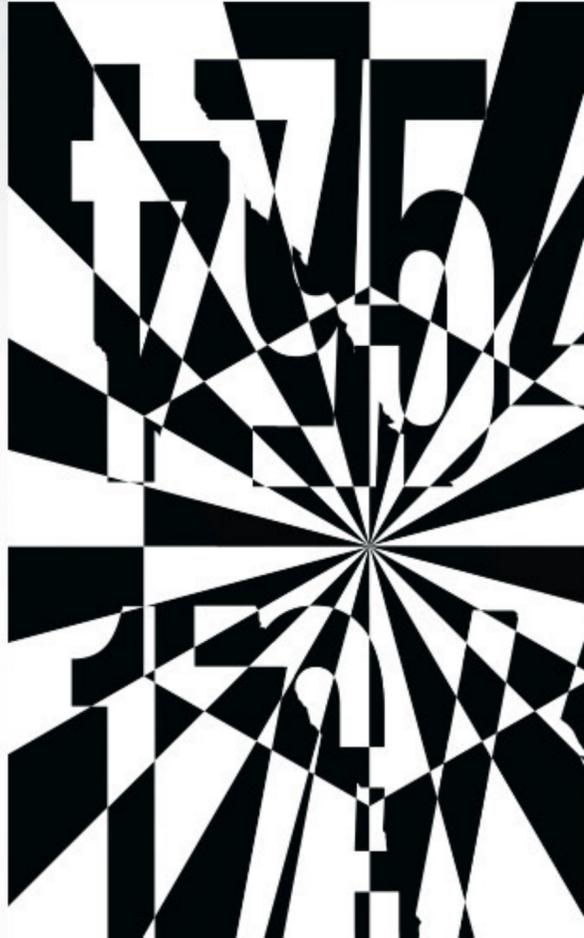
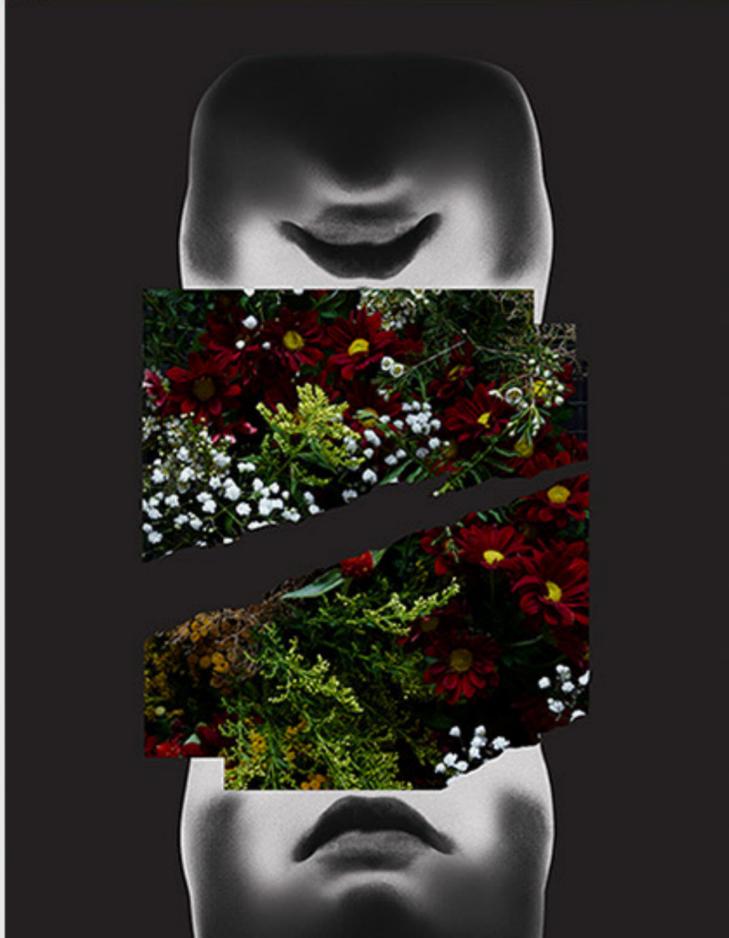
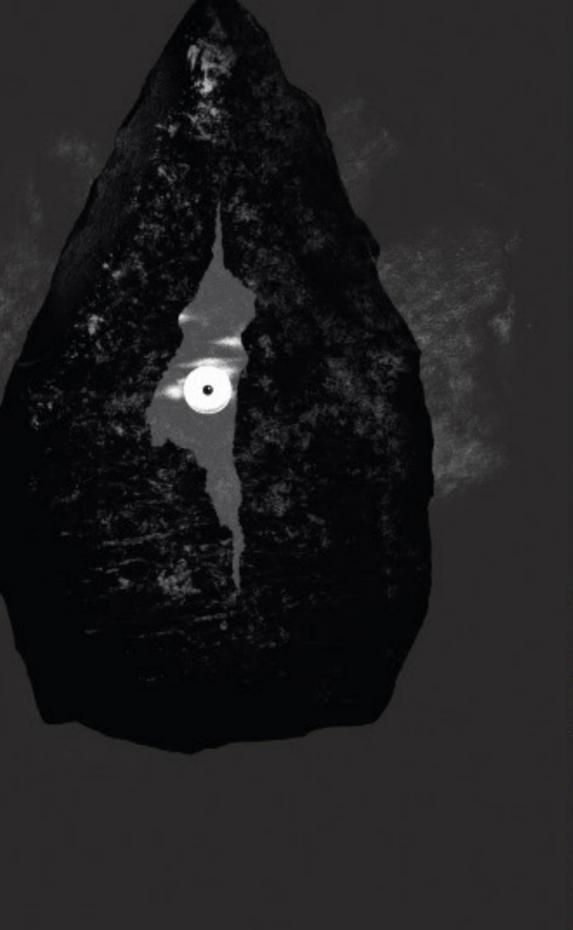
27 Oct.
21 H

Info et billetterie
mtl.redbullmusicacademy.com



RED BULL MUSIC ACADEMY
MONTRÉAL 2016







EX EYE

EX EYE
(Colin Stetson
Greg Fox
Shahzad Ismaily
Toby Summerfield)

Deradoorian

Merk
Sofie Winterson

01 Oct.
21 H

Le Belmont

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL



RED BULL MUSIC ACADEMY
MONTRÉAL 2016



Dans les Abysses

Un concert qui s'écoute
la tête dans l'eau ou pas

Dopplereffekt
Lorenzo Senni
DJ Stingray joue
Drexciya

Joel Cahen
Cao

Selfir
Sign Libra

23 Oct.

Piscine du
Centre sportif du
Parc olympique

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL



RED BULL MUSIC ACADEMY
MONTRÉAL 2016

Fucked Up & Tanya Tagaq

Emma-Jean Thackray
The Venopian Solitude

28 Sept.
20 H

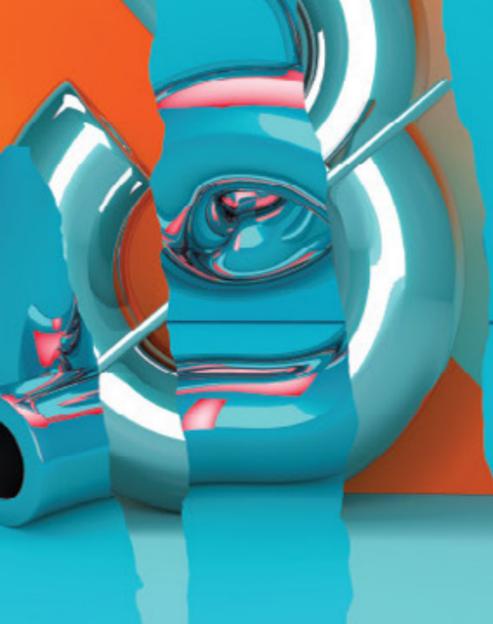
La Tulipe

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL



RED BULL MUSIC ACADEMY
MONTRÉAL 2016



Robert Guillet - 1972
 Michel Simard - 1976
 LOST HEROES - 1979
 Alexander Robotnick - le visiteur
 France Joli
 et plus encore

21 Oct.
 21 H

Théâtre
 Paradoxe

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL

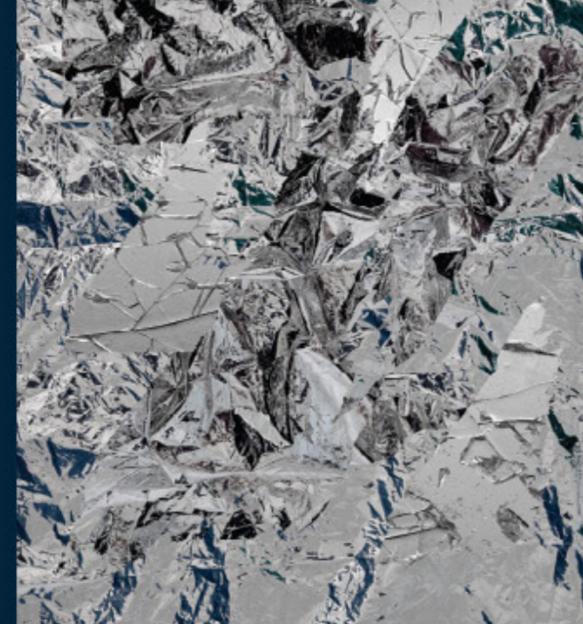


Dreamcycles
 White Sample

17 Oct.
 20 H

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL



28 Oct.

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL



Ondulations

Suzanne Ciani
 Kaitlyn Aurelia Smith
 Veronica Vasicka

Marie Davidson
 Your Friend
 Malibu
 Lamusa

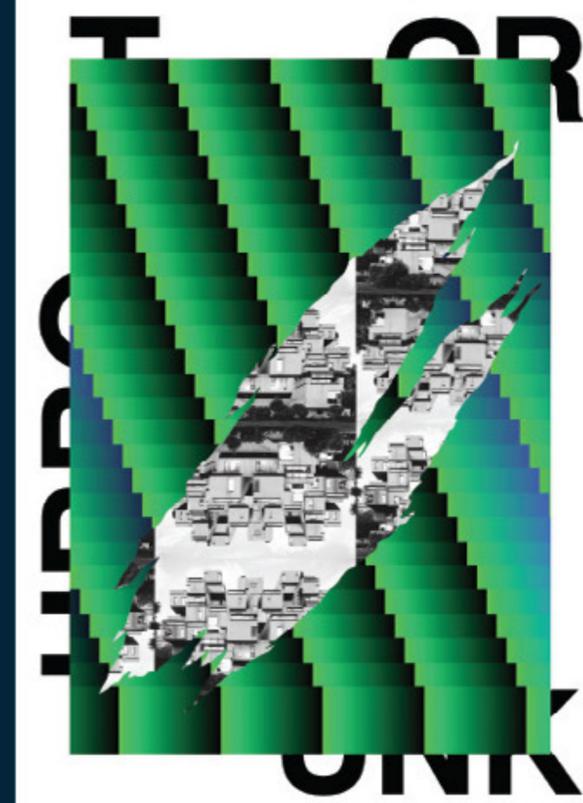
Johan Caroe
 Tide Jewel
 MIIN
 Invisible Church

03 Oct.
 21 H

Eastern Bloc

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL



Turbo Crunk

Une Réunion

247esp
 Anjo
 Clams Casino
 Cclair Fifi

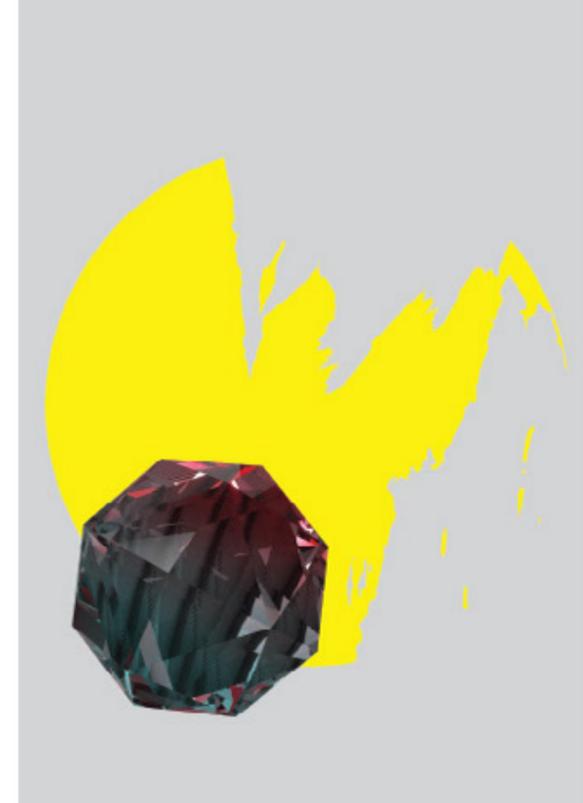
Jacques Greene
 Lunice
 Machinedrum
 Suicidyear

15 Oct.
 21 H

Espace
 Réunion

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL



Piknik Électronik

Theo Parrish
 Underground Resistance
 pres. Depth Charge

Branko
 Race Banyon

AAAA
 et plus encore

02 Oct.
 14 H

Parc
 Jean-Drapeau

Info et billetterie
mtl.redbullmusicacademy.com

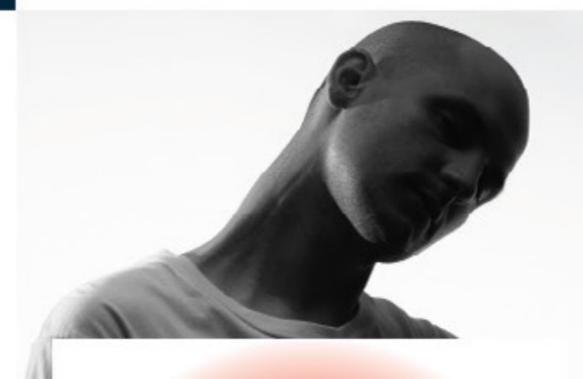
#RBMAMTL



Kaléidoscope 1754

RP Boo
 Jlin
 Dorian Concept
 DJ Taye

Ida
 Cheat Waves

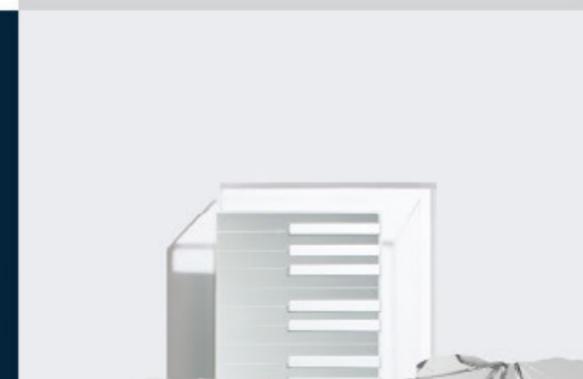


Métriques Synthétiques

Jacques Greene (AV)

Deadboy
 Michele Nox
 This is my life

Unbroken Dub
 The Sine Painter
 Finesse



Cascades

CFCF et
 Jean-Michel Blais

UhAhUh
 Buen Clima





Édition Chicago

The Black Madonna
Sadar Bahar
Paul Johnson

27 Sept.
21 H

StereoBar

Info et billetterie
mtl.redbullmusicacademy.com

#RBMAMTL



RED BULL MUSIC ACADEMY
MONTRÉAL 2016

TRANSFORMATION OF PLACE-DES ARTS AND SHERBROOKE SUBWAY STATIONS

- Complete make-over and domination of two subway stations in the heart of the Quartier des spectacles, Montreal's entertainment district.
- Mindful art direction aimed at creating a cohesive look and feel for the campaign despite the eclectic mix of musical acts on the calendar.
- One side of the ramp dedicated to the brand identity and promotion of the festival, the other to the different artists.
- The integration of a giant multi-screen video aimed at engaging commuters and promoting the events calendar.

431 rue St-Martin
ne
ity
Progres
Sanglantes / Away /
lecha / Drainolith /
ach / Kara-Lis Coverdale /
Mongeon + Topon Das /
Noirceur /
tarmy / Tim Hecker /
Snares / et plus

Red Bull
Music
Academy
Montréal



RED BULL MUSIC ACADEMY
MONTREAL 2016

01.10

Super
Samedi
Soir

DâM-FunK / Invisibl
Editions / The Good
Mocan / Chloe Mart



Red Bull
Music
Academy
Montréal



RED BULL MUSIC ACADEMY
MONTREAL 2016

30.09

Le Progr

Am... / Ray /
... / with /
... / Kara- / Coverdale /
... / Mongeon + / Pon Das /
... / et Noirceur /
... / thisquietarmy / Ti / hecker /
... / Venetian Snares / olus

Le Fréqu

Just Blaze / DJ D
Gary Chandler / R
Kučka / Drippin /
Kidā / Beatrice / L
Oceantied / Sayge
Iskeletor / Shake
Swisha / RayRay

Parc Jean-Drapeau

ronik

erground
pth
ace
olus

01.10

Le Belmont

EX EYE

EX EYE (Colin Stetson,
Greg Fox, Shahzad Ismaily,
Toby Summerfield) /
Deradoorian / Merk /
Sofie Winterson

01.10

La Patinoire
Atrium Le 1000

Super
Samedi
Soir

DÂM-FunK / Invisible City
Éditions / The Goods /
Patrick Mocan / Chloe
Martini / ModVo



24
SEPT
EMB M
28
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ARTS



Red Bull
Music
Academy
Montréal



RED BULL MUSIC ACADEMY
MONTREAL 2016



COLLABORER



PLACE-DES-ARTS

PLACE

-DE BLEURY

↑ -DE BLEURY

PLACE-DES-ARTS

PLACE-DES-ARTS

Red Bull
PLACE-DES-ARTS

PLACE-DES-ARTS

800 artistes

1 ville
Montréal

PLACE-DES-ARTS

SEPT
EMB
28
OCT
OBR

PLACE-DES-ARTS

PLACE-DES-ARTS

LABORER

24
SEPT
EMBRE
28
OCT
OBRE

Red Bull
Music
Academy
Montréal



RED BULL MUSIC ACADEMY
MONTREAL 2016



RED BULL MUSIC ACADEMY
MONTREAL 2016



SEPT
EMBRE
28
OCT
OBRE

Red Bull
Academy
Montréal




Red Bull
Music
Academy
Montréal



Red Bull
Music
Academy
Montréal



Red Bull
Music
Academy
Montréal



Red Bull
Music
Academy
Montréal

DANGER
750 VOLTS

PLACE-DES-ARTS

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RED BULL MUSIC ACADEMY
MONTREAL 2016

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RED BULL MUSIC ACADEMY
MONTREAL 2016

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Monument-National

ion

27.09

Édition Chicago

The Black Madonna /
Sadar Rahar /
Paul Johnson

28.09

Fucked Up &
Tanya Tagaq

Emma-Dean Thackray /
The Venopian Solitude

29.09

Le Fréquentator

Just Blaze / DJ Deon /
Gary Chandler / River Tiber /
Kučka / Drippin / Taskforce /
Kids / Beatrice / LOA / OceanTied /
Sayge / Mirac / Iskeletus /
Shake It Maschine / Swisha / RayRay

30.09

Drone Activity
In Progress

Ames Sanguantes / Awily / Black
Mecha / Drainolith / Echo Beach /
Kara-Lie Coverdale / Melanie Mongeon
+ Topon Das / Nélige et Noirceur /
thisquietarmy / Tim Hecker /
venetian snares / et plus

01.10

Super Samedi Soir

D&M-Funk / Invisible City Editions /
The Goods / Patrick Mocan /
Chloe Martini / Modvo

01.10

EX EYE

EX EYE (C
Shahzad
Deradoor

05.10

Cascades: CFCF et
Jean Michel Blais

UñAñuñ / Buen Clima

06.10

Insomnie Collective

Black Coffee / Karizma / Passarani /
Denis Sulta / Lumate

07.10

Haute Résolution -
Une Soirée 1080p

Project Pablo / Max McFerren / Riñiv /
Adam Feingold / RAMZI / Keita Sano

12.10

Open Ouvert

Découvrez le quartier général de
Red Bull Music Academy, ses studios,
l'énergie et l'ambiance créative
qu'on y trouve

15.10 - 12.11

Exposition
Björk Digital

Une exposition immersive
regroupant notamment
projets de réalité virtuelle
de l'artiste islandaise

19.10

Sampha

Kelsey Lu

20.10

Kaléidoscope 1754

RP Boo / Jlin / Dorian Concept /
DJ Ilay / Iggy Dean / Myroglinos /
Daudi Matsiko / Niels Broos /
Nicholas G. Padilla / Ghost Wavves /
Schmieds Puls / Fazerdaze /
Julián Mayorga / et plus

21.10

Québec Électrique:
Montréal Discoville

Robert Oulmet - 1972 /
Michel Simard - 1976 /
LOST HEROES - 1979 /
Alexander Robotnick - le visiteur /
France Joli / et plus

SHERBROOKE

les Abysses

25.10 & 26.10

La Sélection de Björk

Un DJ set par une figure
emblématique

200 artistes
26 spectacles
1 ville
Montréal



Montréal,
accueille
les créateurs
du son
de demain.

26.10

Le Konzervatoir
En Concert avec
Chilly Gonzales

Chilly Gonzales et six
artistes du RBMA 2016 /
Socalled



RED BULL MUSIC ACADEMY MONTRÉAL 2016

24.09
Never Apart: Equinox

Aurora Hala / Bluzman Destiny /
DJ Richard / Hashim Dey /
Matthew Johnson / Mike Servino /
Rosa / Sarah Davachi / Solars /
Xosha / Y/N

03.10
Ondulations

Suzanne Ciani / Kaitlyn Aurelia
Smith / Veronica Vasicka /
Marie Davidson / Your Friend /
Maitru / Laniusa / John Caroe /
Tide Devell / MIIN / Invisible Church

18.10
Round Robin

Improvisations & solos:
Austin Tufts / Craig Pedersen /
d'Eon / FOXBOTT / Mark Haynes /
Mauro Pezzetti / Rebecca Foon /
Richard Reed Parry / Sandro Perri /
Sarah Neufeld / So-called /
Young Parks / et plus

26.09
**Une Conversation
avec Iggy Pop**
et le journaliste
musical Carl Wilson

23.10
Dans les Cieux

Pauline Oliveros «Sounding
the Stars» / Joan La Barbara /
Lucrecia Dalt / Pan Dalling

23.10
Dans les Abysses

Doppelreife / Lorenzo Senni /
DJ Shindler / Sam Devedica /
Dad Collins / Das / Dilla / Diplo /
Lara

25.10 & 26.10
La Sélection de Björk

ou 25 et 26 sur une ligne
web interactive

27.09
Édition Chicago

The Word Machine /
Dylan Baker /
Paul Johnson

28.09
**Fucked Up &
Tanya Tanya**

Gracie Park /
The Mountain /
The Mountain /
The Mountain

05.10
**Cascades: CFCF et
Jean Michel Blais**

Black Coffee /
Dimitry /
Dimitry /
Dimitry

19.10
Sympho

Wesley /
Wesley /
Wesley /
Wesley

20.10
Kalidoscope 174

Wesley /
Wesley /
Wesley /
Wesley

07.10
**Fluxus Resolution
Une Soirée AWOP**

Fluxus Resolution /
Fluxus Resolution /
Fluxus Resolution /
Fluxus Resolution

05.10
Insonnie Collective

Black Coffee /
Dimitry /
Dimitry /
Dimitry

09.10
Le Figural

Fluxus Resolution /
Fluxus Resolution /
Fluxus Resolution /
Fluxus Resolution

15.10 - 18.11
**Exposition:
Björk: Digital**

Une exposition interactive
regroupant notamment les
projets de réalité virtuelle
de l'artiste islandaise

24
SEPT
EMBRE
28
OCT
OBRE

200 artistes
26 spectacles
1 ville
Montréal



Montréal
accueille
les créateurs
du son
de demain

26.10
**Le Concertaire:
En Concert avec
Chilly Gonzales**

Chilly Gonzales et de
parties de 1994-2014 /
So-called





RED BULL MUSIC ACADEMY MONTRÉAL 2016

> 24 Sept.
> 28 Oct.

Info et billetterie
m1.mtm@stm.ca
stm.ca/mba

WUJAMATEL

24.09
Never Apart: Equinox
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

28.09
Fucked Up & Tanya Tagaq
Boris Ben / Tanya / The Member Before

01.10
Super Samedi Soir
Dino / Dino / Dino / Dino / Dino / Dino /
Dino / Dino / Dino / Dino / Dino / Dino

02.10
Ondulations
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

07.10
**Haute Révelation +
Une Soirée 1000p**
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

15.10
Turbo Crunk
Dino / Dino / Dino / Dino / Dino / Dino /
Dino / Dino / Dino / Dino / Dino / Dino

20.10
Kalidoscopes 1754
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

23.10
Dans les Cieux
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

28.10
**Le Conservatoire:
En Concert avec
Chilly Gonzales**
Daily Schedule at stm.ca / 1-888-871-5544

28.09
**Une Conversation
avec Iggy Pop**
A 8h 30 minutes avant l'heure de l'heure

29.09
Le Fréquenter
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

01.10
EX EYE
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

05.10
**Cascades: CFCF et
Jean Michel Réal**
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

12.10
Open Openers
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

18.10
Round Robin
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

21.10
**Québec Éclaircie:
Montréal Diacritique**
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

23.10
Dans les Abysses
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

27.10
No Fantasy Required
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

27.09
Éditions Chicago
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

30.09
Dreem Activity In Progress
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

09.10
Piano Électro
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

08.10
Inconfiné Collective
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

15.10 - 18.11
Exposition Björk Digital
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

19.10
Sampha
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

22.10
Musique Synthétique
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

25.10 & 26.10
**La Sélection
de Björk**
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

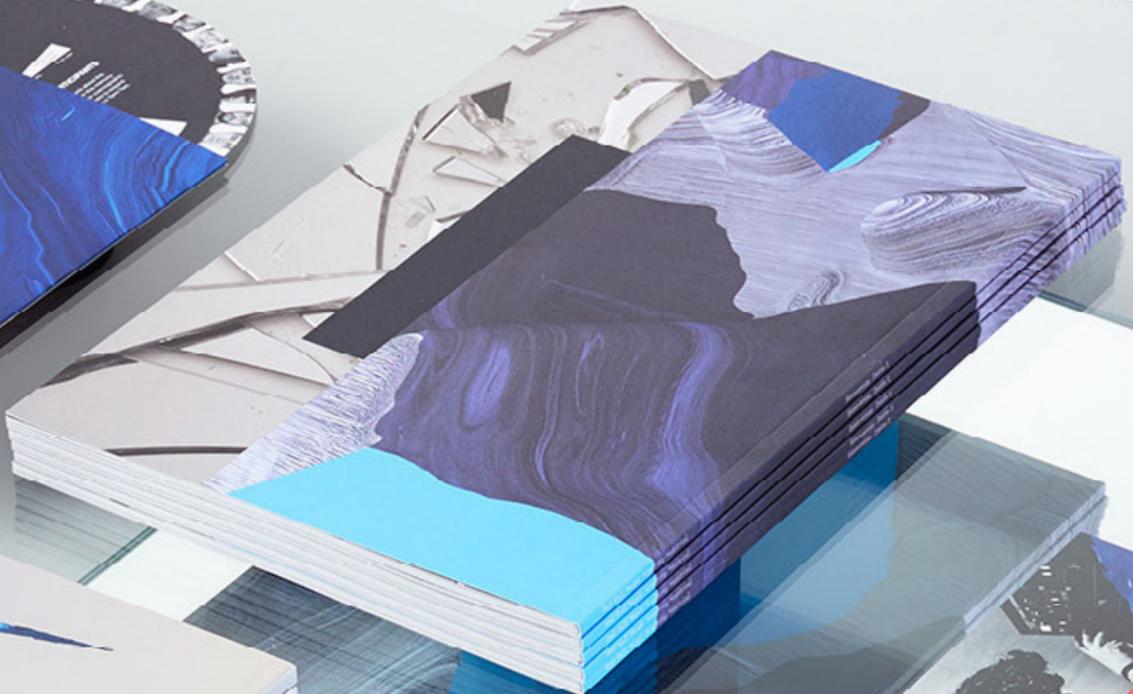
28.10
**Le nœud qu'on
se revêt**
Ariana Hest / Burrito Beats / De Niro /
Madman Drake / Marlon Jordan / Mike Banks /
Miles / Mike / Myles / Myles / Myles / Myles

PRINTED COLLATERALS

The elaborate RBMA communication strategy geared towards the general public had to be accompanied by printed collaterals specifying the diverse and varied program. Information detailing the conference's workshops, talks and concert locations was published individually for the native French and English speaking audiences.

To further reinforce the wide scope of RBMA events, the studio conceived a collection of highly designed booklets that served as a Montreal City Guide and another showcasing the art exhibitions at the Phi Centre.

In their own way, these pieces evoke the event's graphic approach, with fascinating organic forms in navy and red variations.









BIENVENUE
TERM 1



RED BULL MUSIC ACADEMY
MONTREAL 2016



Words From The Founders

It's been 18 years now that Red Bull Music Academy has travelled the globe, fearlessly – some would say restlessly – searching out the untold stories and creative minds that changed music forever. 2016 brings us to Montréal, and as at each Academy, we start this five-week journey through musical knowledge with a clean slate. The building, with its freshly constructed bedroom studios and silently waiting lecture hall, does not yet know what late night cacophonies of sound will populate its acoustic spaces. After untold hours of Academy lectures, RBMA Radio broadcasts and live concerts, it's always exciting to step back to the beginning and await a new constellation of minds who will bring a completely new and unique perspective to bear on fascinating musical movements of past, present and future.

It's with great pleasure that we return to Canada and arrive in Montréal, a cosmopolitan city that encompasses welcoming open spaces and vibrant pockets of creativity. A fantastic hub for all things digital, Montréal is home to myriad small collectives with a stronghold on global pop culture, ranging from VSTs, gaming and animation to stage design and art direction for arena acts like Rihanna and Beyoncé. Our hope is that by bringing 70 young music makers from around the world to this city, we'll distill something of the Québécois collaborative visionary spirit. This exchange of ideas will occur in the studios as much as onstage at the varied events, ranging from Inuk throat singing and an ice-skating jam to metallurgic noise collages – exploring what happens when diverse artists work together with varied notions of digital interpretation and real-time improvisation.

As part of the Academy's commitment to facilitating the spread of knowledge, we have recently birthed a foray into television documentaries, via The Note series. The act of translating musical histories from one medium or era to another can crystallize everything about a song or a process that had formerly seemed inexpressible. Working on this show has been a wonderful opportunity to highlight aspects of music creation, listening and celebration that are dear to

Le mot des fondateurs

Cela fait maintenant 18 ans que la Red Bull Music Academy parcourt bravement et inlassablement le monde, toujours à la recherche d'histoires méconnues et d'esprits créatifs qui ont définitivement changé la musique. 2016 nous mène à Montréal, et comme chaque année, nous commençons ce voyage de cinq semaines à travers la connaissance musicale en faisant table rase. L'immeuble, avec ses petits studios fraîchement construits et sa salle de conférence en attente silencieuse, ignore encore le bruit des sonorités tardives qui le rempliront. Après d'innombrables heures de conférences, de Radio RBMA et de concerts, il est toujours aussi excitant de revenir à la case départ. Nous sommes plus que jamais ravis d'envisager une nouvelle constellation d'esprits qui amèneront une perspective neuve et unique sur de fascinants courants musicaux du passé, du présent et du futur.

Nous sommes heureux de revenir au Canada et de nous établir cette fois à Montréal, une ville cosmopolite qui offre des espaces ouverts accueillants et des courants créatifs effervescents. Véritable plaque tournante de l'univers numérique, Montréal comprend une myriade de collectifs ayant une mainmise sur la culture populaire mondiale. Qu'il s'agisse de technologie audio, de jeux vidéo ou d'animation, ou encore de conception scénique et de direction artistique pour des artistes internationaux comme Rihanna ou Beyoncé, Montréal est une ville incontournable. En faisant venir quelque 70 jeunes créateurs de musique de partout à travers le monde, nous espérons pouvoir leur insuffler une part de cet esprit québécois collaboratif et



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Collective

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SIGNAGE

The Phi Centre, central to Montreal's artistic and creative core, served as RBMA conference neural centre. In a near rebranding of the entire venue, the studio continued to reinforce a main element of its RBMA communication strategy, employing the signature typography as signage throughout the Phi complex. Oversized / large-scale numbers marked floor levels and floor plans designated the location of workshops and related RBMA events. To add to the festive ambience several custom posters were propped up around the venue.

RC







3

Studio d'enregistrement
Recording Studio ↑

RBMA Radio
RBMA Radio ↑

Salle de montage
Video Edit Room ↑



2

Studios
Studios ↑

Salle de musique
Session Room ↑





Salon
Lounge





RED BULL MUSIC ACADEMY
MONTREAL 2016

4

Bureaux
Offices

3

Studio d'enregistrement
Recording Studio

RBMA Radio
RBMA Radio

Salle de montage
Video Edit Room

2

Studios
Studios

Salle de musique
Session Room

RC

Salle de conférence
Lecture Hall

Salon
Lounge

Réception
Reception