



FOR IMMEDIATE
RELEASE

MONTRÉAL INVITES DESIGNERS TO CONCEIVE MOBILE URBAN FURNITURE TO BE USED AT FESTIVAL SITES

**RÉALISONS
MONTRÉAL**
VILLE UNESCO DE DESIGN

303, RUE NOTRE-DAME EST, 6^E ÉTAGE
MONTRÉAL (QUÉBEC) H2Y 3Y8
T 514 872-2759 · F 514 872-6414
INFO@REALISONSMONTREAL.COM
REALISONSMONTREAL.COM

Montréal, June 8, 2009 – The Mayor of Montréal, Gérald Tremblay, today announced the launching of a design competition, as part of Building Montréal, UNESCO City of Design, to create mobile urban furniture, such as anchoring, support, signage and crowd-control systems, to be used at festivals in the new Quartier des spectacles.

“This competition stems from a commitment that was made at the Rendez-vous November 2007, Montréal Cultural Metropolis. It proves our administration’s determination to involve designers in shaping the city’s future. Montréal UNESCO City of Design is a collective project that we must achieve together. Our city has the potential, resources and talent to become a beacon that incorporates designers in all municipal projects” said Mayor Tremblay.

Mayor Tremblay challenged the design milieu with five *shuko*, or creativity challenges, on *Pecha Kucha* night for elected officials, which was held on September 30, 2008. These competitions aim at encouraging creativity in the fields of design and architecture in Montréal and facilitating access to public commissions both by emerging and experienced designers.

Regarding the contest

The furniture elements currently used at festivals, such as concrete blocks of various sizes, may cause permanent damage at outdoor sites where cultural events are held, and especially the Quartier des spectacles, where significant investments have been made. At the end of the competition, the city expects to order some 950 anchoring, support and crowd control systems, in the first year. These systems will be made available to festival promoters, to avoid damaging the sites, particularly the Quartier des spectacles.

The competition will be held in two phases. In the first non-compensated, pre-selection phase, designers will be invited to submit a portfolio which will be examined and assessed by a jury. Five contestants will be chosen and invited to take part in the second phase of the competition.

The five contestants who reach the second phase will be asked to develop an original concept. At the end of this compensated phase, the jury will examine the proposals and choose a winner whose concept will be developed and produced by a business enterprise to be chosen through open tendering. This business will then hire the winner to technically develop the furniture elements.

The members of the jury are:

- **Ruedi Baur**, designer, Intégral Ruedi Baur
- **Radu Buruiana**, consulting engineer
- **Renée Daoust**, architect and urban designer, partner, Daoust Lestage Architecture & Design urbain
- **Mario Gagnon**, industrial designer, president of both Alto Design and the Association des designers industriels du Québec

- **Tatjana Leblanc**, industrial designer, associate director, GRAD (Groupe de recherche en aménagement et design) and professor, École de design industriel de l'Université de Montréal
- **Alain Petel**, commissioner, culture, Bureau des festivals et des événements culturels, Ville de Montréal
- **Pierre Raymond**, site director, Les Productions Raymond inc.
- **Michael Santella**, industrial designer, professor of industrial design, Dawson College (DIBIS)
- **Garry Savage**, industrial designer, director, Centre de recherche et d'innovation en performance, Cirque du Soleil

Candidate portfolios

Registration is mandatory. Every candidate must submit the form that is attached to the contest rules, along with a \$50 certified cheque. The call for candidates document is available on the Web at realisonsmontreal.com

Only those candidates who have picked up the documents at the Design Montréal office will be considered. The deadline to submit candidate portfolios is June 25, 2009, at noon. The Design Montréal office is located at 303, rue Notre-Dame Est, 6th floor, Montréal, Québec, H2Y 3Y8. Office hours are 8:30 a.m. to noon and 1 p.m. to 4:30 p.m.

Candidates may send their questions in writing by e-mail to the competition advisor, Véronique Rioux, industrial designer, BDI ADIQ, veronique.rioux@sympatico.ca, before June 17, 2009. The design competition is managed by Design Montréal (Ville de Montréal), on behalf of the Bureau des festivals et des événements culturels (Ville de Montréal), in cooperation with the Quartier international de Montréal and Partenariat du Quartier des spectacles.

Regarding the Quartier des spectacles

In March 2007, the Ville de Montréal, which oversees the project, gave the Quartier international de Montréal the mandate to develop a specific urban planning program for the Place des Arts area of the Quartier des spectacles. The design of the development project, including the Place du Quartier des spectacles for festivals, was carried out by Daoust Lestage. At the end of June, just in time for the festivals, Montrealers will discover the Place du Quartier des spectacles, which will be delivered as promised by the Mayor of Montréal. The Quartier des spectacles, which extends beyond the Place des Arts area, is one of the city administration's priority projects. Its development is on schedule. Once completed, the Quartier des spectacles will become a signature landmark for Montréal at the international cultural level.

– 30 –

SOURCE: Martin Tremblay
Cabinet du maire et du comité exécutif
514 872-0274

INFORMATION: Isabelle Poulin
Relations avec les médias
514 872-4641