

BELOW THE ICE

WITH
MARIO CYR

ÉLOIZE EXPO

PRESS RELEASE
For immediate release

ÉLOIZE EXPO

Presents

Below the Ice with Mario Cyr

A unique immersive experience

June 2 to October 31, 2021
at Éloize Studios in Old Montreal

:: TICKETS GO ON SALE TODAY! ::

Montreal, April 28, 2021 — The unique immersive exhibition *Below the Ice with Mario Cyr* invites visitors of all ages on an unforgettable journey to a mysterious and almost inaccessible place: the Canadian Arctic. Presented by **Éloize Expo**, a new division of Cirque Éloize, this captivating and education exhibition will take visitors on a totally unique adventure with **Mario Cyr**, one of the most celebrated figures in the film and wildlife documentary industry, through breathtaking photos and videos.

Below the Ice with Mario Cyr will be presented **from June 2 to October 31, 2021** by appointment at Éloize Studios in Old Montreal.

“Our creative studios are where we develop our original productions, but they’re also where we welcome the circus community—talent looking to train in an inspiring place for tours, residencies and large-scale events. For a long time now, I’ve wanted to share our unique space, housed in the former Dalhousie Station, with the general public, and to diversify our cultural offering. Over the past year our touring shows have either been postponed or cancelled. With our creative and production teams grounded here in Montreal, it was the perfect opportunity for us to develop a unique artistic concept and to launch our new division, Éloize Expo.

Our first ever exhibition, Below the Ice with Mario Cyr, is totally aligned with Cirque Éloize’s mission to offer unique and meaningful entertainment. With this immersive exhibition, visitors will be transported by the beauty of the landscapes and the breathtaking images captured by Mario Cyr, a Magdalen Islander like myself who’s passionate about preserving the delicate balance between humans and nature. Visitors will feel like they’re accompanying him on one of his dives to discover the Arctic’s marine and wildlife. This exhibition offers an unforgettable escape from everyday life and promises to leave a mark on everyone who experiences it.” — **Jeannot Painchaud**, Cirque Éloize president and creative chief.

**Beautiful landscapes and diverse underwater fauna are at the heart of this northern
adventure**

Visitors will be captivated by the spectacular landscapes of the Canadian Arctic during this unforgettable exhibition, which culminates in a virtual dive with **Mario Cyr** thanks to a 360-degree projection space covered by an ice ceiling. Cross paths with spectacular iceberg gardens, polar bears, walrus, narwhals, sea angels and large marine animals. You'll also discover the expedition's base camp, the diving equipment, the challenges faced by the expedition team and much more!



CLICK HERE for a preview of the exhibition ***Below the Ice with Mario Cyr***

*"This exhibition is a unique opportunity for me to share my passion for this unknown, fascinating and beautiful place with the world!" — **Mario Cyr***

*"I hope people will be as touched by this exhibition as I was when I imagined this journey into a world that's as powerful as it is fragile—a world made accessible to all thanks to Mario Cyr's incredible images." — **Lilli Marcotte**, Director, Co-Artistic Director, Co-Writer*

*"It's rare to see extraordinary pictures like these in such a large format, to be able to feel the immensity. It's so impressive. We embraced the challenge of showcasing the beauty and poetry of these landscapes to make visitors aware of the importance of saving them. I think this immersive experience will capture people's imaginations and make them fall in love with this almost inaccessible world and the life that inhabits it. We need to take care of what we love and protect what's precious to us." — **Benoit Landry**, Co-Artistic Director and Creative Director*

Mario Cyr, one of the world's greatest marine explorers

Mario Cyr is a world-renowned reference in the film and wildlife documentary field. As an underwater cinematographer, he's collaborated on more than 150 productions including those for Disney Productions, Imax 3D, BBC, NHK, TV Tokyo, The Explorers, France 2, David Suzuki, National Geographic and The Cousteau Society. His long career and passion for marine life have led him to discover the world's seas, meeting the most admired and enigmatic animals on our planet along the way.

Mario Cyr is one of the few underwater filmmakers and photographers to film below the ice. His numerous missions have mostly taken place in colder regions, in the Arctic and Antarctic, allowing him to develop a deep knowledge and understanding of these polar environments, and to experience the upheaval they're facing today.

Below the Ice with Mario Cyr is presented by **Éloize Expo**

From June 2 to October 31, 2021 at Éloize Studios - 417 rue Berri, Old Montreal.

Tickets, priced from \$21 and \$26 and free for children 5 and under, go on sale today at

<https://www.souslesglaces.com/en/>

About Éloize Expo

Éloize Expo, the new division of Cirque Éloize, creates and develops interactive exhibitions that allow the public to enjoy touching, educational and memorable experiences, brought to life by the team's creative talent and the latest digital technologies.

-30-

Source: Éloize Expo

Press contact: Roy & Turner Communication | Junior Bombardier | jbombardier@roy-turner.com



IMMERSIVE EXHIBITION