MONTRÉAL UNESCO CITY OF DESIGN IN ACTION AND BY THE NUMBERS

2006-2012 Report

MONTRÉAL UNESCO CITY OF DESIGN IN ACTION AND BY THE NUMBERS

A City of Design has to walk the talk!

A City of Design is first – and perhaps even foremost – an evolving city, a city of projects, a city that expresses a constant concern for quality and innovation in design in everything it offers up to be experienced and seen: buildings, streets, parks, traffic signals, signage, urban furniture, museums, schools, public transit, businesses...

As such, the Montréal, UNESCO City of Design initiative, borne of an exemplary partnership between the Ville de Montréal, the Québec Government and the Conférence régionale des élus de Montréal, took shape primarily to encourage design efforts all over Montréal and to make public procurement projects more accessible to a greater number of designers. From this municipal procurement process emerged many projects that will transform the Montréal cityscape over the coming years.

Today, this initiative led by our Bureau du design in partnership with the UNESCO Chair in Landscape and Environmental Design at Université de Montréal, has already succeeded in strengthening Montréal's leadership on the international stage. Its projects are often cited as examples today, and they even serve as sources of inspiration for a number of cities.

So ... onward to 2017!

Laurent Blanchard,
Mayor of the Ville de Montréal

In 2006, the UNESCO acknowledged that Montréal is a city of designers and that, by leveraging the creative potential of close to 25,000 talented practitioners, the metropolis can stimulate sustainable growth and raise the quality of its living environment while strengthening its identity—and, consequently, enhance its attractiveness.

As such, we are delighted with the 102 mandates entrusted to designers and architects who, since 2008, have lent their singular energies to more than 30 projects throughout 12 of Montréal's 19 boroughs. This colossal work, and the accompanying creative impetus, hold much promise indeed.

The initiative that we are proudly reporting on today was launched that very year, 2008, to mobilize all stakeholders in Montréal's development around a unifying objective: "to 'make' [design, build] a better city thanks to the input of [more] designers." That is our goal: to progress in the space of 10 years from an undeniable status as a city of designers (2006) to one toward which Montrealers can collectively aspire: a true City of Design (2017). This stock-taking, conducted at the halfway point, tells us that we will succeed, together.

Élaine Ayotte,
Member of the Executive Comittee,
responsible for Culture, Heritage
and Design of the Ville de Montréal

When the Université de Montréal (UdeM) succeeds, all of Montréal succeeds. The success of our urban metropolis likewise opens doors for UdeM students, graduates and researchers. So we are more than proud of our association with the Ville de Montreal through our UNESCO Chair in Landscape and Environmental Design.

For the past 10 years, the UNESCO Chair in Landscape and Environmental Design has supported local communities and governments around the world in exploring design solutions to their urban planning issues. This advisory role has also been used with our own city as well. Having played an instrumental role in Montréal's designation as a UNESCO City of Design, the Chair was ideally positioned to launch this major design initiative in cooperation with the Bureau du design de la Ville de Montréal.

The positive outcomes of the Montréal, UNESCO city of design initiative clearly demonstrate the potential of the partnership between Montréal and its largest university. Here's to even more success in sharing our talents in every possible field.

Guy Breton,
Rector of the Université
de Montréal

The Government of Québec has been a partner from the very beginning in the municipal action that led to Montréal's designation as a UNESCO City of Design. Ever since this international recognition was obtained, the Ministère de la Culture et des Communications and the Secrétariat à la région métropolitaine have tangibly supported the projects that are giving life to this initiative.

Due to the quality and diversity of its creative genius, our metropolis is the only North American city to have earned the prestigious title of UNESCO City of Design, and we take great pride in this distinction. Better integration of designers and architects upstream from projects positively influences the quality of life of Montrealers, which ultimately will guarantee Montréal's brand image in the avant-garde of international trends.

A unique joint endeavour of the research community and the City, the Review of the Montréal, UNESCO City of Design Initiative illustrates the benefits of concerted action promoted by experienced and engaged developers. The leverage of our initial investments, which are presented in this review, motivates us to stay the course for the years ahead.

Maka Kotto,
Minister, Ministère de la Culture et des Communications du Québec, Government of Québec

Jean-François Lisée,
Minister, Ministère des Relations internationales, de la Francophonie et du Commerce extérieur and Minister responsible for the Montréal region, Government of Québec

By playing an active role in the Montréal, UNESCO City of Design initiative , the Conférence régionale des élus (CRÉ) de Montréal has confirmed the strategic nature of this undertaking.

It has helped to launch many projects that showcase Montréal's creative potential which will enhance the quality of our living environment. Public discussion forums between the community, designers and elected representatives as well as promotional activities have contributed to increase public awareness and that of elected officials about the importance of quality in design, development and architecture. This collective undertaking illustrates the exemplary collaboration and ongoing action of the people involved.

We are delighted with this first report presenting the tangible benefits for our region, actions carried forward by all stakeholders who are working every day to revitalize Montréal. We wish to congratulate the leaders of this vast concerted effort—the Bureau du design de la Ville de Montréal and the UNESCO Chair in Landscape and Environmental Design at Université de Montréal.

Manon Barbe,
President of the Conférence
régionale des élus de Montréal

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INTRODUCTION

Montréal was appointed a UNESCO City of Design in June 2006.

In September 2008, the Bureau du design de la Ville de Montréal and the UNESCO Chair in Landscape and Environmental Design at Université de Montréal launched the Building Montréal, UNESCO City of Design initiative, renamed simply Montréal, UNESCO City of Design in 2011. This initiative garnered the support of four major financial partners:

· Ministère de la Culture et des Communications du Québec

· Ville de Montréal

· Ministère des Affaires municipales, des Régions et de l'Occupation du territoire du Québec

· Conférence régionale des élus (CRÉ) de Montréal

This document succinctly describes the activities deployed to implement the appointment of Montréal as a UNESCO City of Design. It focuses on the core principle of:

"mobiliz[ing] the different stakeholders of urban development around the project of making [designing, building] a better city with [more] designers."

What were the concrete results of this rallying statement? Here are the first collected results after four years of activities and six years of involvement in the UNESCO Creative Cities Network.

This report draws conclusions on the achievements and provides an up-to-date status on the Montréal, UNESCO City of Design initiative. On the following pages you will find detailed information on such aspects as:

· the impact of the initiative on the emergence of a culture of design and architecture competitions in Montréal

· the engagement of various audiences

· the opening of new markets for the design community

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FOUNDATION

"Neither label nor a form of recognition, the appointment of Montréal as UNESCO City of Design is an invitation to develop Montréal around its creative forces in design."

When the initiative partners spoke these words at the launch of Montréal, UNESCO City of Design in 2008, they set in motion a process built around the recognition of the creative potential of Montreal and its people in using design tools to positively influence the city.

Networking, **creativity** and **dialogue** are the touchstones of the structure-enhancing approach of the Montréal, UNESCO City of Design initiative. They also inspire initiatives led by the Bureau du design de la Ville de Montréal office, whose mission is, among others, to enhance the design quality of buildings, public spaces and objects through a better integration of designers and architects right from the initial stages of public projects.

The initiative intends to "…mobilize the different stakeholders of urban development around the project of making [designing, building] a better city with [more] designers." That objective implies three key strategies:

- Enhancing creativity through design and architecture competitions for development projects with a public scope

- Boosting the local and international visibility of Montréal design through a website, www.mtlunescodesign.com

- Fostering dialogue among citizens, designers and elected officials through public forums and awareness activities

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FUNDING

The Québec government, through the Ministère des Affaires municipales, des Régions et de l'Occupation du territoire du Québec, contributed a further $600,000 for the holding of design and architecture competitions under the Entente sur l'aide financière of $140 million to support the strategy Imaginer • Réaliser Montréal 2025.

Total investment in the initiative from 2008 to 2012: $1.8 million.

The initiative was launched with $1.2 million in investments from the four major partners, in equal shares:

- $600,000 under the Entente sur le développement culturel de Montréal from 2008 to 2011, including:

  - $300,000 from the Ministère de la Culture et des Communications

  - $ 300,000 from the Ville de Montréal

- $300,000 from the Ministère des Affaires municipales, des Régions et de l'Occupation du territoire

- $300,000 from the Conférence régionale des élus (CRÉ) de Montréal

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PRINCIPAL ACTIVITIES CONDUCTED

This summary was compiled based on a survey of promotional and publicity campaigns, international networking and outreach actions as well as competitions and workshops. The survey covered activities conducted between 2006 and 2012, whether funded by the initiative or not.

PROMOTIONAL AND PUBLICITY CAMPAIGNS TIMELINE

$ PECHA KUCHA EVENING FOR ELECTED OFFICIALS + LAUNCH OF SHUKO MONTRÉAL

ACTION AWARD FROM THE ORDRE DES ARCHITECTES DU QUÉBEC: DENIS LEMIEUX, **IMAGINER, RÉALISER LA VILLE DU 21E SIÈCLE - HANDBOOKS OF BEST PRACTICES IN URBAN DESIGN**

MONTRÉAL IS APPOINTED A **UNESCO CITY OF DESIGN**

▶ 1st **DESIGN MONTRÉAL OPEN HOUSE**

▶ 2nd **DESIGN MONTRÉAL OPEN HOUSE** + PECHA KUCHA EVENING ON EMERGING PRACTICES

▶ 3rd **DESIGN MONTRÉAL**
$ **OPEN HOUSE** + YOUTH DESIGN

2006	2007	2008	2009

EXHIBIT "**MONTRÉAL, CITY OF DESIGN**" BY AÉROPORTS DE MONTRÉAL

PRIX SPÉCIAL GRAFIKA FOR **MONTRÉAL, CITY OF DESIGN POSTERS** (SID LEE DESIGN COLLECTIVE)

PECHA KUCHA FOR ELECTED OFFICIALS – REPORT ISSUED $ (CUPEUM)

BUILDING MONTRÉAL, UNESCO CITY OF DESIGN INITIATIVE AND WEBSITE, **WWW.BUILDING**
$ **MONTREAL.COM**,
Il LAUNCHED

MONTRÉAL FASHION AND DESIGN FESTIVAL **MONTRÉAL, CITY OF DESIGN POSTERS** (SID LEE DESIGN COLLECTIVE)

IMAGINER, RÉALISER LA VILLE DU 21e SIÈCLE - HANDBOOKS OF BEST PRACTICES IN
■ **URBAN DESIGN**

◀▶ PUBLIC PRESENTATION OF FINALISTS' PROJECTS (WORKSHOP/ COMPETITION)

■ PUBLICATION

▶ DESIGN MONTRÉAL OPEN HOUSE

Il BUILDING MONTRÉAL INITIATIVE

Il MONTRÉAL UNESCO CITY OF DESIGN INITIATIVE

$ FUNDED BY THE INITIATIVE

VISUAL IDENTITY
OF **DESIGN MONTRÉAL
OPEN HOUSE 2010**
WINS **GRAFIKA** AWARD
IN PRINT MEDIA

$ EXPOSITION
CODE | AFFICHES
(INTERNATIONAL COMPONENT)

■ **MONTRÉAL EN**
$ **PAYSAGES**
(CUPEUM)

■ **CODE SOUVENIR MONTRÉAL
2011–2012** SELECTED GIFT
ITEMS CATALOGUE

■ **CODE SOUVENIR MONTRÉAL
2012–2013** SELECTED GIFT
ITEMS CATALOGUE

■ **MONTRÉAL, UNESCO
CITY OF DESIGN
INITIATIVE: PERCEP-
TIONS AND ASSESS-
MENTS OF ACTIONS
– REPORT NO. 1** – IN
FRENCH (CUPEUM)

WWW.DESIGNMONTREAL
OPENHOUSE.COM
WEBSITE LAUNCHED

▶ 5th **DESIGN MONTRÉAL
OPEN HOUSE**

▶ 4th
**DESIGN MONTRÉAL
OPEN HOUSE +
REGARD 9**

■ GUIDE FOR THE
$ DEVELOPMENT
OF COMPETITION
DOCUMENTS

❚❚ NEW VISUAL
$ IDENTITY FOR
THE **MONTRÉAL,
UNESCO CITY OF
DESIGN** INITIATIVE

TALKED ABOUT TOWN
EXHIBIT –
PLACE VILLE MARIE

◂▸ PUBLIC
PRESENTATION
SMITH PROMENADE

2010	**2011**	**2012**	**2013**

VISUAL IDENTITY OF
**BUILDING MONTRÉAL,
UNESCO CITY OF DESIGN**
WINS 3 **GRAFIKA** AWARDS

PUBLIC PRESEN-
TATION **NOTRE-
DAME-DE-GRÂCE**
◂▸ **CULTURAL CENTRE**

**DIRECTORY
OF MONTRÉAL
DESIGNERS**
WEBSITE

PUBLIC PRESENTATION
◂▸ **MONTRÉAL SOCCER CENTRE**

SUMMER PHOTO
EMPREINTEZ-MOI
CONTEST

AMENDMENTS TO
BILL 102: AN ACT
TO AMEND VARIOUS
LEGISLATIVE PROVI-
SIONS RESPECTING
MUNICIPAL AFFAIRS

PROGRAM LAUNCH:
CELEBRATING THE
5-YEAR ANNIVER-
SARY OF **MON-
TRÉAL'S APPOINT-
MENT AS A UNESCO
CITY OF DESIGN**

PUBLIC PRESENTATION
**REDEVELOPMENT OF THE
NAMUR-JEAN-TALON**
◂▸ **WEST DISTRICT**

$
❚❚

**PERFORMANCE AND PROCESS
IMPROVEMENTS TO DESIGN
MONTRÉAL COMPETITIONS AND**
■ **WORKSHOPS** – IN FRENCH (UQAM)

COMPETITIONS AND WORKSHOPS
TIMELINE

GRAPHIC DESIGN
COMPETITION:
VISUAL IDENTITY FOR DESIGN MONTRÉAL OPEN HOUSE

ARCHITECTURE
COMPETITION:
MONTRÉAL RIO TINTO ALCAN PLANETARIUM

⚜ URBAN DESIGN
○ COMPETITION:
REVITALIZING BOULEVARD DÉCARIE

✕ UNESCO DESIGN
☐ WORKSHOP:
IMAGINING PLACE D'ARMES

✕ URBAN DESIGN
☐ AND ARCHITECTURE
WORKSHOP: **PIERRE-FONDS WEST DISTRICT, PIERREFONDS-ROXBORO**

💡 IDEAS COM-
☐ PETITION:
LIGHTING UP THE GESÙ

2006	**2007**	**2008**	**2009**

URBAN DESIGN
WORKSHOP:
☐ **THE GRIFFINTOWN**
✕ **DIALOGUES**

INDUSTRIAL DESIGN
○ COMPETITION:
⚜ **NEW RECYCLING BIN**

GRAPHIC DESIGN
COMPETITION: **VISUAL IDENTITY OF BUILDING MONTRÉAL, UNESCO CITY OF DESIGN** $ ○ ⚜

SHUKO MONTRÉAL: **BUS SHELTER DESIGN COMPETITION** $ ○ ⚜

URBAN DESIGN
WORKSHOP:
☐ **BELLECHASSE**
✕ **DISTRICT**

SHUKO MONTRÉAL: DESIGN COMPETITION OF THE **MOVABLE STREET FURNITURE ELEMENTS FOR USE BY FESTIVALS** $ ○ ⚜

URBAN
DESIGN
WORKSHOP:
WAT_UNESCO - KOBE 2009 ☐
(CUPEUM) ✕

Legend:

⚜ PROJECT COMPETITION
💡 IDEAS COMPETITION
✕ DESIGN WORKSHOP

$ FUNDED BY THE INITIATIVE
○ COMPLETED
▽ IN PROGRESS
☐ STRUCTURAL INPUT TO SUBSEQUENT PROJECTS

Timeline: 2010 – 2011 – 2012 – 2013

Above timeline:

✹ ARCHITECTURE ▽ COMPETITION: **SAINT-LAURENT LIBRARY**

⚒ DESIGN □ WORKSHOP: $ **MONTRÉAL EN PARCOURS** (CUPEUM)

⚒ URBAN DESIGN □ WORKSHOP: $ **WAT_UNESCO – MONTRÉAL 2011** (CUPEUM)

💡 URBAN □ DESIGN IDEAS COMPETITION: **QUARTIER LATIN POLE**

✹ INTERIOR DESIGN ▽ COMPETITION: **UBISOFT MONTRÉAL**

✹ ARCHITECTURE ▽ COMPETITION: **MARC-FAVREAU LIBRARY**

✹ GRAPHIC DESIGN ○ COMPETITION: $ UNESCO CITIES OF DESIGN NETWORK **CODE | POSTER**

✹ ARCHITECTURE ▽ COMPETITION: $ **SAINT-LAURENT SPORTS COMPLEX**

✹ URBAN DESIGN ▽ COMPETITION : $ **REDEVELOPMENT OF THE NAMUR-JEAN-TALON WEST** DISTRICT

✹ COMPETITION: **LIGHT THERAPY ○ IN QUARTIER DES SPECTACLES 2011** – INSTALLATIONS FOR PUBLIC SPACES

✹ ARCHITECTURE ▽ COMPETITION: **GUY-GAGNON CULTURAL BUILDING**

✹ COMPETITION: **LIGHT ○ THERAPY IN QUARTIER DES SPECTACLES 2012** – INSTALLATIONS FOR PUBLIC SPACES

Below timeline:

SHUKO MONTRÉAL: IDEAS COMPETITION $ – **THE AREA AROUND** □ **CHAMP-DE-MARS** 💡 **METRO STATION** (REDESIGNING)

SHUKO MONTRÉAL: $ IDEAS COMPETITION □ – **LE TAXI PREND** 💡 **SES AIRES!**

ARCHITECTURE COMPETITION: **NOTRE-DAME-DE-** ▽ **GRÂCE CULTURAL** ✹ **CENTRE**

LANDSCAPE $ ARCHITECTURE ○ COMPETITION: ✹ **PLACE DE L'ACADIE**

SAUL-BELLOW LIBRARY ▽ ARCHITECTURE ✹ COMPETITION

INTERNATIONAL IDEAS COMPETITION: $ **YUL-MTL: MOVING** □ **LANDSCAPES** 💡 (CUPEUM)

ARCHITECTURE COMPETITION: $ **MONTRÉAL SOCCER** ▽ **CENTRE**

URBAN DESIGN COMPETITION: ▽ **SMITH PROMENADE,** ✹ **GRIFFINTOWN**

COMPETITION: **LIGHT THERAPY IN QUARTIER** ○ **DES SPECTACLES 2012** – ✹ VIDEO PROJECTIONS

DESIGN COMPETITION: □ **DISTRICT MONTRÉAL WINTER** ✹ (MONTRÉAL EATON CENTRE)

NETWORKING ACTIVITIES TIMELINE*

C PARIS (FRANCE)
ANNUAL MEETING OF THE UNESCO CREATIVE CITIES NETWORK

C SANTA FE (UNITED STATES)
CONFERENCE ON CREATIVE TOURISM

BERLIN (GERMANY)
INTERNATIONAL MEDIA TOUR: PARTICIPATION BY GINETTE GADOURY, INTÉRIEURS MAGAZINE; EMMANUELLE VIEIRA, LE DEVOIR; AND ANGELA GRAUERHOLZ, UQAM DESIGN CENTRE

GLASGOW (SCOTLAND)
LAUNCH OF THE BOOK **NEW DESIGN CITIES** + INTERNATIONAL THINK TANK **6 CITIES DESIGN FESTIVAL**

TOKYO (JAPAN)
SYMPOSIUM **CRÉATIVITÉ CULTURELLE ET DESIGN / MOIS DU QUÉBEC AU JAPON**

D SAINT-ÉTIENNE (FRANCE)
O MEETING OF THE UNESCO CREATIVE CITIES IN DESIGN NETWORK + COMMERCE DESIGN AWARDS CEREMONY

O MARSEILLE (FRANCE)
COMMERCE DESIGN JURY

ANTWERP (BELGIUM)
PARTICIPATION BY THE BUREAU DE LA MODE IN THE **CREATIVITY WORLD FORUM – DESIGN AS AN ENGINE FOR INNOVATION**

O EINDHOVEN (THE NETHERLANDS)
COMMERCE DESIGN LICENCE GRANTED

O SAINT-ÉTIENNE (FRANCE)
COMMERCE DESIGN JURY

$ SAINT-ÉTIENNE (FRANCE) ORGANIZATION OF THE **CITIES AS DESIGN LABORATORIES** CONFERENCE

OSAKA (JAPAN)
GLOBAL FORUM OF CREATIVE CITIES

O BRUSSELS (BELGIUM)
COMMERCE DESIGN LICENCE GRANTED

O BRUSSELS (BELGIUM)
COMMERCE DESIGN JURY

O MARSEILLE (FRANCE)
COMMERCE DESIGN JURY

2006	2007	2008	2009

MARSEILLE (FRANCE)
COMMERCE DESIGN LAUNCH + VERNISSAGE OF **QUÉBEC DESIGN**
O TOUS AZIMUTS

NAGOYA (JAPAN)
DESIGN CITY FORUM

PARIS (FRANCE)
MONTRÉAL-PARIS COOPERATIVE AGREEMENT / **LES ATELIERS DE PARIS** BURSARY PROGRAM AWARDED TO LOUIS DROUIN

BUENOS AIRES (ARGENTINA)
DESIGN CITIES
D SUMMIT

LUXEMBOURG (LUXEMBOURG)
COMMERCE DESIGN LICENCE
O GRANTED

NAGOYA (JAPAN)
BERLIN (GERMANY)
ANNUAL **PHYLLIS LAMBERT DESIGN MONTRÉAL** GRANT AWARDED TO YING GAO

BRUSSELS (BELGIUM)
DESIGN SEPTEMBER COLLOQUIUM + LAUNCH OF
O COMMERCE DESIGN

BERLIN (GERMANY) BUENOS AIRES (ARGENTINA)
ANNUAL **PHYLLIS LAMBERT DESIGN MONTRÉAL** GRANT AWARDED TO PHILIPPE LAMARRE

LYON (FRANCE)
ANNUAL MEETING OF THE UNESCO CREATIVE CITIES
C NETWORK

SHENZHEN (CHINA)
PARTICIPATION BY ANDRÉ DESROSIERS, UQAM, IN THE **INTERNATIONAL SHENZHEN DESIGN**
C FORUM

O COMMERCE DESIGN

C UNESCO CREATIVE CITIES NETWORK

D UNESCO DESIGN CITIES SUBNETWORK

⋮ CONFERENCE - ENTRETIENS JACQUES CARTIER

✺ GRANT

$ FUNDED BY THE INITIATIVE

* Unless otherwise indicated, participation is by members of the Ville de Montréal.

MONTRÉAL UNESCO CITY OF DESIGN IN ACTION AND BY THE NUMBERS
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SHANGHAI (CHINA) PARTICIPATION BY MARC CHOKO, UQAM DESIGN CENTRE, TO THE **CODE POSTER** COMPETITION JURY

TOULON (FRANCE) **COMMERCE DESIGN** LICENCE GRANTED

LUXEMBOURG (LUXEMBOURG) **COMMERCE DESIGN** JURY

NANTES (FRANCE) **COMMERCE DESIGN** LICENCE GRANTED

BUENOS AIRES (ARGENTINA) UNESCO SUMMIT OF DESIGN CITIES AS PART OF THE INTERNATIONAL DESIGN FESTIVAL

KANAZAWA (JAPAN) PARTICIPATION BY GINETTE GADOURY, SIDIM, IN THE CREATIVE CITIES FORUM

EINDHOVEN (THE NETHERLANDS) **DESIGN IN DETAIL** (**COMMERCE DESIGN**) JURY

BERLIN (ALLEMAGNE) BOURSE **PHYLLIS-LAMBERT DESIGN MONTRÉAL** DÉCERNÉE À MOUNA ANDRAOS ET MELISSA MONGIAT

NANTES (FRANCE) PARTICIPATION BY JESSICA RIVIÈRE, FROM **INDEX DESIGN**, AS EXPERT MEMBER OF THE **SHOP & DESIGN** JURY

TORONTO (CANADA) PARTICIPATION IN THE SALON **CAMDEN CENTRE FOR URBAN DIALOGUE**

STRASBOURG (FRANCE) **COMMERCE DESIGN** LICENCE GRANTED

SEOUL (SOUTH KOREA) ANNUAL MEETING OF THE UNESCO CREATIVE CITIES NETWORK

SAINT-ÉTIENNE (FRANCE) **JOURNÉE DESIGN DES POLITIQUES PUBLIQUES** CONFERENCE

MONTRÉAL (CANADA) ORGANIZATION AND HOSTING OF THE ANNUAL MEETING OF THE UNESCO CREATIVE CITIES NETWORK

STRASBOURG (FRANCE) **COMMERCE DESIGN** JURY

LUXEMBOURG (LUXEMBOURG) **COMMERCE DESIGN** JURY

PARIS (FRANCE) **COMMERCE DESIGN** CONCEPT GRANTED

NAGOYA + KOBE (JAPAN) **INTERNATIONAL FORUM ON YOUNG DESIGNERS AND CREATIVITY**

SAINT-ÉTIENNE (FRANCE) ORGANIZATION OF THE **MEDICAL DESIGN: INVENTING CARE SOLUTIONS FOR TOMORROW** CONFERENCE

WINNIPEG (CANADA) **COMMERCE DESIGN** LICENCE GRANTED

TORONTO (CANADA) FORUM ON DESIGN COMPETITIONS

2010 | 2011 | 2012

SEOUL (SOUTH KOREA) **WORLD DESIGN CITIES SUMMIT**

NANTES (FRANCE) **SHOP & DESIGN** (**COMMERCE DESIGN**) JURY

SAINT-ÉTIENNE (FRANCE) ORGANIZATION OF THE **DESIGN AND MOBILITY CONFERENCE**

SAINT-ÉTIENNE (FRANCE) PARTICIPATION BY MELISSA MONGIAT, DAILY TOUS LES JOURS, IN THE **INTERNATIONAL DESIGN BIENNALE**

LYON (FRANCE) **SHOP & DESIGN** (**COMMERCE DESIGN**) JURY

SHENZHEN (CHINA) ANNUAL MEETING OF THE UNESCO CREATIVE CITIES NETWORK WITH PARTICIPATION BY RENÉ BARSALO, SAT

LYON (FRANCE) **SHOP & DESIGN** AWARDS CEREMONY

SHANGHAI (CHINA) PARTICIPATION BY ALEXANDRE BLAZYS, BLAZYSGERARD, IN THE **INTERNATIONAL INTERIOR DESIGN FESTIVAL**

GRATZ (AUSTRIA) ANNUAL **PHYLLIS LAMBERT DESIGN MONTRÉAL** GRANT AWARDED TO GUILLAUME SASSEVILLE

MONTRÉAL (CANADA) ORGANIZATION AND HOSTING OF **LES POLITIQUES DES VILLES DE DESIGN** SYMPOSIUM

GÖTEBORG (SWEDEN) **MISSION MONTRÉAL 2017**

NAGOYA (JAPAN) PARTICIPATION BY JEAN BEAUDOIN, INTÉGRAL, IN THE **PECHA KUCHA** EVENT

MILAN (ITALY) **TENDENZA QUÉBEC A MILANO : CREATIVITÀ E DESIGN** CONFERENCE

BUENOS AIRES (ARGENTINA) PARTICIPATION BY GUILLAUME SASSEVILLE, SSSVLL, TO THE **INTERNATIONAL DESIGN FESTIVAL**

SEOUL (SOUTH KOREA) ANNUAL **PHYLLIS LAMBERT DESIGN MONTRÉAL** GRANT AWARDED TO STUDIO DIKINI

LILLE (FRANCE) **COMMERCE DESIGN** LICENCE GRANTED

SÃO PAULO (BRAZIL) **CREATIVE CONNECTIONS** CONFERENCE AT THE INSTITUTO PENSARTE

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COMPETITION HIGHLIGHTS

The Montréal, UNESCO City of Design initiative has instigated deployment of numerous competitions for development and infrastructure projects.

Deployment of **35** design and architecture competitions and workshops, including:

- **23** project competitions
- **5** ideas competitions
- **7** design workshops

These **35** competitions and workshops encouraged entries from multidisciplinary teams and promoted various fields of expertise:

- **8** architecture competitions
- **7** competitions and **7** workshops in urban design
- **4** industrial design competitions
- **4** video-projection / lighting design competitions
- **3** graphic design competitions
- **1** landscape architecture competition
- **1** interior design competition

Of these **35** design and architecture competitions and workshops:

- **12** projects have been completed

- **10** projects are in progress

- **13** activities served as structural inputs to subsequent projects and in urban planning

The design and architecture competitions resulted in significant economic benefits.

Following **23** project competitions:

- **102** mandates have been granted to designers and architects

- **$17 MILLION**[1] in fees has been paid to design and architecture professionals for projects totalling **$225 MILLION**[2]

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1   Amount based on available data, that is 80 % of all professional fees for design (finalists, winners, professional advisors, judges and technical committees).

2   Amount based on available data, that is 80 % of all announced budgets for projects.

"...MOBILIZ[ING] THE DIFFERENT STAKEHOLDERS OF URBAN DEVELOPMENT AROUND THE PROJECT OF MAKING [DESIGNING, BUILDING] A BETTER CITY WITH [MORE] DESIGNERS."

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ACTIVITIES AND NUMBERS

MOBILIZATION AWARENESS DIALOGUE EDUCATION COLLABORATION

The design and architecture competitions and workshops have mobilized numerous professionals.

- **700+** professional and student teams have responded to the various calls for creation launched under the initiative:

  - **300+** local and international firms/agencies, including

    - **75+** firms/agencies that participated twice or more

    - **40+** firms/agencies that participated three or more times

    - several that participated up to **7** times

- **40+** municipal professionals who were solicited as members of juries and panels of experts + several others involved in competition and workshop steering committees

- **20+** elected officials directly involved in the activities

The design and architecture competitions have initiated dialogue and exchanges among members of the public, elected officials as well as municipal and urban planning professionals.

- **4** competitions increased citizen participation through public presentation of the finalists (jury selection):

    - Architecture competition: Notre-Dame-de-Grâce Cultural Centre (October 2010)—**50** participants

    - Urban design competition: Redevelopment of the Namur-Jean-Talon West district— (September 2011)—**174** participants

    - Architecture competition: Montréal Soccer Centre (SMEC) (December 2011)—**154** participants

    - Urban design competition: Smith Promenade (April 2012)—**274** participants

- **7** design workshops brought together designers, experts and municipal professionals around specific opportunities for development and land use planning. These activities involved over:

- **35** design agencies

- **100+** students

- **35** experts and municipal professionals

Other outreach activities raised awareness of various audiences and established dialogue between designers, municipal stakeholders and citizens.

The Design Montréal Open House event has attracted diversified audiences through its five editions (2007-2011).

DESIGN MONTRÉAL OPEN HOUSE VISITOR PROFILE[3]

GENDER
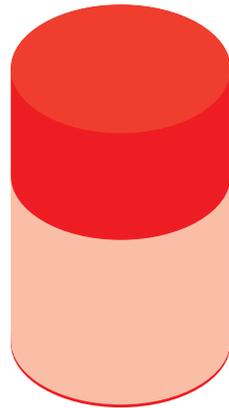
39%	MALE
60%	FEMALE
1%	DID NOT ANSWER

AGE
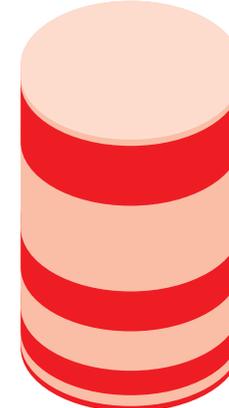
2%	UNDER 18
22%	18–24
31%	25–34
15%	35–44
14%	45–54
9%	55–64
4%	OVER 65
2%	DID NOT ANSWER

HOUSEHOLD REVENUE
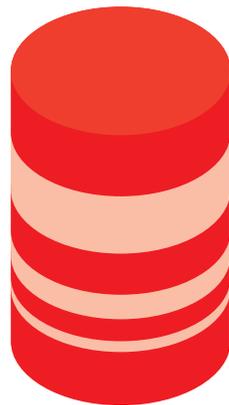
22%	UNDER $25,000
21%	$25,000–$49,999
15%	$50,000–$74,999
9%	$75,000–$99,999
8%	$100,000–$149,999
4%	$150,000 AND MORE
20%	DID NOT ANSWER

OCCUPATION
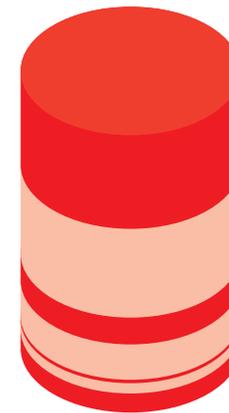
34%	WORKER RELATED TO DESIGN
32%	WORKER NON RELATED TO DESIGN
10%	STUDENT IN A FIELD RELATED TO DESIGN
13%	OTHER STUDENT OR FIELD UNSPECIFIED
1%	UNEMPLOYED / AT HOME
4%	RETIRED
7%	DID NOT ANSWER

3   Source: Respondent profile, SCOR Recherche-Marketing, Design Montréal Open House 2010

5.2 "MAKING [DESIGNING, BUILDING] A BETTER CITY"

`TRAINING` `TOOLS` `SUPPORT` `QUALITATIVE BREAKTHROUGH`

The initiative has helped raise the standards of quality in design:

· through implementation of competitions for projects where design quality is not normally a focus:

  · Industrial design competition for new recycling bin

  · Design competition for the movable street furniture elements for use by festivals

  · Bus shelter design competition

  · Architecture competition for the construction of Montréal's Soccer Centre

  · Architecture competition for the construction of a sports complex in Saint-Laurent

· through the production of **3** support tools:

  · *Imaginer, réaliser la ville du 21e siècle—Handbooks of Best Practices in Urban Design*[4]

  · *Guide to development of competition documents*[5]

  · *Montréal en paysages* (CUPEUM)[6]

· through training/development opportunities for design professionals in competitions:

  · **180+** professionals as jurors

  · **15+** professionals as professional advisors

---

[4] Lemieux, D. and Brodeur, M. (dir.), 2008. *Imaginer, réaliser la ville du 21e siècle: Cahiers des bonnes pratiques en design* [developed by Design Montréal]. Ministère de la Culture, des Communications et de la Condition féminine, Ville de Montréal.

[5] White, J. and Rioux, V. (dir.), 2010. *Guide d'élaboration des documents de concours* [produced by Design Montréal], Ville de Montréal.

[6] Poullaouec-Gonidec, Philippe and Sylvain Paquette (2011). *Montréal en paysages*, Montréal: Presses de l'Université de Montréal, 260 p.

The initiative has engaged the transformation of spaces and sites in several Montréal boroughs.

- **12** of **19** boroughs have been involved in design and architecture competitions and workshops

- **3** linked municipalities and **5** boroughs were involved in the international ideas competition YUL-MTL: Moving landscapes and the WAT_UNESCO-Montréal workshop

MONTRÉAL BOROUGHS AND LINKED MUNICIPALITIES INVOLVED IN DESIGN AND ARCHITECTURE COMPETITIONS AND WORKSHOPS

RIVIÈRE-DES-PRAIRIES-POINTE-AUX-TREMBLES

MONTRÉAL-NORD

ANJOU

MONTRÉAL-EST

SAINT-LÉONARD

L'ÎLE-BIZARD SAINTE-GENEVIÈVE

SENNEVILLE

PIERREFONDS-ROXBORO

DOLLARD-DES ORMEAUX

AHUNTSIC-CARTIERVILLE

VILLERAY-SAINT-MICHEL-PARC-EXTENSION

MERCIER-HOCHELAGA-MAISONNEUVE

SAINTE-ANNE-DE-BELLEVUE

KIRKLAND

SAINT-LAURENT

ROSEMONT-LA PETITE PATRIE

BAIE-D'URFÉ

POINTE-CLAIRE

MONT-ROYAL

LE PLATEAU MONT-ROYAL

BEACONSFIELD

DORVAL

CÔTE-DES-NEIGES-NOTRE-DAME-DE-GRÂCE

OUTREMONT

LACHINE

MONTRÉAL-OUEST

VILLE-MARIE

WESTMOUNT

LE SUD-OUEST

LASALLE

VERDUN

NUMBER OF COMPETITIONS
AND WORKSHOPS BY BOROUGH

- 1
- 2–3
- 4–5
- 6 +

☐ LINKED MUNICIPALITY

■ UNINVOLVED BOROUGH

The initiative addresses key issues of Montréal's new development plan: Montréal for Tomorrow.

These key issues are:

Living And Growing in the City

Consolidate and improve existing neighbourhoods

Ensure residential growth

Working and Studying in Montréal

Strengthen economic hubs and mobility in public transport

Implement integrated management of freight

Acting on the City

Reinforce the identity of Montréal

Promote quality development and architecture

LIVING AND GROWING IN THE CITY

CONSOLIDATE AND IMPROVE EXISTING NEIGHBOURHOODS
— HOUSING

— BUILT ENVIRONMENT
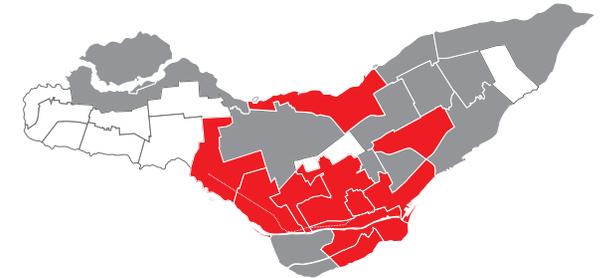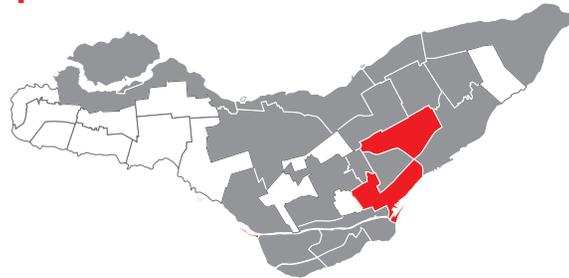
— NEARBY SERVICES

— ÉQUIPEMENTS
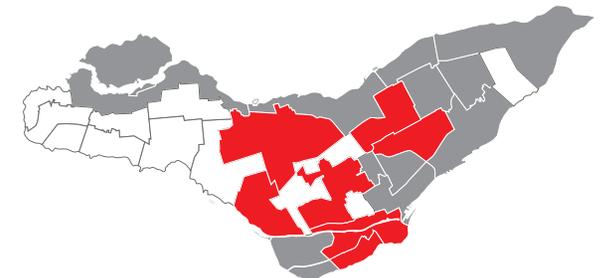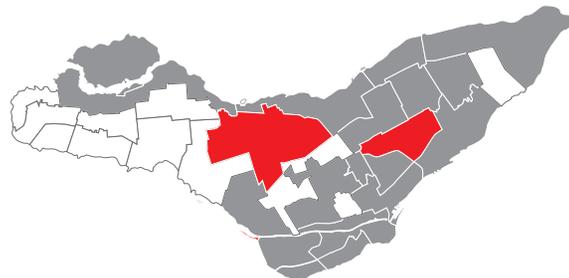
■ INVOLVED BOROUGH OR LINKED MUNICIPALITY

□ LINKED MUNICIPALITY
■ UNINVOLVED BOROUGH

MONTRÉAL BOROUGHS AND LINKED MUNICIPALITIES WHERE DESIGN AND ARCHITECTURE COMPETITIONS AND WORK-SHOPS HAVE INVESTIGATED ISSUES FROM MONTRÉAL'S NEW DEVELOPMENT PLAN: MONTRÉAL FOR TOMORROW

— HEALTH
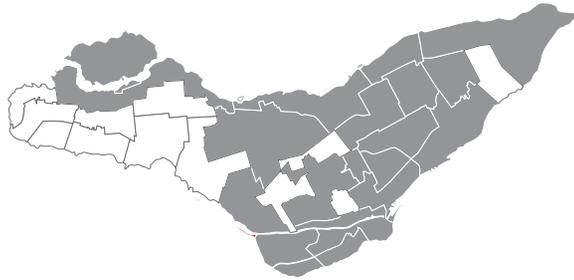
ENSURE RESIDENTIAL GROWTH
— HOUSING DEMAND
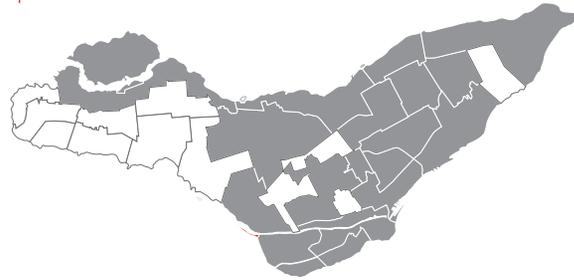
— CONSTRUCTION
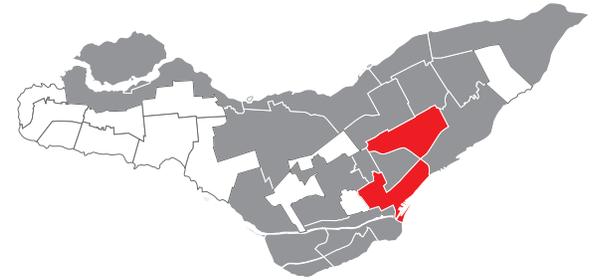
WORKING AND STUDYING IN MONTRÉAL:

STRENGTHEN ECONOMIC HUBS AND MOBILITY
IN PUBLIC TRANSPORT
— PUBLIC TRANSPORT
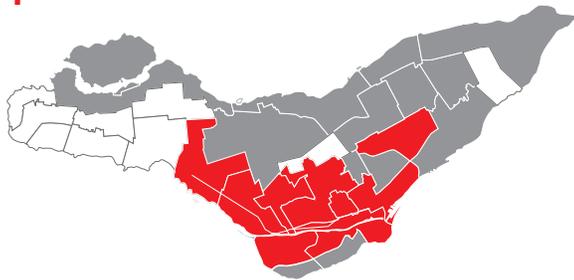
— DIVERSITY
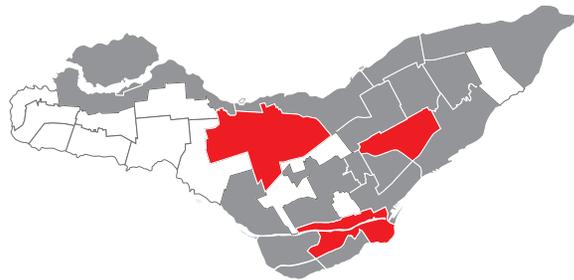
IMPLEMENT INTEGRATED MANAGEMENT OF FREIGHT
— LOGISTICS
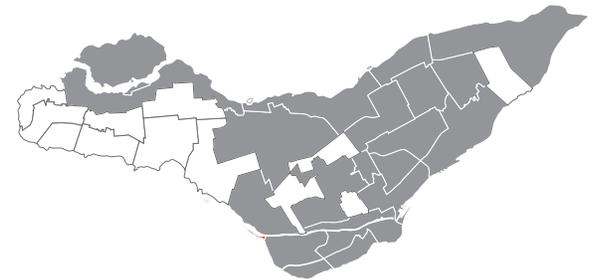
■ INVOLVED BOROUGH OR
LINKED MUNICIPALITY

☐ LINKED MUNICIPALITY

■ UNINVOLVED BOROUGH

MONTRÉAL BOROUGHS AND LINKED MUNICIPALITIES WHERE DESIGN AND ARCHITECTURE COMPETITIONS AND WORK-SHOPS HAVE INVESTIGATED ISSUES FROM MONTRÉAL'S NEW DEVELOPMENT PLAN: MONTRÉAL FOR TOMORROW

ACTING ON THE CITY:

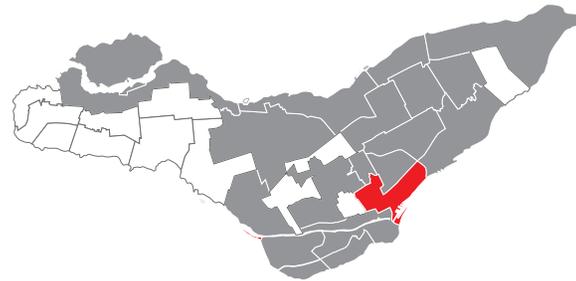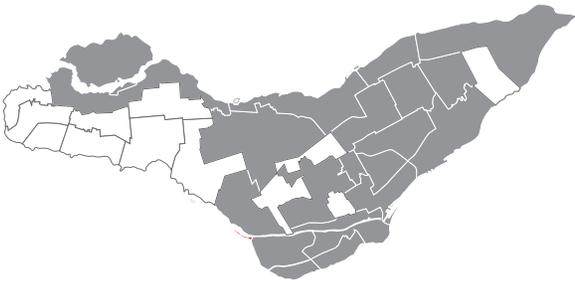REINFORCE THE IDENTITY OF MONTRÉAL:
— DISTINCTIVE IDENTITY

— HERITAGE
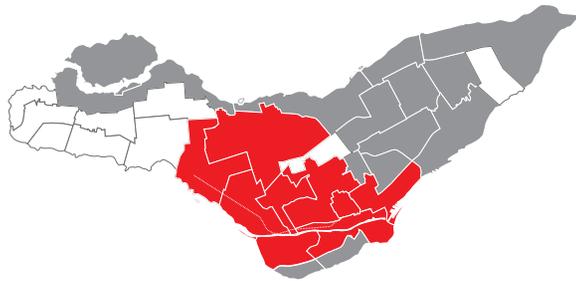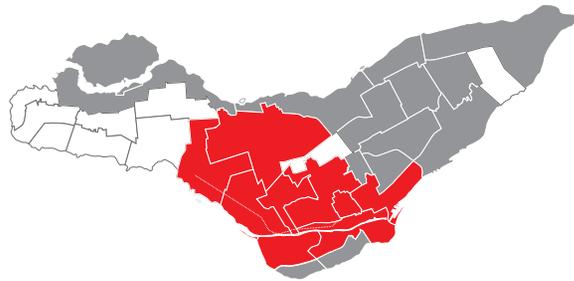
— URBAN GATEWAY
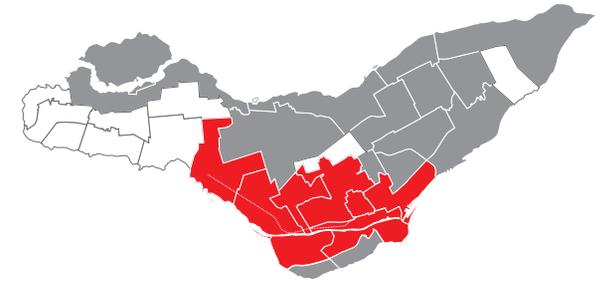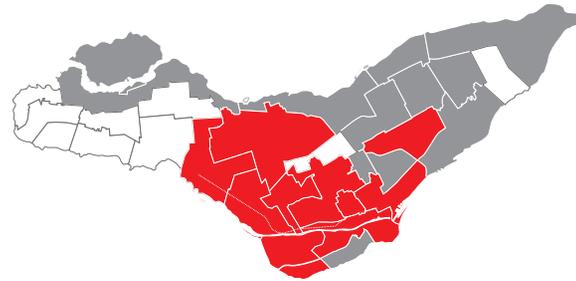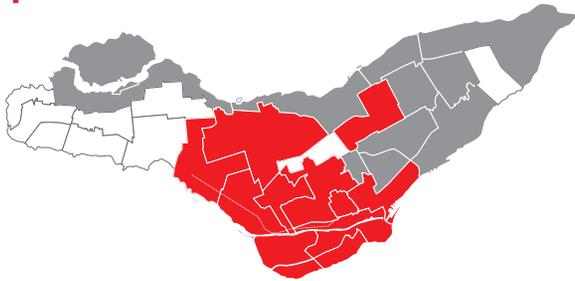
— WATER

— EVERYDAY

— WINTER CLIMATE
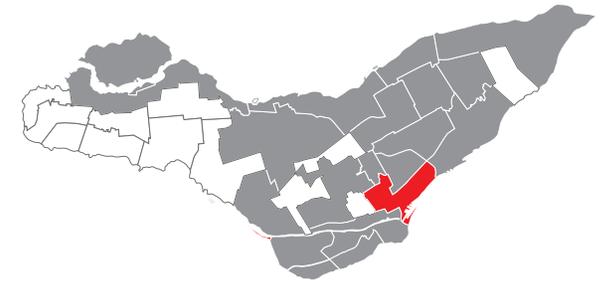
INVOLVED BOROUGH OR
LINKED MUNICIPALITY

LINKED MUNICIPALITY

UNINVOLVED BOROUGH

MONTRÉAL BOROUGHS AND LINKED MUNICIPALITIES WHERE DESIGN AND ARCHITECTURE COMPETITIONS AND WORK-SHOPS HAVE INVESTIGATED ISSUES FROM MONTRÉAL'S NEW DEVELOPMENT PLAN: MONTRÉAL FOR TOMORROW
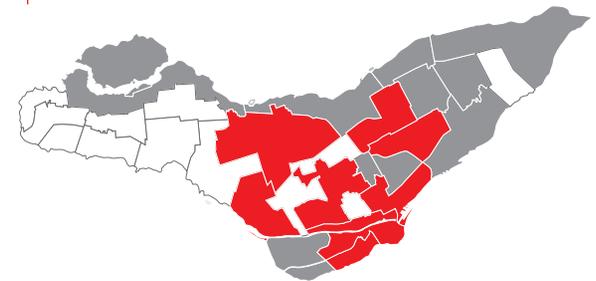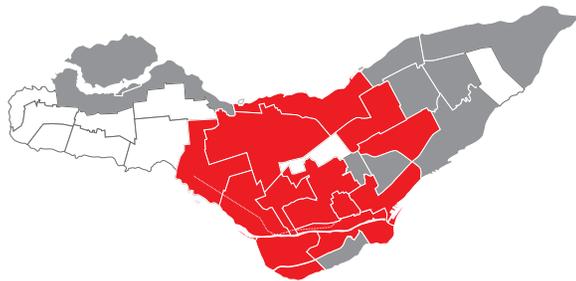
— LIGHTING

— ART

PROMOTE QUALITY DEVELOPMENT
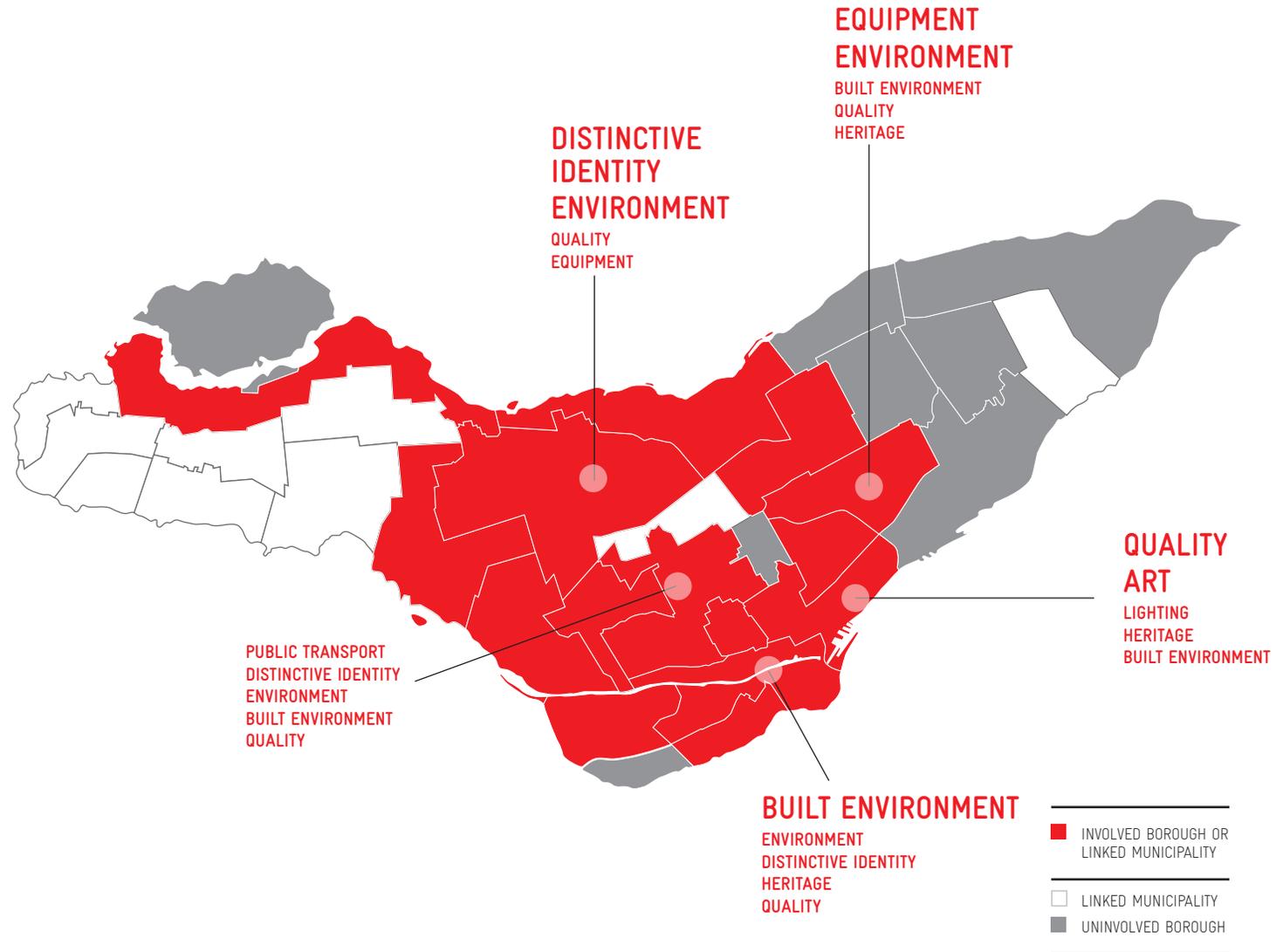AND ARCHITECTURE:
— QUALITY

— ENVIRONMENT

INVOLVED BOROUGH OR
LINKED MUNICIPALITY

LINKED MUNICIPALITY

UNINVOLVED BOROUGH

The initiative addresses key issues of Montréal's new development plan: Montréal for Tomorrow

LOCATION OF MAIN KEY ISSUES INVESTIGATED BY DESIGN AND ARCHITECTURE COMPETITIONS AND WORKSHOPS

EQUIPMENT
ENVIRONMENT
BUILT ENVIRONMENT
QUALITY
HERITAGE

DISTINCTIVE
IDENTITY
ENVIRONMENT
QUALITY
EQUIPMENT

QUALITY
ART
LIGHTING
HERITAGE
BUILT ENVIRONMENT

PUBLIC TRANSPORT
DISTINCTIVE IDENTITY
ENVIRONMENT
BUILT ENVIRONMENT
QUALITY

BUILT ENVIRONMENT
ENVIRONMENT
DISTINCTIVE IDENTITY
HERITAGE
QUALITY

INVOLVED BOROUGH OR LINKED MUNICIPALITY

LINKED MUNICIPALITY
UNINVOLVED BOROUGH

The initiative along with the design and architecture competitions have provided information on concerns, values and development criteria for Montréal.[7]

DIVERSITY PROGRAM LIVING ENVIRONMENT FLEXIBLE

PUBLIC TRANSPORT

CONSTRAINTS IMAGINE RENEWABLE ENERGY SIGNAGE

UNIVERSAL ACCESS SCALE MAINTENANCE TIME

IDENTITY FUTURE AMBIANCE CONNECT HARMONY

SUSTAINABLE DEVELOPMENT

AESTHETICISM RESIST USER DURABILITY SCALABLE AREA

MATERIALITY GREEN ENVIRONMENT EFFICIENCY POTENTIAL OWNERSHIP ENHANCE

LANDSCAPE LIGHT VISUAL LINK INNOVATE

SPATIAL ORGANIZATION

INTERACTIVE COMMUNITY NEEDS LEED CERTIFICATION EXISTING

CREATE EASE EXPERIENCE WATER MANAGEMENT CIRCULATION

URBAN DIVERSITY DISTINCTIVE PROJECT FUNCTIONAL SOLUTION

VISUAL ASPECT FEASIBILITY

ADAPTABILITY

MEETING POINT MATERIALS SECURITY CONTEMPORARY SIMPLICITY

`PROMOTE` `REVEAL`

The initiative has helped promote the careers of many designers.

Activities and tools have been rolled out promoting Montréal designers.

- **5** editions of the Design Montréal Open House weekends

  - Participation of **160+** design agencies

    - **70+** agencies have participated at least twice

    - **30+** agencies have participated at least 3 times

  - Nearly **20,000** visits per year[8]

- **1** directory of Montreal designers that:

  - catalogues **181** design agencies in multiple disciplines that are past winners of design and architecture competitions and workshops as well as awards of excellence in:

    - architecture, landscape architecture, graphic design, industrial design, interior design, fashion design, urban design, interactive design, exhibition design, visual design, video projection and lighting, objects, and arts and crafts design, etc.

  - helps promote the recognition and emergence of new practices and expertise in design:

    - **86** of agencies listed are multidisciplinary agencies

    - **27** of agencies listed are emerging practices agencies

- **2** CODE SOUVENIR MONTRÉAL catalogues (2011—2012, 2012—2013) for institutional buyers featuring **86** objects by **34** designers

- **5** Phyllis Lambert Design Montréal grants rewarding the work of Montreal designers with 10 years or less professional practice and significant interest in the city

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8   Average based on Design Montréal Open House 2009, 2010 and 2011.

- **1** website—www.mtlunescodesign.com—promoting, documenting and archiving all activities conducted

  - **75 000**+ visits in 2009–2010

  - **65 000**+ visits in 2010–2011

  - **100 000**+ visits in 2011–2012

  - **70 000**+ visits in 2012–2013

- **1** monthly newsletter sent to nearly **4,000** subscribers

- **2** social networks: **8,150**+ Facebook friends and **5,000**+ Twitter followers (June 2012)

  - June 2011: **3,777** Facebook, 1,871 Twitter

  - May 2010: **1,750** Facebook; Twitter account not yet created

- **4** partners disseminating news of the initiative's activities:

  - Index-Design

  - Kollectif

  - Mission Design

  - v2com

The competitions have provided creative opportunities to numerous designers.

- New design agencies—mainly in architecture, landscape architecture and urban design—accessed the municipal public tender process

- **23** competitions generated:

  - **102** service contracts for architects and designers, that is **77** finalists and **25** winners

  - $**17 MILLION**[9] in professional design fees

- In **23** competitions for projects, **7** architectural firms/design agencies secured their first municipal service contract

---

[9] Amount based on available data, that is 80 % of all professional fees for design (finalists, winners, professional advisors, judges and technical committees).

This creative initiative has attracted new agencies, young professionals and students.

- · **2** competitions with student divisions + **3** workshops exclusive to students

- · **12** design and architecture competitions with an initial anonymous selection of finalists (sketches rather than application files)

- · The annual competition Light Therapy in Quartier des spectacles has seen:[10]

    - · an increase in the number of participating professional agencies and teams participating between 2011 and 2013

        - · **27** professional teams in 2011

        - · **31** professional teams in 2012

        - · **42** professional teams in 2013

- · diversification of practices and disciplines between 2011 and 2012[11]

    - · an increase in the number of participating architecture firms and teams between 2012 and 2013

---

10   Analysis targeting the component "Installations for public spaces" only.

11   Per the discipline identified for the agency or, in the case of professional team, occupation of the main representative.

AGENCIES AND PROFESSIONAL TEAMS PARTICIPATING IN THE COMPETITION LIGHT THERAPY IN QUARTIER DES SPECTACLES, BY DISCIPLINE

2011

LANDSCAPE ARCHITECTURE	ARCHITECTURE	ART	EVENT DESIGN	EXHIBIT DESIGN	GRAPHIC DESIGN	INDUSTRIAL DESIGN	INTERACTIVE DESIGN	PARTICIPATORY DESIGN	URBAN DESIGN	LIGHTING	MULTIMEDIA	STAGE DESIGN
1	7	1	1	0	3	0	4	0	0	0	8	2

2012

LANDSCAPE ARCHITECTURE	ARCHITECTURE	ART	EVENT DESIGN	EXHIBIT DESIGN	GRAPHIC DESIGN	INDUSTRIAL DESIGN	INTERACTIVE DESIGN	PARTICIPATORY DESIGN	URBAN DESIGN	LIGHTING	MULTIMEDIA	STAGE DESIGN
2	5	1	3	1	1	2	4	1	2	3	2	4

2013

LANDSCAPE ARCHITECTURE	ARCHITECTURE	ART	EVENT DESIGN	EXHIBIT DESIGN	GRAPHIC DESIGN	INDUSTRIAL DESIGN	INTERACTIVE DESIGN	PARTICIPATORY DESIGN	URBAN DESIGN	LIGHTING	MULTIMEDIA	STAGE DESIGN
1	17	3	4	0	2	1	5	0	0	2	4	3

— 6 —

INTERNATIONAL NETWORKING

In recent years, the international profile of Made-in-Montréal design has greatly benefited from the growth of the network of Commerce Design franchise cities, the UNESCO Creative Cities Network, and other major platforms for international exchange such as the Entretiens Jacques-Cartier symposia, along with co-operative agreements with other cities and regions around the world.
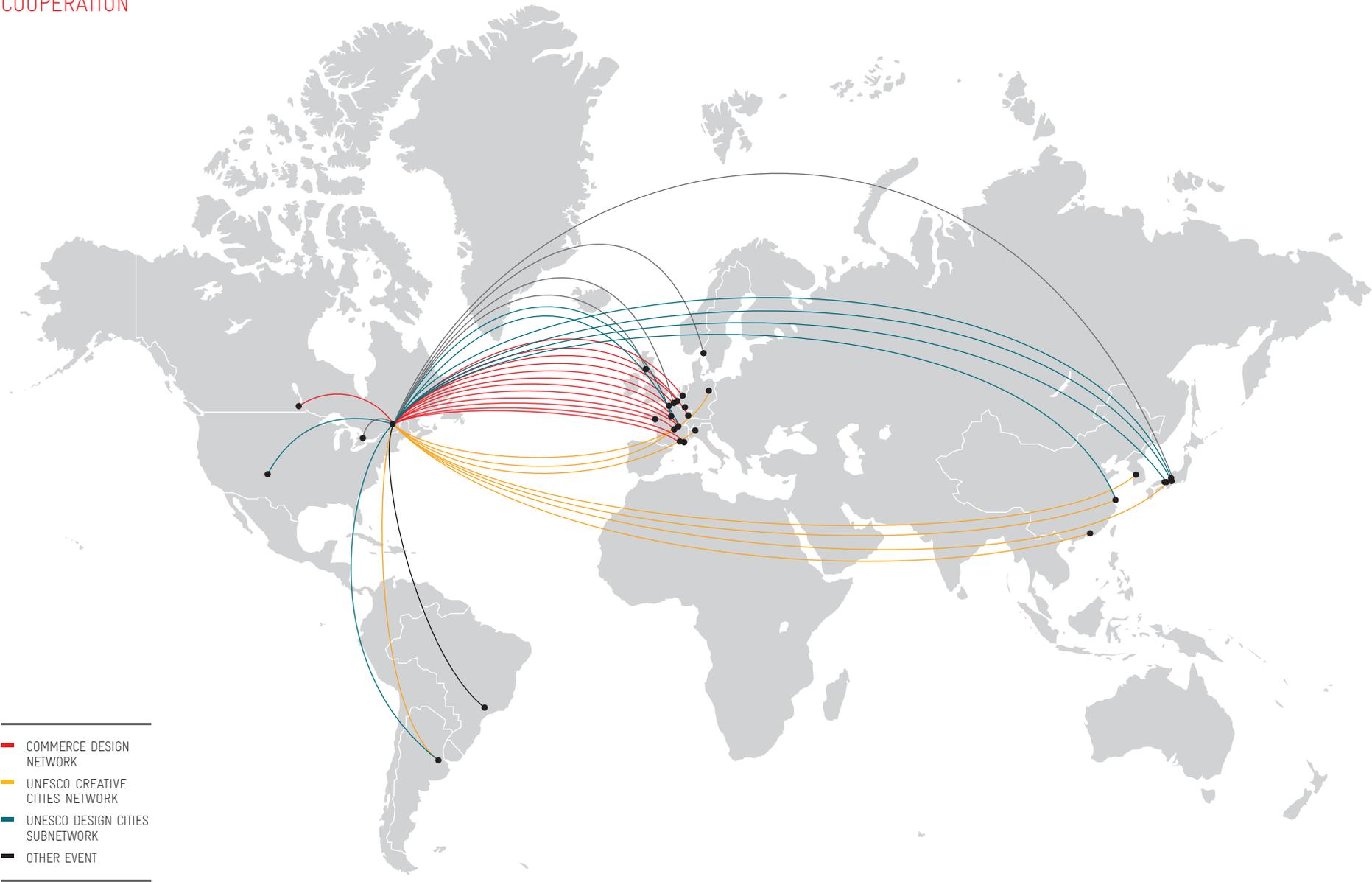
The worldwide reach of Montréal design has seen steady expansion since the appointment of Montréal as a UNESCO City of Design in 2006.

Since that year, Montréal has:

· granted **9** of the **13** Commerce Design licences awarded so far;

· awarded **5** Phyllis Lambert Design Montréal Grants of $10,000 to Montréal designers for career development projects taking place within the UNESCO Creative Cities Network;

· organized **4** international symposia jointly with the city of Saint-Étienne, France, as part of the Entretiens Jacques-Cartier;

· participated with guest speakers in **20+** forums, symposia and conferences;

· initiated and launched **2** design competitions aimed at practitioners from the design members of the UNESCO Creative Cities Network;

· conducted, as part of the initiative, **2** international urban design workshops (WAT UNESCO) involving students and professors from **10** countries.

Each of these events has provided special opportunities to explain and grow the reputation of the designation "Montréal, UNESCO City of Design," engage in exchanges with other cities about strategies implemented, showcase the talent and know-how of Montréal designers, and promote development of new markets.

INTERNATIONAL NETWORKING*
COOPERATION

COMMERCE DESIGN
NETWORK

UNESCO CREATIVE
CITIES NETWORK

UNESCO DESIGN CITIES
SUBNETWORK

OTHER EVENT

* Refers only to activities listed on the networking timeline p. 22–23.

SANTE FE
WINNIPEG
TORONTO
MONTRÉAL
GLASGOW
ANVERS
BRUXELLES
EINDHOVEN
LUXEMBOURG
GÖTEBORG
BERLIN
GRATZ
SHANGHAI
SHENZHEN
SÉOUL
KOBE
OSAKA
KANAZAWA
NAGOYA
TOKYO
BUENOS AIRES
SÃO PAULO
NANTES
LILLE
PARIS
SAINT-ÉTIENNE
LYON
MARSEILLE
TOULON
STRASBOURG
MILAN

Legend:

- ⬡ COMMERCE DESIGN
- ⬡ UNESCO CREATIVE CITIES NETWORK
- ⬡ UNESCO DESIGN CITIES SUBNETMORK
- • CONFERENCE – ENTRETIENS JACQUES CARTIER
- ✳ GRANT

∗ Refers only to activities listed on the networking timeline p. 22–23.

CONCLUSION

This is the first report issued as part of a six-year municipal commitment to implementing the appointment of Montréal as a UNESCO City of Design. The results of activities "making [designing, building] a better city with [more] designers" are compelling. As the data demonstrate, the objectives have been met. The amount and diversity of achievements as well as their nature and scope illustrate the municipal will to mobilize all stakeholders in improving the quality of Montréal's urban landscape and living environments.

Over four years (2008—2012), the initiative has supported the development of a competition practice in design and architecture. But the true measure of its benefits will only be taken after completion of several development projects, particularly with regard to the fundamental objective of enhancing the role of "good design" in planning and building the Montréal of tomorrow.

The true impact of the activities on this objective will be measured upon project completion and through expert and user judgement.

Undeniably, though, the great number of activities so far conducted is a reflection of public enthusiasm for "urban design" and the Montréal design community's vital role in lending tangible expression to the city's appointment as a UNESCO City of Design.

This activity report is first and foremost a reading tool that will:

· help measure the efficiency of activities for the years to come

· help delineate the terms of the Ville de Montréal's Design Action Plan for 2013—2017

PRODUCTION TEAM AND CREDITS

PRODUCTION TEAM – UNESCO CHAIR IN LANDSCAPE AND
ENVIRONMENTAL DESIGN, UNIVERSITÉ DE MONTRÉAL

PHILIPPE POULLAOUEC-GONIDEC, **CHAIRHOLDER AND PROFESSOR**

VALÉRIE GRAVEL, **RESEARCH FELLOW**

PATRICK MARMEN, **RESEARCH FELLOW**

PRODUCTION TEAM – BUREAU DU DESIGN, VILLE DE MONTRÉAL

MARIE-JOSÉE LACROIX, **CHIEF, DESIGN COMMISSIONER**

BÉATRICE CARABIN, **DESIGN COMMISSIONER**

CAROLINE DUBUC, **DESIGN COMMISSIONER**

STÉPHANIE JECROIS, **DESIGN COMMISSIONER**

DOMINIQUE MCGREGOR, **PROJECT MANAGER**

CREDITS

CONCEPT DESIGN : FEED

PROOFREADING AND TRANSLATION: YSABEL VIAU
AND DALY-DALLAIRE

PRODUCERS

Bureau du design
Montréal

UNESCO
Organisation
des Nations Unies
pour l'éducation,
la science et la culture
uniTwin · Chaire UNESCO
en paysage et environnement
Université
de Montréal

MAJOR PARTNERS

Montréal

Québec
· Ministère de la Culture et des Communications
· Ministère des Affaires municipales, des Régions
et de l'Occupation du territoire

CRé
de Montréal

UNDER THE AUSPICES OF CANADIAN COMMISSION FOR UNESCO

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