



CEO and Founder of Monlove, Ella Louise Allaire, to Participate in SXSW Panel TRANSFORMING THE ORIGINAL FORMAT

The panel will take place at 10:30 a.m. on Tuesday, March 14.

by Blair Ingenthron Mar. 12, 2023



Founded in 2005, Monlove is a global leader in adapting brands and creative content for the stage, immersive experiences and digital media; company's immersive 'edutainment experience' opens at Kennedy Space Center this March 24.

2023 is already a very busy year for Monlove, the renowned Montreal-based production company, with two new projects opening on American stages, and including an important tour in United States. Monlove will be at the 2023 SXSW Conference and participate in the panel **Transforming the Original**

Format. The panel will take place at 10:30 a.m. on Tuesday, March 14 at CANADA HOUSE (located at Swan Dive, 615 Red River St., Austin, TX) and will feature panelists Ella Louise Allaire (Monlove) along with Alexandre Teodoresco (7doigts de la main) and Sébastien Grenier-Cartier (Normal Studio).

Founded in 2005, Monlove is a global leader in adapting brands and creative content for the stage, immersive experiences and digital media. Turnkey production house for concepts, stories, music, puppets, acrobatics, videos and interactive activities; Monlove brings to an unparalleled position of excellence, unforgettable moments. The company's signature clients include Delaware North, NASA, Peanuts, Warner Bros., **Cirque du Soleil**, Disney, CBS, NBC, ABC, **Stage Entertainment** and APM Music. Our credo is to innovate with ideas that send a message of love and hope to the world.

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ARE GO!**

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at Kennedy Space Center Visitor Complex

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