

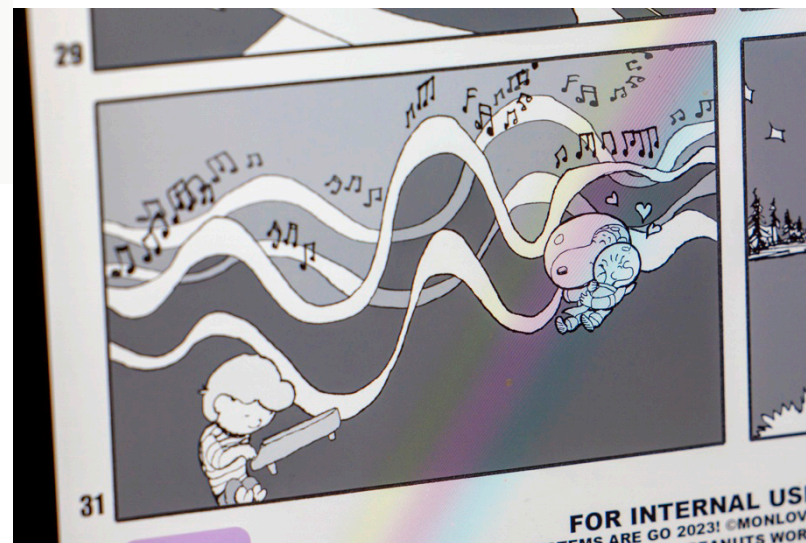
# Québec expertise at the service of NASA

With the November 16 launch of the Artemis mission, NASA will mark the beginning of its great return to the Moon. A major step in space exploration that deserves updating the show presented to visitors to the Kennedy Space Center in Florida. A challenge that was entrusted to none other than the Montreal company Monlove, a past master in the creation of large-scale family shows.

It is with the popular characters from the Peanuts series, associated with NASA for years, that Monlove created All Systems Are Go , a show that will tell the story of the conquest of the Moon and the development of the Artemis mission, which should culminate in 2025 with the return of a human to the lunar surface and the putting into orbit in 2027 of the Lunar Gateway station, from which future missions to Mars will launch.

The participation of Charlie Brown, Snoopy, Lucy and their friends is however almost a coincidence, a bit like the process undertaken by Monlove just a year ago at the congress of the International Association of Amusement Parks and Attractions — Monlove was part of a delegation of local businesses invited on site by Investissement Québec.

As for our connection with



which will be presented twice a day for two years – the contract could be renewed for two more years. “Historically, NASA shows are very ‘right-brained,’” argues Lord Ferguson. So we wanted to do something that also appeals to the imagination. And Snoopy is the best to do that, he dreams all the time, he travels on his doghouse imagining that he is an astronaut! »

Since Ella Louise Allaire and Martin Lord Ferguson are both trained musicians — they contributed to the soundtrack of many Cirque du Soleil shows before launching the Monlove adventure in 2005 — they obviously wanted to give pride of place to music. in All Systems Are Go , notably by integrating orchestral sequences featuring Schroeder and his inseparable mini grand piano. We just had the

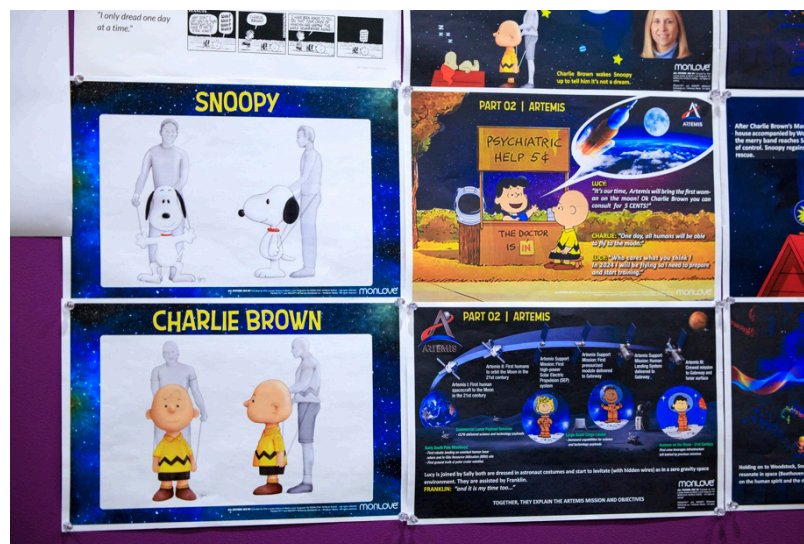
At one point, we had the chance to meet the people of the Kennedy Space Center, and there was among them a theater enthusiast whom we met behind the panels of the kiosk — we had no place to talk to each other elsewhere. So that’s kind of how we pitched to him , we showed him what we had done on Scooby-Doo and the other shows we did. In fact, they were invited to see Scooby-Doo in January in Fort Lauderdale, they were bowled over!

Ella Louise Allaire, co-owner of Monlove

Peanuts, well, we know the family of creator Charles Schulz because we’ve been trying to put on a show with them for years,” continues his partner and partner Martin Lord Ferguson. That’s where NASA was told, ‘Look, Snoopy, he’s been your mascot for 50 years; us, we could perhaps involve the Schulz family in the show . » »

## A playful show

NASA’s response was immediate, so the Montreal team immediately got to work. The challenge was to popularize information of a scientific nature to make a show of about twenty minutes

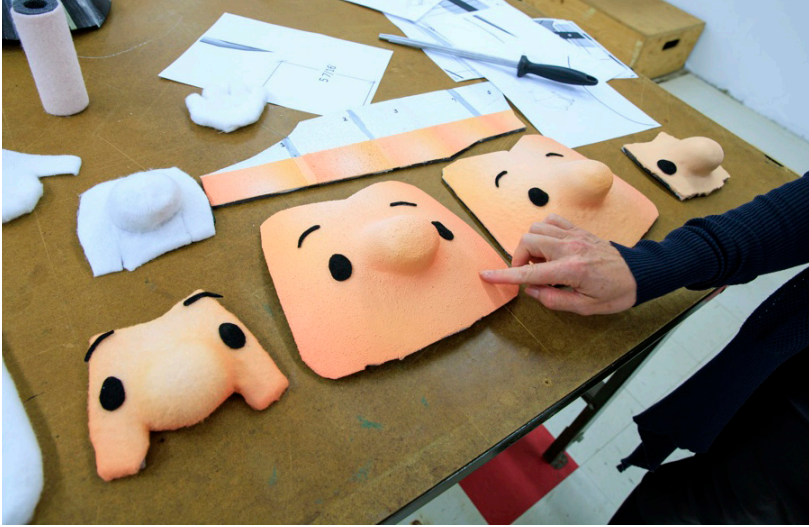


ALL  
SYSTEMS  
ARE GO!

An immersive educational entertainment experience  
at Kennedy Space Center Visitor Complex

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chance to take a sneak peek at the character prototypes being developed in the Frontenac Street workshops, puppets that will be manipulated by Kennedy Space Center employees trained by Monlove specialists.

**“For example, we are able to design handles that will have a suitable angle so that the puppeteer does not have to think too much, so that there are no bad positions,”** explains designer Patrick Martel — we owe him in particular the huge puppets of Toruk , from the Cirque du Soleil. **“We are trying to make puppets specifically for this project that are hyper instinctive, where it is almost impossible to go against a movement that will be pretty and that will serve the character. »**

Serving the character also applies to his character traits, so marked in Schulz’s work. **“There are essentials, whether it’s Charlie Brown and his insecurities, a dog who doesn’t talk, but who always imagines lots of things, or Lucy’s psychiatric advice kiosk, explains Ella Louise Allaire. It was necessary to find all these elements for the show to be held. »**

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## From one good news to another

For Monlove, the contract with NASA and the Kennedy Space Center comes at a good time, as the pandemic has been particularly difficult for the performing arts — Scooby-Doo and the Lost City of Gold , their latest show, has been postponed three times, a constraint which added to the explosion of transport costs. **“It’s great, it happens right**

**at the right time, because it allows Monlove to add a new string to his bow, recognizes Ella Louise Allaire. With a permanent show there is of course less risk, just from a business perspective. »**

And since good news never comes alone, Ms. Allaire was named this year at the Prix Femmes d’affaires du Québec gala in the category of Most successful company internationally: **“It’s really nice**

**because I wondered if it was worth continuing, she admits candidly. I have lost veterans, exceptional people, who left or took hasty retirements. That’s why we’re proud of our project with NASA, especially since we didn’t see it coming! We hope it will allow us to continue to make even more exciting projects. “We are whispered in our ears that talks are already underway with Universal Studios and Disney, this is indeed looking good.**

