

# CODE SOUVENIR MONTRÉAL Special edition

For the 375th anniversary of Montréal

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## Call for proposals to Montréal designer-producers and distributors

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Gift item catalogue,  
mementos of Montréal

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March 2016

## Description

Ville de Montréal's Bureau du design is issuing the fourth edition of the CODE SOUVENIR MONTRÉAL<sup>1</sup> call for proposals and invites Montréal designer-producers and distributors to submit their proposals in large numbers for gift items evocative of Montréal. The purpose of the call for proposals is to select a bank of gift items to be listed in a catalogue intended to help institutional buyers choose items designed by Montréal designers.

For this special edition, the CODE SOUVENIR MONTRÉAL catalogue will not only pursue its mission of showcasing unique promotional and protocol items, but will also **expand its range and be more inclusive**, offering rich and diversified gift ideas for the general public on the occasion of the celebrations of the 375th anniversary of Montréal in 2017.

The festivities marking the 375th anniversary of Montréal will be a unique occasion to celebrate the vibrant spirit of Montréal: its history and heritage, its spaces, its people and its achievements. Through the many and varied commemorative events, the celebrations will spark the imagination of citizens and visitors alike. The gift items will be a tangible reminder of these special moments. Whether meant for a dignitary, a partner, a business, a distinguished guest, a tourist or a citizen of Montréal, the gift items will be a testament to the design expertise and creativity of Montréal designers.

## Profile of donors and recipients

Gift items are distributed year-round by the City and institutions such as the Palais des congrès de Montréal, Montréal International, Tourisme Montréal, the Board of Trade of Metropolitan Montreal, the city's universities and other cultural institutions. During the 2017 celebrations, the needs of these institutions and businesses will increase.

Recipients are a varied group: they include citizens, elected officials, dignitaries, convention delegates, international organizations, business executives, investors and donors.

1. CODE is the brainchild of Raban Riddigkeit of the Berlin agency riddigkeit corporate ideas®. CODE is the acronym for City Of Design and represents the unique character (DNA) of a city.  
To consult previous editions of the catalogue:  
[designmontreal.com/code-souvenir-montreal](http://designmontreal.com/code-souvenir-montreal)

## Profile of gift items

Gift items evoke memories of Montréal and personify the City in visitors' minds. They create a representative and recognizable image of Montréal and its identity through their material, technique, use, shape or graphic design. They are attractive, original and high-quality items, worthy of a UNESCO City of Design<sup>1</sup>. They tell a story of an object or its creator.

Above all, the gift items must showcase Montréal's design expertise through creative and high-quality products. These items can also be a testament to the vibrant spirit of Montréal<sup>2</sup> or be evocative and emblematic of the City (its cultural identity, geographical, architectural or heritage attributes).

Specifically, the gift items being sought under this call for proposals are:

- ☒ Already existing, revamped, repackaged or designed specifically in response to this call for proposals;
- ☒ Ready for sale (**not under development**);
- ☒ Clearly functional and sustainable;
- ☒ Preferably unisex, able to be used as decorative, food or utilitarian items or basic fashion accessories;
- ☒ Lightweight, fairly small, easy to carry in a suitcase and meet customs regulations;
- ☒ **Able to be personalized**, including at least the logo of an institution, company or logo of Montréal;
- ☒ Presented in attractive packaging that showcases the item and the work of the designer (for example, the name of the product, its function, where it was made, the name of the designer, a short biography or description of the creative process — while not essential, this information adds value to a gift item).

Based on the number of gifts to be presented, the status of the donors and of the recipients, the context and all other factors, a broad range of gift items will be suggested to buyers and the general public. The approximate volume of sales to institutional buyers is shown below for reference.

- ☒ Gift items under \$10 per unit  
Distributed in large quantities (eventual possibility of 20,000 units of the same product yearly for products of \$2 or less, such as a lapel pin of the City).
- ☒ Gift items from \$10 to \$25 per unit  
Distributed in average quantities (approximately 300 units of the same product yearly).
- ☒ Gift items from \$25 to \$50 per unit  
Distributed in small quantities (approximately 50 units of the same product yearly).
- ☒ Gift items from \$50 to \$150 per unit  
Distributed in small quantities (approximately 10 units of the same product yearly).

1. Montréal was designated a UNESCO City of Design in 2006, joining the Creative Cities Network established by UNESCO.
2. See the program themes of the Société des célébrations du 375<sup>e</sup> anniversaire de Montréal at [375mtl.com](http://375mtl.com)

## Eligibility criteria

The call for proposals is open to any designer-producer<sup>1</sup> or distributor<sup>2</sup> who meets the following conditions:

- ☒ **Is already in the gift items market** and has, at the time the proposal is submitted, a network providing for the production and distribution of the item(s) submitted, whether existing or newly designed;
- ☒ Is the creator of the gift item(s) being submitted or, in the case of a distributor, obtains the agreement of the creator(s) before submitting a proposal;
- ☒ Agrees to have the gift items submitted appear in a publication and make them available for order by the buyers;
- ☒ Operates primarily from a head office located in Montréal at the time the proposal is submitted.

## Questions

During the call for proposals process, questions are to be sent only to the professional advisor, Véronique Rioux, industrial designer, at [code.souvenir@gmail.com](mailto:code.souvenir@gmail.com).

## Presentation of proposals

Each proposal must include:

- ☒ The identification form of the gift item (Appendix A), one form per item submitted.
- ☒ The gift item (the manufactured product<sup>3</sup>) as it will be presented:
  - The item must be submitted with its packaging (explaining its function, if necessary).
  - The item must feature a minimum of two (2) of the following: name of the designer-producer or creator who designed the item; Montréal UNESCO City of Design signature downloadable from [designmontreal.com/une-signature-pour-montreal-ville-unesco-de-design](http://designmontreal.com/une-signature-pour-montreal-ville-unesco-de-design); this information must be integrated into the product or added to the packaging by various means, such as a sticker, paper sleeve, label or other means deemed appropriate.

- The item and its packaging must be personalized with the logo of the institution or company or the logo of Ville de Montréal (rosette only or complete logo unaltered and not repositioned) and be uploadable to [ville.montreal.qc.ca/portal/page?\\_pageid=9717,126917574&\\_dad=portal&\\_schema=PORTAL](http://ville.montreal.qc.ca/portal/page?_pageid=9717,126917574&_dad=portal&_schema=PORTAL); **the physical item may also be submitted without personalization, but a photo or photomontage illustrating how it can be personalized must accompany it.**
- A digital medium that includes a PDF version of the identification form of the gift item, along with a maximum of three (3) photos of the gift item (including one photo of the personalized item) in high-resolution JPEG format (5" X 7" at 300 dpi). To ensure consistency, the gift items may also be photographed by a photographer authorized by the City. If the designer-producer or distributor has more than one item, only one digital medium may be submitted, including all the identification forms and related photos.

The information contained in the identification form will be used for the content of the catalogue. Designer-producers and distributors must ensure the accuracy of the descriptive texts and commercial information, as well as the quality of the photos.

## Gift items from previous editions

Designer-producers and distributors whose items have been selected for previous editions of the catalogue must resubmit their gift item(s), along with the identification form(s) to ensure that the information is up-to-date and take new photos, if necessary. These items will not be evaluated by the selection committee, however, and will automatically appear in the catalogue. **Designer-producers and distributors from previous years are strongly encouraged to submit new products in order to offer a broader selection to buyers and the general public.**

1. Creator who produced goods or had goods produced and marketed (definition taken from "Les designers-producteurs au Québec" by André Desrosiers. Laboratoire design et proximité, École de design, UQAM, September 2009).
2. Natural or legal person who sells items designed by Montréal creators.
3. The gift items submitted in response to the Call for Proposals may be retrieved by the designer-producers and distributors once they have been evaluated by the selection committee and photographed, if necessary.

## Submission of proposals

Proposals must be sent to the following address no later than May 3, 2016, noon, local time, as stipulated in the calendar:

**Bureau du design**  
**Attention: Béatrice Carabin**  
**Ville de Montréal**  
**CODE SOUVENIR MONTRÉAL Call for Proposals**  
**303 rue Notre-Dame Est, 6th Floor**  
**Montréal, QC H2Y 3Y8**

The City may not be held responsible for any destination error or missed proposal delivery deadline, nor for any tear, damage or deterioration of a submitted proposal while it is in the City's possession.

## Evaluation criteria for gift items

Gift items will be evaluated based on the following criteria:

- ☒ Easy to carry (by hand, in a suitcase);
- ☒ Lightweight and fairly small;
- ☒ Reflective of the design expertise or emblematic and representative of Montréal (its vibrant spirit, cultural identity, geographical, architectural or heritage attributes);
- ☒ Able to be personalized with the logos of institutions or companies;
- ☒ Identified at a minimum with the name of the designer-producer or creator who designed the object and the signature "Montréal UNESCO City of Design";
- ☒ Universal;
- ☒ Functional;
- ☒ Well made (manufacture and finish);
- ☒ Durable, eco-friendly and locally made, as much as possible.

## Selection committee

The selection committee responsible for choosing the gift items consists of five (5) members:

- ☒ Azamit, artistic director, stylist and researcher; founder of Souk@SAT
- ☒ François Blais, graphic designer, visual communications advisor, Services des communications, Ville de Montréal
- ☒ Lynn Gagnon, protocol advisor, Ville de Montréal
- ☒ Sylvie Labrosse, boutique manager, Montréal Museum of Fine Arts
- ☒ Marie-Claude Parenteau-Lebeuf, executive director, Association professionnelle des designers d'intérieur du Québec (APDIQ)

## Follow-up

Following the submission of proposals, the selection committee will meet and choose the gift items that will appear in the catalogue. Its decision will be final and permanent. The committee plans to select the greatest possible number of gift items for the catalogue based on their quality and relevance to the stated criteria.

Following the choice of gift items, the City will produce a catalogue with a targeted distribution to institutional buyers, and promotional activities will be organized at various times of the year, during which the selected creators will be invited to present their products.

Selected designers may have access to the following opportunities:

- ☒ Put in contact with buyers, partners and sponsors of the festivities marking the 375th anniversary of Montréal;
- ☒ Showcased in CODE SOUVENIR MONTRÉAL points of sale, such as those already in the shops at the Botanical Garden and the Biodôme;
- ☒ Take part in activities or events promoting Montréal designers (exhibition, salons, pop-up stores, and the like);
- ☒ Be displayed on the [designmontreal.com](http://designmontreal.com) website and included in the directory of Montréal designers.

Notwithstanding the above, no part of the call for proposals may be construed as a formal agreement by the buyers to order the gift items.

### Schedule

Issuing of the call for proposals  
**March 23, 2016**

Deadline for submission of the proposals  
**May 3, 2016, noon**

Meeting of the selection committee  
**May 6, 2016**

Production of the catalogue  
**May and June 2016**

Distribution and promotion of the catalogue  
**End of June 2016**

### Copyright and authorizations

In submitting a proposal, all participants (designer-producers or distributors) accept that the City takes professional photos of their product(s) and publishes them. All participants grant, free of charge, a non-exclusive license to the City, authorizing it to reproduce, publish, represent or otherwise disseminate the photographs of the gift items, without any limitation as to distribution territory, regardless of the medium used, including its website, for an indefinite period. Each participant (especially a distributor) is responsible for ensuring that the texts and photographs submitted after the selection may be published and disseminated. The participant is also responsible for obtaining the agreement of the creator for the submission of a proposal. Ville de Montréal does not assume any responsibility for copyrighted projects or photo royalties for any or all reproduced material with the purpose of promotion and production of the catalogue. The City agrees, however, to mention the photo credits provided to it.

The City does not require exclusivity for the sale of gift items, whether existing or newly designed.

### Obligations of designer-producers and distributors

For the purposes of measuring the impact of the process and reporting back to the government departments sponsoring this initiative, designer-producers and distributors whose gift items are selected under the call for proposals must complete the form provided by the City to record product sales resulting from the catalogue. The following information, in particular, must appear on this form: name of the product sold, quantity sold, month of the year, name of the customer and reason for the sale (event, employee gift, Christmas, retirement, other).

This information will remain confidential and be used strictly for statistical purposes.

## Identification form of the gift item

One form per gift item to be submitted. The same gift item cannot be submitted by more than one designer-producer or distributor.

The form must be saved in PDF format and retain all the active fields. No handwritten form will be accepted.

The files must be named as follows:

- Name of designer or distributor\_Name of gift item\_File
- Name of designer or distributor\_Name of gift item\_Photo 1
- Name of designer or distributor\_Name of gift item\_Photo 2
- Name of designer or distributor\_Name of gift item\_Photo 3

Be sure to attach at least one photo of the personalized gift item.

Both the paper and electronic versions of the gift item and this form must be sent no later than noon, May 3, 2016, to the

**Bureau du design**  
**Attention: Béatrice Carabin**  
**Ville de Montréal**  
**CODE SOUVENIR MONTRÉAL Call for Proposals**  
**303 rue Notre-Dame Est, 6th Floor**  
**Montréal, QC H2Y 3Y8**

Gift items may now be submitted in person. The Bureau du design's office hours are 9 a.m. to 4:30 p.m.

## Identification of the designer-producer or distributor

DESIGNER-PRODUCER	DISTRIBUTOR	TELEPHONE
NAME (INDIVIDUAL OR FIRM)		EMAIL
POSTAL ADDRESS		WEBSITE
		NAME OF THE CREATOR(S) OF THE GIFT ITEM

## Identification of the gift item

NAME OF THE GIFT ITEM	SHORT DESCRIPTION OF THE GIFT ITEM (MAXIMUM 40 WORDS)
PLACE OF MANUFACTURE	
MATERIALS	UNIT SELLING PRICE (BEFORE TAXES AND DELIVERY CHARGES) Price valid until December 2017. If the price varies based on quantity, indicate this.
OVERALL SIZE (IN CM)	

## Photos of the gift item

PHOTO 1 (INCLUDE THE PHOTO CREDITS)	PHOTO 2 (INCLUDE THE PHOTO CREDITS)
PHOTO 2 (INCLUDE THE PHOTO CREDITS)	

## Declaration

We declare all information contained in this form to be true and accept all the terms and conditions of participation in the call for proposals.

REPRESENTATIVE'S SIGNATURE

DATE