



**PRESS RELEASE**  
*For immediate release*

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## **FEQ: Major Technical Advancement for the Bell Stage on the Plains of Abraham!**

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**Québec, June 27, 2024** – The Festival d'Été de Québec (FEQ) is proud to announce a significant technical advancement for its main stage, the Bell Stage on the Plains of Abraham. Coming from an original idea by BLEUFEU and realized by Stageline, this ambitious project will deploy a massive custom-made giant screen structure for the FEQ, positioning it among the world's top festivals in terms of stage deployment.

"FEQ has long affirmed itself as an innovative festival. For the 2024 edition, we are pulling out all the stops to offer something unique in North America. This long-term project illustrates our ability to push the boundaries of what is possible in the entertainment industry and further strengthens our status as a major international festival," said Nicolas Racine, CEO of BLEUFEU.

"Innovation has always been part of Stageline's DNA. The collaboration between BLEUFEU and Stageline has led to the creation of a spectacular new stage equipment that will be a game-changer in the event industry. With this addition, FEQ undoubtedly secures a top spot among the largest festivals in North America, and we are delighted to be part of it," said Pierre-Luc Rompré, Director of Operations at Stageline.

"Bell has been supporting the innovative ideas of FEQ since 1985! The new screens of the Bell Stage – among the largest in the industry – are a great example and once again demonstrate how we continually work together to enhance the festival experience and capture the imagination of festival-goers," noted Jean-Philippe Fortier, Director of Brand Partnerships at Bell.

### **The Story Behind the New Panoramic Screens on the Bell Stage:**

An emblematic symbol of FEQ, the large Bell Stage on the Plains of Abraham had to be replaced after the pandemic as the rented stage structure was no longer available. For BLEUFEU, it was essential to create a stage as impressive, if not more so, than the previous one. This led to the design of the new Bell Stage environment, featuring a unique screen support system that offers superior possibilities, allowing FEQ to go much further in its productions.

### **Twice the Screen Surface**

Imagined by BLEUFEU and made possible by Stageline's design, the new screen structure is truly impressive. It uses a hydraulic trailer-mounted hanging system that allows for a total screen surface of 672 m<sup>2</sup>, compared to 352 m<sup>2</sup> last year, nearly doubling the size from 2023. This innovative system, which adheres to the highest safety and durability standards, greatly enhances artistic direction possibilities, while the curved LED screens ensure exceptional image quality from multiple viewpoints.

### **A 100% Quebec Collaboration**

This new stage deployment is the result of a 100% Quebec collaboration between FEQ and Stageline, a globally recognized company for its expertise in mobile stage design. Additionally, Bell, a key partner of FEQ and the naming sponsor of the stage, plays a major role in enabling FEQ to deliver the grand productions that sustain its status as a major international festival. These advancements bolster FEQ's attractiveness as a must-stop for touring artists.

### **CO2 Emissions Reduction and Safety Standards Compliance**

Because FEQ places sustainable development at the heart of its actions, the new Bell Stage environment reflects its commitment to the environment. The stage and its screen supports significantly reduce CO2 emissions related to transport, thanks to optimized design and high-quality materials. The entire structure meets and even exceeds building code standards, withstanding winds of over 125 km/h, ensuring maximum safety for all.

### **A Commitment to the Future**

FEQ continues to position itself as a leader in innovation and sustainable development in the entertainment industry. This new infrastructure marks an important step in BLEUFEU's ongoing quest for continuous improvement and environmental responsibility. FEQ is excited to unveil this spectacular new feature to festival-goers at its 56th edition, starting in a few days.

### **[Video available here](#)**

### **About BLEUFEU**

BLEUFEU, event organizer and show promoter, delivers festive and inspiring experiences including the Festival d'été de Québec (FEQ), Toboggan - New Year's Eve Parties, and St-Roch XP, as well as presenting hundreds of shows throughout the year at the Impérial Bell and Grizzly Fuzz. This new umbrella brand oversees the various existing NPOs, which are already industry references for the quality of their productions. It has over sixty permanent employees and recruits nearly 500 contractors every year, as well as hundreds of volunteers. To learn more, visit [BLEUFEU.com](http://BLEUFEU.com)

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*Running from July 4 to 14 2024, Festival d'été de Québec is presented by Bell in collaboration with Coors Light. An experience brought to you by BLEUFEU*

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