

UNSITELY!

LEVERAGING DESIGN TO IMPROVE
URBAN CONSTRUCTION SITES

International Colloquium
27th Entretiens Jacques Cartier
Canadian Centre for Architecture
Montréal, October 8–9, 2014



The colloquium **Unsitely! – Leveraging Design to Improve Urban Construction Sites** is organized by the **Ville de Montréal Bureau du design** and the **Cité du design of Saint-Étienne**, in conjunction with the 27th **Entretiens Jacques Cartier**. Hosted by the **Canadian Centre for Architecture**, this event receives financial support from the **Centre Jacques Cartier**, the Secrétariat à la région métropolitaine as part of implementation of the Entente Montréal 2025, and from the **Ministère de la Culture et des Communications du Québec** under the Entente sur le développement culturel de Montréal.





I extend the warmest of welcomes to all participants in the colloquium *Unsitely! – Leveraging Design to Improve Urban Construction Sites*.

I have no doubt that this gathering of specialists will enable the sharing of innovative solutions and best practices from all over the world. On the strength of that newly acquired knowledge, Montréal will be well on the way to becoming a model city for the incorporation of design into worksites.

Montréal is a UNESCO City of Design and, as such, is constantly striving to improve itself. Our Bureau du design is dedicated to the mission of working daily to develop the market for designers and architects and ensure that they contribute more and more to the future of the city as well as its attraction potential. This international gathering is perfectly in keeping with our vision of the Montréal of tomorrow.

I wish all participants a productive colloquium and an enjoyable stay in Montréal.

A handwritten signature in black ink, which appears to be "Denis Coderre". The signature is stylized and fluid, written over a light-colored background.

Denis Coderre
Mayor of Montréal

22 SPEAKERS / 19 CASE STUDIES

BERLIN / LILLE / LONDON / MONTRÉAL / NANTES / NEW YORK CITY / PARIS /



SAINT-ÉTIENNE / SEOUL / WATERLOO

UNSITELY!

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URBAN CONSTRUCTION SITES



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SUMMARY

WEDNESDAY, OCTOBER 8, 2014 LECTURES AND NETWORKING ACTIVITIES

Program for all registered participants

8:00 a.m.	Arrival
8:45 a.m.	Word of welcome
9:00–11:00 a.m.	Session 1 / Worksites and Culture
11:00–11:15 a.m.	Break
11:20 a.m.–12:50 p.m.	Session 2 / Worksites and Society
1:00–2:15 p.m.	Lunch
2:20–3:55 p.m.	Session 3 / Worksites and Innovation
3:55–4:30 p.m.	Synthesis and conclusion
4:30–5:30 p.m.	Cocktail
5:30–7:30 p.m.	City tour (for guests only)
7:30–10:00 p.m.	Official dinner (guests only)

*Presentations in the Paul Desmarais Theatre (CCA)
Live transmission to Shaughnessy House (CCA)
Simultaneous interpretation in French and
English Webcast*

THURSDAY, OCTOBER 9, 2014
SITE VISIT, INSPIRING CASES AND WORKSHOP

Program for all registered participants

10:00 a.m.	Arrival
10:35 a.m.	Word of welcome
10:45 a.m.	Inspiring cases
11:45 a.m.	Conclusion

*Presentations in the Paul Desmarais Theatre (CCA)
Live transmission to Shaughnessy House (CCA)
Simultaneous interpretation in French and English
Webcast*

Program for participants in the workshop on the future Rue Sainte-Catherine Ouest worksite

8:30 a.m.	Arrival
9:00 a.m.	Guided tour and observations along Rue Sainte-Catherine
10:35 a.m.	Word of welcome
10:45 a.m.	Studies, research and related university projects from London, Lille and New York
11:45 a.m.	Lunch
12:30	Background and explanation of workshop procedure
1:00 p.m.	Workshop
4:00	Synthesis

*Morning presentations in the Paul Desmarais Theatre (CCA)
Afternoon workshop in Shaughnessy House (CCA)
The workshop is not webcast*

CHALLENGES

Upgrades to underground infrastructures, implementation of new public transit networks, establishment of car-free downtown zones, and construction of major facilities are all reasons for the establishment of large urban worksites; these large-scale transformations to urban development target long-term enhancements to the quality of the living environment and, ultimately, a city's attractiveness.

Though a necessary step in rethinking cities for the 21st century, sidewalk sheds and other inconveniences of worksites disrupt city dwellers' daily routines, with impacts on their mobility, access to services and businesses and peace of mind.

Can design and architecture expertise be called on in early phases of planning, conception and activation of these worksites and provide creative solutions to this major, universal challenge? Can design improve our individual and collective experience of major worksites, or at least contribute to reducing their negative impact on the daily lives of merchants, residents, workers and tourists?

Through various presentations, case studies and networking opportunities mixing creatives and municipal stakeholders from Europe, Asia, Canada and the United States, this international gathering will explore innovative solutions that leverage design to improve our experience of large worksites in various cities around the world.

SCIENTIFIC COMMITTEE

Presentation in alphabetical order

Ville de Montréal, Québec, Canada

Sonia BEUCHEMIN

Division Chief, Info-travaux, Services des infrastructures, de la voirie et des transports

Sylvie CHAMPEAU

Design Commissioner, Bureau du design, Service de la mise en valeur du territoire

Denis COLLERETTE

Planning Advisor, Commerce Team, Service du développement économique

Richard P. CÔTÉ

Section Chief, Job Planning and Coordination, Service de l'eau, Direction de la gestion durable de l'eau, des mesures corporatives et d'urgence

Sylvia-Anne DUPLANTIE

Division Chief, Aménagement et design urbain, Service de la mise en valeur du territoire

Pierre GAUFRE

Design Commissioner, Bureau du design, Service de la mise en valeur du territoire

Marie-Josée LACROIX

Design commissioner, Head of the Bureau du design, Service de la mise en valeur du territoire

Gabrielle LECLERC-ANDRÉ

Assistant Economic Development Commissioner, Direction de l'aménagement urbain et des services aux entreprises, Ville-Marie Borough

Saint-Étienne, France

Nathalie ARNOULD

Design Commissioner, Community Services, Ville de Saint-Étienne and St-Étienne Métropole

Josyane FRANCO

Director of International Affairs, Cité du design and École Supérieure d'art et design of Saint-Étienne

Camille VILAIN

International Project Manager, Cité du design, Saint-Étienne

United States

Laetitia WOLFF

Executive Producer and Facilitator of the Colloquium for the Ville de Montréal Bureau du design



DETAILED PROGRAM

WEDNESDAY, OCTOBER 8
LECTURES AND NETWORKING ACTIVITIES

8:00 a.m.

Arrival

8:45 a.m.

Introduction

Nancy SHOIRY

Director, Service de la mise en valeur du territoire,
Ville de Montréal

Marie-Josée LACROIX

Design commissioner, Head of the Bureau du design,
Ville de Montréal

SESSION 1 / WORKSITES AND CULTURE
COMMUNICATION DESIGN

9–9:20 a.m.

Keynote Speaker

Jean-Pierre GRUNFELD

Urban semiologist, consultant, Paysages Possibles

PARIS, FRANCE

Cities in Writing, Places in Creation

The city that is born, lives, grows—and sometimes dies—constitutes a “narrative system.” Over time, it creates and shelters History. At the scale of the everyday, it hosts and organizes smaller (hi)stories. Its uninterrupted narrative is punctuated by worksites. The practical and symbolic wealth of the city—its “imagibility”—depends on its projects. Construction sites bear witness to these projects’ existence, their vitality and their legitimacy. For urban dwellers / citizens to appropriate them, they must first understand them. The sites’ typologies are immense, their grammar complex, their scales multiple, their temporalities innumerable: whether it is an entire new district or a new bulb in a streetlight. Everything makes sense in the public arena. For political authorities and technical supervisors, the worksite is a “permanent record of a mandate.” In the time during which it tells the story of the project, a construction site is the proof of the relationship promised in political discourse.

9:25–9:45 a.m.

Bertram VANDREIKE and Annemike BANNIZA

Architects, KSV Architecture (Krüger Schuberth Vandreike)



BERLIN, GERMANY

Humboldt Box

www.humboldt-box.com

The Humboldt-Box Berlin is an information and exhibition pavilion that accompanies and explains the reconstruction of the Berlin Royal Palace, demolished in 1950. This project represents the largest cultural investment by Germany to date. The users of the Humboldt Forum—among them the National Museum, the Prussian Cultural Heritage Foundation, the University of Berlin, as well as the Central and Regional Library—use the pavilion to provide a glimpse into their collections, until the structure is dismantled 10 years from now. The H-Box was the subject of an international architecture competition, which required that the temporary structure respond to innovative design standards and financial sustainable models. The project sponsors are the Federal State and the city of Berlin, and the competition winner is Megaposter, a company specialized in oversized, textile ad billboards, was the client of KSV Architecture.

The approximately 40,000 m² Box features large exhibition areas, multi-functional event facilities, shops, bistros and restaurants, and reading and research areas. It is situated on the UNESCO World Heritage Site “Museumsinsel Berlin,” the central isle on the Spree River.

The prominent graphic structure of the Humboldt Box’s steel skeleton and its backlit tensile surfaces are reminiscent of construction scaffolds, drilling platforms and stilt houses. A programmable media screen is incorporated into the building’s façade, which faces both the popular “unter den Linden” boulevard as well as the adjacent pedestrian zone, the “Lustgarten.” The H-Box demonstrates the co-action of architecture, graphics, lighting and product/media design.

9:50–10:10 a.m.

Patrick ROUX

Associate Executive Director, Saguez & Partners

Jean-Marc FRITZ

Associate Architect and Co-Manager,
Société d’Études d’Urbanisme et d’Architecture (SEURA)

PARIS, FRANCE

Paris Les Halles: Transforming the Heart of the City through Design

www.parisleshalles.fr

Associated since 2008 with the grand project of transformation of Les Halles in the centre of Paris, Saguez & Partners helps the City of Paris and the project’s operators and designers, in partnership with SEURA (a team of architects and urban designers), better communicate the benefits of this transformation. The design of the project visually tracks the eye of the



public, the daily transportation user, commercial client, the strolling tourist and resident to create a transversal experience between the top (the garden) and lower level (public transportation). The lead idea unfolds in four main directions: the design of the construction site itself, spread over 7 years, aims to share “live” the progressive transformation of the site with local residents and users. The strength of the design of this construction site is based on similar objectives to those of the urban and architectural renovation, that is, to reiterate the landscape dimension of the future Forum by the occupation of horizontal and vertical spaces and by reopening them toward the light and the sky.

The significant elements of this construction site include a big palisade that determines the site’s identity and communication code as well as creating a colourful belt delineating the urban perimeter of the project. Windows onto the site allow passersby to see the intense and extraordinary activity that unfolds within it, while its surfaces present graphic information relating to the history of the place, and its projection into the future. The “cité” of the construction site is built of colour-coded modules that expand according to the volume and needs of the teams of contractors and workers involved in the site. The temporary access doors to the site, signaled by huge, lit, polycarbonate porticos, identify where the public can walk in this intricate area where construction and daily activities coexist. The aerial observatory invites the general public to visualize the construction of the Canopy, and helps them understand the new central axis of circulation in the Forum, as seen from the garden. The exhibit pavilion presents renderings of plans, perspectives, samples, models and films of the project. Finally, the permanent installation of large-scale photos of the site and its workers, realized by Franck Badaire, a photographer with the SEM, are placed along all the public paths.

10:10–10:20 a.m.

Questions and discussions with the first session’s speakers

GIVING THE WORKSITE AN ARTISTIC FACE

10:25 - 10:35 a.m.

Sherry DOBBIN

Director of Public Art, Times Square Arts, Times Square Alliance



NEW YORK, UNITED STATES

Times Square Transformation

www.timessquarenyc.org

From 2012 to 2015, the Broadway plazas from 42nd to 47th streets in Times Square, New York, are undergoing major reconstruction to upgrade the infrastructure beneath them and to transform them into a world-class urban piazza. This renovation aims to ensure that Times Square is designed to reflect the bold, cutting-edge spirit that has long defined it, while still catering to the needs of a 21st-century urban space.



Rather than be hindered by this multi-year, large-scale project, the Times Square Alliance has continued to consistently program its public spaces. From landmark events to contemporary art installations, the Alliance balances the disruptions with positive programming—right up to the edges of the construction sites. In 2013 the public art program of the Times Square Alliance created the Times Square Transformation project in collaboration with the NYC Department of Design and Construction to create a rotating, contemporary art gallery on the fencing around construction sites. Times Square Transformation is part of the Alliance’s larger commitment to ensuring that the construction sites promote, rather than inhibit, the energy of the plazas and maintain their role as cultural hubs for surprising programming, innovative contemporary art and quality design.

10:40 - 10:50 a.m.

CHOI, Jeong Hwa

Artist
Director, Ghaseum Studio

CHOI, Soo Yeon

Director of Development, Park Ryu Sook Gallery
(interpreter)



SEOUL, KOREA

“Under Construction”

www.choijeonghwa.com

Rough and alive, construction sites have long been the source of inspiration for Choi Jeong Hwa, who explores notions of beauty within the urban context. As an ex-architect, he has carried out numerous projects renovating abandoned buildings and creating temporary art installations to cover construction sites.



Choi Jeong Hwa makes unique interpretations of urban spaces through his artistic vision, yet his primary focus is on the purpose and functionality of the space. He believes that art should be accessible to everyone, and the authoritative boundaries of institutions should come down. His work process often involves the participation of the local community, and its outcomes successfully engage with the public, as Choi Jeong Hwa knows how to arouse the sympathy of the general public using everyday street life as inspiration.

In his presentation, Choi Jeong Hwa will discuss how institutions and organizations approach him to commission projects, and what it takes to convince the authorities to implement his vision. He will also introduce a selection of projects he is currently pursuing with public institutions.

10:50–11:00 a.m.

Questions and discussions with the first session's speakers

11:00–11:15 a.m.

Break

SESSION 2 / WORKSITES AND SOCIETY
SOCIAL DESIGN

11:20–11:40 a.m.

Keynote speaker

Colin ELLARD

Professor of Cognitive Neuroscience, University of Waterloo

WATERLOO, ONTARIO, CANADA

The Psychology of Construction
Sites: Field Investigations and
Recommendations

www.colinellard.com

As individuals make their way through an urban setting, a host of factors, including their sensory surroundings (sights, sounds and odours), their perceptions of risk, and their memories and feelings can influence how they move, what they look at, and what they do. Such effects are important not only because they influence the decisions of an urban wayfarer—where to go next, where to linger and how long to stay—but also because, over the course of time, they can exert an ongoing influence on emotional states, stress levels, and general health.

The Urban Realities Laboratory at the University of Waterloo in Ontario studies such relationships using both naturalistic field investigations and laboratory simulations, employing immersive virtual reality. In both types of settings, a variety of methods, including measurement of physiological arousal, brain waves, patterns of eye movements and psychological tests, are used to develop very detailed portraits of the influence of an urban setting on human behaviour.

In his presentation, Colin Ellard will provide a general overview of how such methods can contribute to the development of best practices for a variety of urban design situations, with a particular emphasis on construction sites. To support his arguments, he will present data from a case study collected at construction sites in the City of Toronto.

11:45 a.m.–noon



Florent CHIAPPERO

Architect, Institut National des Sciences Appliquées (INSA),
Spokesperson for Collectif Etc.;
PhD, École nationale supérieure d'architecture de
Marseille (ENSA-M)

Alexis GANTE

Châteaucreux Project Chief
Chappe-Ferdinand,
Établissement Public d'Aménagement
de Saint-Étienne
(EPASE)

SAINT-ÉTIENNE, FRANCE

"Room for Change": Open Worksites as the Key to Collectively Constructed Public Spaces

www.collectifetc.com/realisation/place-au-changement-chantier-ouvert/

The time it takes to complete urban projects is punctuated by voids: temporal ones, because the project duration seems long compared with the everyday goings-on around it; and spatial ones, because many spaces are in transition from the unbuilt to the built environment. These interstices can become assets within a given territory and enable the sharing of local dynamics, encounters and creativity. As part of an urban renewal project in Saint-Étienne, France, the public works authority in charge (EPASE) organized a competition for the temporary repurposing of a vacant lot on the city's outskirts.

The project, entitled *Place au Changement* ("Room for Change"), is one among many recent attempts to experiment with new ways of thinking and conceiving of the urban fabric, with the aim of being more open and inclusive. The objective was to occupy a space left vacant during a hiatus in the urban renewal project so as to afford a new perspective of it that reflected the changes underway in the surrounding neighborhood. The project was meant to be a preliminary step in the process of creating a new building, with a fictional floor plan of the future dwellings drawn on the ground, accompanied by a cross-sectional view.

The Collectif Etc. collaborated with residents to create the public space, using the worksite downtime to exchange ideas and build citizen engagement for the long term.

12:05–12:20 p.m.



Donald HYSLOP

Director of Regeneration and Community Partnerships,
Tate Modern

LONDON, UNITED KINGDOM

**Skirt of the Black Mouth: Architecture,
Audiences and Art. Continuing
Conversations through Construction**

<http://www.tate.org.uk/about/projects/tate-modern-project/community/tate-modern-project-community-project-skirt-black-mouth>

It could be argued that construction projects, by their very nature, exclude the public. Driven by operational, health and safety imperatives, the hoardings around our construction sites are often only breached on the occasional open days and site tours.

As for the hoardings themselves over the years, we look for new ways to animate and make them colourful: from children’s murals to art projects to corporate and sales paraphernalia and back to children’s social media murals. But most of these approaches in effect seek only the “fig leaf” to humanize or make more palatable the barriers we construct between building and public.

In his presentation, Donald Hyslop will explore how, as part of the New Tate Modern Project, he has sought to move beyond and break through those barriers. The *Skirt of the Black Mouth*, created by artists Ivan and Heather Morrison, serves as an architectural intervention between construction site and community. It stimulates enquiry, information and dialogue, not only about the new building but also regarding notions of public space, transparency of public institutions, and how a museum for the 21st century should evolve. The Skirt, and the associated “pocket park” in itself have now become the arena for a series of events and artistic interventions, furthering community dialogue around the project.

12:25–12:40 p.m.

Teddy LEGUI

Consulting Urban Planner and Project Manager,
Société d'Aménagement de la Métropole Ouest Atlantique
(SAMOA)



NANTES, FRANCE

Prefiguration, Mobilization and Scenographic Design of Change: A Review of the Creative Worksites of Ile de Nantes

www.iledenantes.com/fr

Experiencing a space before designing it, anticipating uses and services, provoking and staging change, seizing the creative zeitgeist of a neighbourhood by bringing in non-experts and leaving room for experimentation are all core elements of the “Green Island” approach initiated by the SAMOA (Société d'Aménagement de la Métropole Ouest Atlantique) in Nantes, France, on the occasion of the city's designation as European Green Capital 2013.

This presentation will explore three worksites with three timescales of creative action, each with significant social impact. Each site is home to a project with a different schedule, revealing the creative potential—and difficulties—of each phase involved. Beyond technical and logistical constraints, the urban worksite has become a mine of reusable raw materials, but also intelligence stemming from the interpretations of the projects underway. From designer to dweller, the site is attracting people, and sending an initial signal “outside the walls.”

From an outsized observatory born of the Western movie imagination of a Dutch artist to a totem-inspired wooden kiosk designed by young architects to a parking lot revitalized by poetic landscape designers, Legui will profile the diversity of operational modes, objectives, and management approaches in these three projects.

12:40–12:50 p.m.

Questions and discussions with the second session's speaker

1:00–2:15 p.m.

Lunch

2:20–2:40 p.m.

Keynote speaker

Andrew HOLLWECK

Vice-President Policy and Programs, New York Building Congress

NEW YORK, UNITED STATES

Making New York City Construction Sites Better Neighbours

www.nybuildingfoundation.org/livable-city.html

In 2010, the New York Building Foundation inaugurated a program called Construction for a Livable City (CLC), in an effort to improve the construction industry's image and relationship with the public. CLC asks contractors to voluntarily adopt a checklist of 26 common-sense site-management practices focusing on site cleanliness, maintenance and upkeep of protective barriers and structures, considerate site operations, and community relations. Building Congress Vice-President Andrew Hollweck will discuss the challenges, successes and innovations involved in implementing this program in the largest construction market in the United States.

2:45–3:00 p.m.

Susanna SIREFMAN

President, Dovetail Design Strategists

NEW YORK, UNITED STATES

The Design Competition: The Power of the Process

www.nyc.gov/html/dob/html/community_partnerships/urbanSHED_main.shtml

Reimagining the design of temporary protective structures at construction sites is necessary to improve our individual and collective experience of the cityscape. The biggest hurdle to enacting design change at urban construction sites is not recognition of this fact, but the competing political, social and economic agendas of multiple stakeholders and the limited resources allotted to addressing this need.

The construct of the design competition can be used to examine these issues, bring consensus on the need for change, serve as a catalyst for action, generate new ideas, discover fresh perspectives, and lay the political, social and economic groundwork for execution. How might a design competition be structured so that innovation, change and buy-in may be implemented as smoothly as possible?



Urban Umbrella, Agencie Photo: James Ewing

Sirefman examines the above questions through the lens of two civic competitions developed and led by her consultancy, Dovetail Design Strategists, on behalf of the City of New York: the urbanSHED International Design Competition, which challenged the global design community to reinvent the sidewalk shed, and the Urban Canvas Design Competition, which created a pilot program providing access to competition-winning, pre-approved artwork packages for the construction sites.

3:05–3:20 p.m.

Dror BENSHERIT

Industrial Designer, Dror Studio

NEW YORK, UNITED STATES

The QuaDror Construction Barrier

www.quador.com



Construction sites are noisy, ugly, dirty, unfriendly, disruptive, and potentially dangerous. With over 700 construction sites in New York City alone, this is not a small problem. They often become voids, interruptions in the urban fabric. Dror has undertaken the challenges associated with construction sites and asked: can they instead be engaging catalysts of urban change? The QuaDror Construction Barrier is a new system that offers a unique way of rethinking the boundaries of a typical construction site. It consists of one piece made of plywood, multiplied and joined together through simple connections. It is light, structural, cost-effective and reusable. The QuaDror wall has the potential to improve the construction site's relationship to the city, mainly by: being a positive urban presence with its esthetic qualities; reducing noise disruption by diffusing sound; expediting site prep with ease of shipment and assembly; engaging community through education and art; and promoting environmental responsibility through reusability.

3:25–3:35 p.m.

Introduction by

Geoffrey MORRISSEY

Senior Structural Engineer, Arup, New York

Charles ORMSBY

Civil Engineer, Arup

MONTREAL, CANADA

Culture throughout Construction at the Stavros Niarchos Foundation Cultural Center Site, in Athens, Greece

www.snfcc.org/news-desk/news/2014/06/first-dance-performance-at-the-snfcc-construction-site/



Yorgios Yerolymbos / Nikos Markou / Stavros Niarchos

Conceived by world-renowned architect Renzo Piano and realized in collaboration with Arup, the construction site of the future Stavros Niarchos Foundation Cultural Center (SNFCC) in Athens literally become a stage to engage the local community through cultural exhibitions, entertainment and public programming. With a high sense of aesthetics for the site itself, the 21-hectare SNFCC construction site is delineated with vibrantly coloured fencing, sustainable materials and native planting. It includes an interactive viewing point and houses a visitor centre.

The construction site has also staged an inspiring music performance that triggered a synchronized “Dance of the Cranes.”

Turning the site hoarding into an urban spectacle speaks to SNFCC’s hopes of entrusting the Greek people with a great cultural and educational landmark, one that promises to be the capital’s new civic and social epicentre.

3:35–3:45 p.m.

Erik S. Churchill
Project Manager, SHoP Architects



NEW YORK, UNITED STATES

Design and Construction in a Hot, Flat and Crowded World

www.shoparc.com

The next big breakthrough in design and construction will not come from the advent of one specific construction practice or technology. Rather, it will likely come out of a breakthrough in how information is transferred between design and construction.

This breakthrough will require mindset changes, organizational changes, business operation shifts, and technology developments. Information can travel around the world in a matter of seconds, at almost no cost, with very little embodied energy, whereas materials move slowly, with high cost, high embodied energy and large physical space needs. Construction sites require both coordinated information and coordinated materials. In a world that, as Thomas Friedman says is, “hot, flat, and crowded,” how will the design and construction industry adapt to new constraints and harness the power of new tools to deliver coordinated information and materials to complex urban sites? Digital collaboration environments, vertical supply chain integration, pop-up assembly sites, and 21st century applications of traditional materials are examples of small breakthroughs coming from a dynamically changing industry that will also affect the way construction sites are conceived and how they affect their environment.

3:45–3:55 p.m.

Questions and discussions with the third session’s speakers

3:55–4:30 p.m.

Synthesis
Conclusion by Denis CODERRE, Mayor of Montréal

4:30–5:30 p.m.

Cocktail reception
(Shaughnessy House, CCA)

5:30–7:30 p.m.

City tour provided by Tourisme Montréal
(leaving from the CCA, ends at the Rio Tinto Alcan Planetarium)

7:30–10:00 p.m.

Official dinner
(Rio Tinto Alcan Planetarium)
By invitation only

General admission: **Program for all participants**

10:00 a.m.

Arrival

10:35–10:40 a.m.

Word of welcome

Manon GAUTHIER

Montréal Executive Committee Member responsible for Culture, Heritage, Design, Space for Life and the Status of Women

10:45–10:55

Ross ATKIN

Senior Research Associate, Helen Hamlyn Centre for Design at Royal College of Art



LONDON, UNITED KINGDOM

The Sight Line Street Works System

The Sight Line project, a partnership between the Royal College of Art and the Royal London Society for Blind people, took a design approach to reducing the disruption caused by construction sites to people with sight loss. Construction sites present unique difficulties for people with visual impairments because of the extent to which they rely on their mental maps of particular areas to navigate.

A design-research process was used to understand the requirements of both visually impaired pedestrians and construction workers, as well as legal, technical and practical issues around site setup and equipment. A series of iterations of equipment modifications and setup rules were prototyped and tested with a final system design validated on a real London street by visually impaired participants.

As well as the resultant system design, a more widely applicable framework is proposed for maximizing the accessibility of infrastructure to visually impaired and other disabled pedestrians, based on communicating information on tactile, high-contrast visual and digital layers. Atkins is currently working with the London Borough of Camden and Transport for London, to implement a full pilot of the system.

11–11:15 a.m.

Éric MONIN

Lecturer, Research Fellow, Laboratoire Conception, Territoire, Histoire (LACTH), École normale supérieure d'architecture et de paysage de Lille (ENSAPL)

Éric SEIDLITZ

Director, Commerce – Tourisme Department, Chambre de Commerce et d'Industrie Grand Lille (CCI GL)



LILLE, FRANCE

The “Unsitely” Street

Study of worksite design, of a section of the Watrelos Street in Lille, developed in partnership with CCI GL (Chambre de Commerce et d'Industrie Grand Lille), ENSAPL (École nationale supérieure d'architecture et de paysage de Lille) and LMCU (Communauté Urbaine de Lille)

In a society in which accumulation of constraining situations is a source of stress, discomfort and unease, urban worksites that have seen sidewalks ripped up and road surfaces dug into are often experienced as a supreme aggression that transforms city dwellers' lives into a nightmare. The projects outlined in this presentation show how it is possible to find solutions to this problem by making urban construction sites more acceptable, more likeable and able to attract the interest of passersby through the integration of the sites into the overall process of transforming the city. In a process that also includes the businesses and trades that populate the everyday reality of historical city centres, the worksite emerges as an asset for the city, narrating the evolution toward a renewed district, an ephemeral situation that holds stimulating promises. This contribution will lead to a series of reflections, suggestions that might serve to heal the malaise caused by worksites by extolling their misunderstood qualities.

11:20–11:35 a.m.

Howard CHAMBERS

Designer, Associate Professor at the Parsons School of Design, co-founder of Softwalks



NEW YORK, UNITED STATES

Softwalks: Pop-up Urban “Parklets” for All

www.citysoftwalks.com

Softwalks is an urban design project that seeks to activate sidewalk sheds, by converting this unsightly and underutilized construction scaffolding into usable and more pleasant public spaces. These urban “parklets” are simply improved by the addition of foldable seating, narrow work surfaces, planters and even light diffusers. Chambers describes some of the challenges, learnings, and opportunities she and her partner, Bland Hoke, experienced during the development of this concept which is still at the stage of a prototype. The three main ideas Softwalks is built on are: small changes equal big effects, innovation, even incremental, can be found within existing infrastructure, and placemaking is a top urban design strategy for people's well-being.

11:35–11:45 a.m.

Questions and discussions with the morning session's speakers

TOUR, LECTURES, WORKSHOP

Program for speakers and other participants

in the workshop on reflection and creative thinking on the future
Rue Sainte-Catherine Ouest worksite

8:30 a.m.

Arrival

9:00–10:30 a.m.

Guided tour and observations on Rue Sainte-Catherine
(on foot and by bus)

10:35–11:45 a.m.

**Word of welcome followed by lectures from London,
Lille and New York**
(see pages 22–23 for details)

11:45 a.m. - 12:30 p.m.

Lunch

12:30–1:00 p.m.

Introduction to the Workshop

Claude CARETTE

Director, Infrastructures, voirie et transport, Ville de Montréal

Background: The Future Rue Sainte-Catherine Ouest Worksite

The city of Montréal is undertaking major work to replace century-old underground infrastructure along Rue Sainte-Catherine West between the Atwater and De Bleury streets. This work, to begin in 2016, will be an ideal opportunity to reconsider the overall design of this emblematic Montréal street and think about its future.

Inspired by best practices worldwide, this is a chance to develop our own worksite design strategies while drawing on the expertise and creativity of the guest speakers, Montréal designers and entrepreneurs and Montréal municipal teams assigned to the project. This reflection and creative thinking workshop will focus on means and actions that can be taken to reduce the adverse impacts of this worksite on the daily lives of local merchants, residents and tourists, and perhaps even attract more visitors to the area by sparking their curiosity and interest.

12:45 - 4:00 p.m.

Workshop

Facilitator: **Laetitia WOLFF**, Design consultant, Executive Producer of the Colloquium for the Ville de Montréal's Bureau du design

The reflection and creative thinking sessions will focus on "Redesigning the Worksite," "Activating the Worksite," and "Communicating the Worksite."

Reference document: Participant's Handbook

4:00–4:30 p.m.

Synthesis

PRODUCERS

For a number of years now, the cities of Saint-Étienne and Montréal have been collaborating to organize international gatherings on the theme of "Design and Cities," in conjunction with the **Entretiens Jacques Cartier**. Participants at these colloquiums explore the role of design and the strategies employed by different cities and regions to improve the quality of their living environments, express their identities, facilitate mobility, convert and stimulate their economies, improve their attractiveness, retain talent and, above all, contribute to residents' well-being.

The partnership between the **Ville de Montréal's Bureau du design** and the **Cité du design of Saint-Étienne** has led to six editions of the Commerce Design Saint-Étienne awards, six Quebec design exhibitions at the Saint-Étienne Biennale internationale de design, two expo-conferences presented by the Saint-Étienne École des Beaux-Arts at the UQAM Design Centre, one joint publication (*New Design Cities, 2005*) and nine international colloquiums held in conjunction with the Entretiens Jacques Cartier:

Design : Between Art Crafts and Industry

(Saint-Étienne, 2003)

New Design Cities

(Montréal, 2004)

Responsible Design and Packaging

(Saint-Étienne, 2007)

Cities as Design Laboratories

(Saint-Étienne, 2009)

Design and Mobility in Creative Cities

(Saint-Étienne, 2010)

[Re]birth of a City through Design

(Montréal, 2011)

Medical design: Fashioning Tomorrow's Care-delivery Methods

(Saint-Étienne, 2012)

Health and Design for All

(Saint-Étienne, 2013)

Unsitely! – Leveraging Design to Improve Urban Construction Sites

(Montréal, 2014)

The platform for dialogue afforded by the Entretiens Jacques Cartier is exceptional in that it is recurrent and has allowed us, via face-to-face meetings, to build a solid foundation of friendship between Montréal and Saint-Étienne, giving rise over the years to international knowledge sharing and networking of experts engaged with these issues.

We thank Alain Bideau, Director of the Entretiens, for having accepted our proposals for colloquiums over the years; that support proved to be the foundation for the international presence of the Bureau du design and a strategic lever in the obtaining of UNESCO City of Design status by both Montréal and Saint-Étienne.



Marie-Josée Lacroix

Design Commissioner

Design commissioner, Head of the Bureau du design
Ville de Montréal, Quebec, Canada



Josyane Franc

Director, International Affairs

Cité du design and École Supérieure d'art et design
Saint-Étienne, France

Following the publication in 1986 of the Picard Report, which recognized design as a strategic development area, for Montréal, the City worked to implement a framework of initiatives aimed at stimulating creation in design, raising awareness among various audiences of the value of good design and architecture, and raising the profile of Montréal-based designers locally and internationally.

In 1991, Montréal became the first city in North America to create a design commissioner position, dedicated exclusively to the development and promotion of design as well as to raising awareness among private- and public-sector stakeholders of the benefits of good design. The introduction in 1995 of the **Commerce Design Montréal Awards** was one of the Design Commissioner's flagship initiatives, and the concept has since been "exported" to 13 cities around the world.

Seeking to increase the influence and reach of the Office of the Design Commissioner's actions, in 2005 the City created the Bureau du design. Part of Montréal's Service de la mise en valeur du territoire, this unit is dedicated to stimulating and supporting municipal commissions in design and architecture as well as developing the market for and promoting the talents of Montréal designers and architects.

Montréal, UNESCO City of Design

In June 2006, Montréal joined the UNESCO Creative Cities Network as a City of Design. The Network, founded in 2004, now has 41 member cities in seven centres of creativity (Cinema, Crafts and Folk Art, Design, Gastronomy, Literature, Media Arts and Music). After Berlin, Germany, and Buenos Aires, Argentina, Montréal became the third UNESCO City of Design and the first in North America. In attributing that title to Montréal, UNESCO acknowledged the city's creative potential in design, based on the strong concentration of talent in the city as well as the sustained efforts put forward over the years by its public authorities to build on that strength of the new Montréal economy. The designation has also spurred development of the design industry, improving access to public commissions for designers from here and elsewhere, and has unquestionably helped enhance Montréal's international reputation, by emphasizing the talent and drive of Montréal designers in all disciplines.

Since 2006, efforts to widen the use of design and architecture competitions have resulted in multiple calls to creative practitioners, aimed at increasing design quality for buildings and public spaces.

The Cité du design, created in 2005 by the Town and the Metropolitan District of Saint-Étienne, emerged from the tremendous development of design education and the success of the Saint-Étienne International Design Biennial. It is a platform of observation, creation, teaching, training and research through design. Its activities are based on a strong, unifying theme: design, social change, and economic dynamics. Since 2010, the Cité du design and the École supérieure d'art et design de Saint-Étienne have been grouped together in the same structure with a common objective: develop research and innovation through creation. They are located on the site of the former national arms factory, now the centre of the Metropolitan District of Saint-Étienne's creative district, and the permanent site of the European Living Lab "Cité du design."

In October 2013, the French government named the Cité du design a "*national reference hub*" for supporting of businesses, hubs and clusters, and a "centre for resources and professionalization" for local stakeholders.

Saint-Étienne, UNESCO City of Design

On November 22, 2010, Saint-Étienne became the first city in France to join the UNESCO Creative Cities Network as a City of Design, and the second in Europe after Berlin. It is active in the Network alongside Montréal, with which it has had a privileged relationship since 1998, but also Beijing, Buenos Aires, Berlin, Graz, Nagoya, Kobe, Shenzhen, Seoul, and Shanghai. The designation of Saint-Étienne as a UNESCO City of Design represents important international recognition and is a determining factor in the acceleration of the city's development, with the aim of improving its citizens' quality of life as well as its economic performance. Saint-Étienne was awarded the "International Expertise for Local Authorities 2012–2014" label by the French Ministry of Foreign Affairs for its "Policy on Development through Design."

The Metropolitan District of Saint-Étienne received the 2013 Design Management Europe Award in the category "Public or Non-profit Organization" category. A jury of international design experts acknowledged the innovative actions of the first French local authority to create a design management position responsible for development and implementation of public policies (the position was created in 2010).

The Cité du design is organizing the 9th edition of the Saint-Étienne International Design Biennial, to take place from March 12 to April 12, 2015. The theme is "The Experiences of Beauty."

www.biennale-design.com

The Centre Jacques Cartier was created in 1984, thanks to the vision and strong will of Charles Mérioux, President of the Marcel Mérioux Foundation, and Iain Bideau, Research Director at the CNRS. From the beginning, it was designed to be a flexible structure for establishment and development of partnerships between, initially, Lyon, and later the Rhône-Alpes region plus Quebec and the rest of Canada.

The Entretiens are a tool for socio-economic networking enriched by major contributions from political and economic stakeholders. Many of these gatherings focus on social issues such as market globalization, sustainable development, environmental protection, new energy sources and innovation research. Entretiens topics are part of larger themes (potentially multi-annual) on the leading edge of current scientific concerns, seeking the help of scientists to provide innovative and structure-enhancing solutions to the major challenges of our century. Beyond the scientific dimension, the cultural aspects of France-Quebec relations are an important driver of the Centre Jacques Cartier.

Three remarkable men have been Chairs of the Board of Directors of the Centre Jacques Cartier since its founding: Dr. Charles Mérioux (1984–2001), Raymond Barre (2001–2007) and Pierre-Marc Johnson (2007–). Nearly 30 years on from its inception, the Centre Jacques Cartier has organized nearly 600 colloquiums and/or events with a total of some 60,000 participants and nearly 14,000 guest speakers, including some 5,000 Canadians.

The 27th edition of the Entretiens Jacques Cartier comprise some 30 colloquiums taking place from October 2 to 10, 2014, in Montréal, Quebec City, Ottawa, Sherbrooke, Ho Chi Minh City and Haiti, reflecting the Centre Jacques Cartier's six spheres of action: scientific, technological, economic, social, cultural and political.

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Laetitia WOLFF, design consultant

Workshop

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design urbain, Ville de Montréal

Annie LAURIN, Aménagement et design urbain,
Ville de Montréal

Romain BONIFAY, Transports - Grands projets

Pierre GAUFRE, Bureau du design, Ville de Montréal

Gabrielle LECLERC-ANDRÉ, Aménagement urbain
et services aux entreprises, Borough of Ville-Marie

Anne VILLENEUVE, illustrator and author

Canadian Centre for Architecture – Host venue of the Colloquium

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BIOGRAPHIES

Keynote speakers



Colin ELLARD is a professor of cognitive neuroscience at the University of Waterloo in Canada, and the director of its Research Laboratory for Immersive Virtual Environments, where he studies wayfinding, cognition, and emotion in the built environment. He has published peer-reviewed articles on visual perception, environmental psychology, cognitive mapping, virtual reality and neuroscience in North America and Europe and has presented his work to international audiences at conferences in the areas of cognitive science, neuroscience, environmental graphic design, architecture, and planning. He consults and collaborates regularly with architects, designers, planners, and artists both in Canada and abroad. Mr. Ellard provides a popular account of his work in his 2009 book *You Are Here*, which garnered strong praise from the *New York Times*, *PBS*, *Scientific American*, *New Scientist* and many other print and broadcast media outlets.



After training as a designer and architect, followed by 10 years in practice in factories and working-class communities, **Jean-Pierre GRUNFELD** found his career path at France's Institut de l'Environnement. His experiences in practice and theory are dedicated to addressing a single challenge: how can cities' political and technical authorities best conceive, produce and organize the signs of the city and in turn ensure their appropriation by citizens? Organization of non-verbal communication and the attention paid to the most commonplace signs are at the core of his method, refined over the years through projects in cities around the world. His experimental, pluridisciplinary activities have taken various formats and names, including *Signis* (1969–1974), *Topologie* (Publicis Group, 1974–1986), *Vivacity* (Havas Group, 1986–1992) and *Paysages Possibles* (1992–2006). He currently consults for local communities in France and abroad.



As Vice-President of the New York Building Congress, an association of the leader in all sectors of the city's design, construction and real estate industry, **Andrew HOLLWECK** co-ordinates the organization's overall policy and program direction. He runs the Building Congress Infrastructure Campaign, a sustained advocacy effort to highlight the need for public infrastructure investment and offer proposals to maintain adequate capital funding. He is in charge of the implementation of the Building Congress Task Force on New York City Storm Preparedness Action Agenda. He also originated and runs the New York Building Foundation's quality construction site management program, Construction for a Livable City.

Prior to the Building Congress, Hollweck was Assistant Vice-President at the New York City Economic Development Corporation. He also had roles as a legislative specialist with the New York City Department of Environmental Protection and as a speechwriter and special assistant to Queens Borough President Claire Schulman. Mr. Hollweck received his Master's Degree from the University of Michigan and is a member of the New York City Bar Association Construction Law Committee.

Executive producer and facilitator



Laetitia WOLFF is a design curator, strategist and author, self-described as a cultural engineer, interested in design and the city. Her work focuses on creating projects that generate new discourses and experiences around design's potential as a tool for change and investigation. She joined the NY chapter of AIGA to direct the Design/Relief program and now leads other civic initiatives, such as the DUMBO Circuit project. She headed the nonprofit startup designNYC from 2011-2013 as its first executive director following her launch of expoTENTial, an urban intervention platform that investigated design's strategies to address pressing environmental issues. Most recently she co-curated "EmpathiCITY, Making our City Together" for the 8th edition of the Saint-Etienne International Design Biennale which activated the UNESCO Creative Cities network. Currently she consults for the City of Montreal on the production of "Unsitley!" an international colloquium that explores design's potential in addressing the negative impact of construction sites. She is an instructor in the SVA's *Impact! Design for Social Change* summer program.

www.laetitiawolff.com

International speakers



Ross ATKIN is a designer and engineer specializing in the use of design and technology to improve the accessibility of the public realm. Atkin began his career as a designer at a leading UK street furniture company before completing his Master's degree in Industrial Design Engineering at the Royal College of Art where, after graduation, he became a researcher in the Helen Hamlyn Centre for Design's Age & Ability Lab. He has completed accessibility research projects for UK government organizations including The Commission for Architecture and the Built Environment, City of York Council and The Future Cities Catapult, disability charities the Royal London Society for Blind People and Scope and leading brands BT, Marshalls and Stannah. Atkin combines his research activities with work as an independent consultant on commercial accessibility and assistive technology development projects.



Annemike BANNIZA studied architecture at Karlsruhe Institute of Technology and at ENSAPB (École Nationale Supérieure d'Architecture de Paris-Belleville), then graduated in Engineering from the Berlin University of the Arts in 1997. She joined KSV in 1999 after stints with local architectural firms. Her first responsibilities included the comprehensive planning and construction of a hotel and conference centre in Schweinfurt, Germany (1999–2002) and international projects such as the Museum of Modern and Contemporary Arts in Bolzano, Italy (200–2008). She was the lead architect in the planning and realization of the Leibniz Institute for Baltic Sea Research Warnemünde, in Germany (2004–2008), and in charge of project management for the BMW pavilion at the 2012 Olympic Games in London (2011–2012). Currently, Ms. Banniza is leading an urban neighbourhood development and revitalization project in Berlin's Bundesallee 204-6. She was part of the project team on the Humboldt-Box, which she will be presenting with KSV's co-founder and lead project architect, Bertram Vandreike.



Following training in industrial design at Design Academie Eindhoven, the Netherlands, Israeli-born **Dror BENSCHETRIT** founded DROR in 2002, a New York-based multidisciplinary practice specializing in innovative design projects, encompassing product design, interior and architecture projects, and creative direction. His designs respond to the evolving needs of our modern lifestyle, serving a wide roster of international clients. Benschetrit, who lectures around the world, has gained international media exposure and has been widely exhibited with work included in the permanent collections of major museums in North America, Europe and the Middle East.

Benschetrit's interest lies in exploring the transformative power of design at various scales with the hope of improving people's well-being. He conducts thorough research on materials, technology and geometry in collaboration with a team of experts. His work operates between beauty and function, ultimately exploring the gap between art and design.



Howard CHAMBERS is committed to the beliefs that major urban metropolises should be designed with people as the primary users. She is driven by the realization that despite this ideal, cars, construction and infrastructure have taken precedence over human needs. A recent graduate from the Transdisciplinary Design program at Parsons the New School for Design, Ms. Chambers focuses on rethinking and reimagining infrastructure, urban furniture and underused spaces, in cooperation with agencies, merchants and urban communities. She is also an adjunct professor at Parsons, teaching "Design Thinking" and "Visualizing Urban Change," a designer and co-founder of Softwalks, a New York urban innovation studio based on a university project.



Florent CHIAPPERO is an architect by training, a graduate of INSA-Strasbourg and currently studying toward his PhD at École Nationale Supérieure d'Architecture in Marseille. He is co-founder of Collectif Etc., a group of a dozen architects now based in Marseille, which, since 2010, has been investigating the question of participation by civil society in the improvement of daily life. The physical transformation of space is their experimental tool to create or support such autonomous urban situations. Their projects are of varying scales, ranging from everyday objects to residential, public and territorial strategies. Their focus is to provoke encounters and exchanges at all stages of the creative process, so as to ensure it is infused with the values they believe in: equity and collective intelligence combined with individual creativity.



CHOI, Jeong Hwa is an artist and designer whose work moves between the disciplines of visual art, graphic design, industrial design, and architecture. Inspired by the harmony and chaos of the urban environment, Mr. Choi undermines the elitism of the museum by installing his pieces on the façades of buildings. His playful practice comments on the privileged environment of art institutions and questions the prized status of artworks amidst a consumer-frenzied world. He created a 10-story installation made from 1,000 discarded doors, and decorated Seoul's Olympic Stadium with garlands made from two million pieces of trash—transforming the building's surface into a glittering jewel. In other works he explores ideas of artificiality and permanence through the use of plastic flowers and food. He refuses to categorize his work, leaving the audience to define his pieces on a personal level. His motto is: "Your heart is my art."

Interpreter for CHOI Jeong Hwa, **CHOI, Soo Yeon** is an art gallery owner and art consultant who works closely with the artist. She oversees international business at the Park Ryu Sook Gallery, in South Korea, where she is currently preparing a solo show of Mr. Choi's work. She has been in the art business since 2008 and managed the gallery's Shanghai branch for two years. She holds a Bachelor's degree in Business Management from Babson College, Massachusetts.



As a Project Manager with SHoP Construction (SC), **Erik S. CHURCHILL** utilizes his background in construction, architecture, and business to manage projects that push the boundaries of traditional practice. He recently managed the BIM/VDC (Building Information Management and Virtual Design and Construction) integration of the B2 Bklyn Modular project for Forest City Ratner Companies during design and prototype production. Currently, he is developing the company's design/build services for pre-fabricated projects. Prior to SC, Mr. Churchill managed the design and build of two of the first single-family homes in the LEED-H pilot program (the Leadership in Energy and Environmental Design for Homes). He has consulted with Clif Bar on sustainable packaging initiatives, and Gerding Edlen Developers in Portland, Oregon, on financing Living Building Challenge projects, an environmental building standard and certification. At the University of Oregon he developed the community design-build program, designBridge, into a nationally recognized program. Churchill received a BA from Brown University, and a Master's of Architecture and Master's of Business Administration from the University of Oregon.



Sherry DOBBIN is Director of Public Art for Times Square Arts, the public art program of the Times Square Alliance. Ms. Dobbin brings over 20 years' international experience across performance and visual arts, and art in the public realm, working as producer, administrator, consultant and curator. Prior to Times Square, she was Director of Robert Wilson's Watermill Center and a project director of arts-led regeneration in collaboration with agencies such as Arts Council England and the England Development Agency on projects such as the Heritage Lottery-funded Stevenage Town Centre Gardens. Ms. Dobbin sits on advisory and review panels for cross-disciplinary arts organizations and, as an Adjunct Assistant Professor at the NYU Robert F. Wagner Graduate School of Public Service, co-teaches "The Arts & Artist in Urban Revitalization" course, with Tim Tompkins (President of the Times Square Alliance).



As an associate architect and co-manager at SEURA **Jean-Marc FRITZ** has realized a number of housing projects and public amenities, new and in renovation, in Paris and elsewhere in France. He was in charge of the renovation of the Denfert-Rochereau RER station and its surroundings, in Paris. The development of the median strip of Paris boulevard Richard Lenoir over 1.8 km, the cours du Chapeau Rouge in Bordeaux and the 5th République Plaza in Pessac are among the public space projects he has recently completed.

Currently in charge of the development project of the Halles quarter, following the completion of preliminary design studies with co-founder David Mangin, Jean-Marc Fritz is involved in the old and new Forum des Halles, underground road network and parking lots, the pedestrian areas and the public garden of les Halles.

In 2008 he published *Les Halles, interior cities, project and studies, SEURA 2003-2007* (Éditions Parenthèses) in collaboration with co-founders David Mangin and Florence Bougnoux, and he regularly gives lectures on the theme.



Alexis GANTE is trained as a geographer and urban planner. He graduated with a Master's degree from the French Ecole des Ponts et Chaussées. He joined the Etablissement Public d'Aménagement de Saint-Etienne in 2010. As a project director, he is in charge of the urban design of Châteaureux' station area in Saint-Etienne, and oversees the urban renewal of Chappe-Ferdinand's of the old Chappe-Ferdinand neighbourhood in Sainte-Étienne. Assisted by a team dedicated to this project, he ensures the complete implementation of this 60-hectare urban project, aiming to transform a series of warehouses, apartment buildings and industrial wastelands, partly damaged, into a mainly tertiary mixed-use area, as part of the extension of the city centre towards the train station.

In a particularly complex real estate context, Gante is constantly questioning the temporality of urban developments and their impact on residents and urban citizens.



Donald HYSLOP is the Head of Regeneration and Community Partnerships at Tate Modern in London. His work is at the forefront of exploring the role culture, architecture and museums can play in the regeneration, creative place-making, economic and social development of cities and communities. He has worked extensively in leadership roles in the cultural, tourism and business sectors both in the U.K. and internationally. At Tate Modern, over the last 14 years, he has led an urban renewal program, which has seen the transformation of a district of central London, South Bank and Bankside. His non-executive portfolio includes Chairman of the world-famous Borough (food) Market and Chair of the Better Bankside Business Improvement District, a commercial development society in downtown London, right near the Tate Modern.



Teddy LEGUI is an urban planning consultant, project manager for the Société d'Aménagement de la Métropole Ouest Atlantique (SAMOA) in Nantes. Following law studies with a focus on urban planning and environmental issues at the Université de Nantes, he worked for the Agence régionale pour l'environnement of France's Provence-Alpes-Côte d'Azur region to coordinate its environmental network, ensuring a direct link between legal and technical departments on land use planning projects.

A keen interest in societal and urban issues led him to join the office of the Mayor of Angers, as Chief of Sustainable Development Policy, just prior to the launch of one of France's first *Plans Climat Energie* (Local Climate and Energy Plans) and an Agenda 21 for Culture action plan.

Eager to build on experience gained in public policy, Mr. Legui joined SAMOA (Société d'Aménagement de la Métropole Ouest Atlantique) from 2012 to 2013, heading a series of creative and social experiments under the Green Island banner, as input for the Ile de Nantes urban renewal project. Since January 2014, he has been working as an independent urban engineering consultant.



Éric MONIN is an architect with a PhD in Engineering Sciences with expertise as a research director at the Laboratoire Conception, Territoire, Histoire at the École normale supérieure d'architecture et de paysage de Lille (ENSAPL). He teaches the history of architecture at the Paris-Val de Seine campus of the École nationale supérieure d'architecture, at Paris-Val de Seine. His research concerns the history of architectural and urban transformations thanks to artificial lighting from the 18th to the 20th centuries. He is currently at work on a history of the pioneering "Son et Lumière" shows invented in France in the early 1950s, and on a history of 20th-century retail display methods, with a focus on esthetic and technical factors in the development of the art of window dressing.



Geoffrey MORRISSEY is a senior structural engineer. He joined Arup in 2006 after graduating with a Master's degree in Civil Engineering from Villanova University, Pennsylvania. His experience encompasses over 30 projects, ranging from mixed-use high-rise developments to concert halls and vibration-sensitive laboratory buildings. His professional interests include the use of BIM (Building Information Modelling) for structural analysis and drafting, steel and concrete connection detailing, damping solutions for tall buildings, and construction methods.



Charles ORMSBY is a civil engineer specializing in the design of urban infrastructure and the development of integrated water management strategies for sites of national importance across the globe. After completing a Master's degree in engineering at McGill University on the social costs of municipal infrastructure works in Montréal, Charles joined Arup's Infrastructure London Group where he played a key role in many projects in the fields of site development and water management. His experience includes also the development of sustainability strategies using LEED™ and Envision™ in civil engineering for infrastructure projects of exceptional architectural character. Charles now works with Arup in Canada where he is the design coordinator of civil engineering works on a number of the country's largest public-private partnerships and design-build projects.



With more than 20 years of experience in architectural projects, **Patrick ROUX** is General Manager with Saguez & Partners in Paris. He has over 20 years of experience in architectural projects, starting with Ikea and Truffaut budgets. Then, at Design Strategy, he developed service concepts for financial (Bnp Paribas) and service clients (France Télécom). Associated since 1994 with Olivier Saguez, first at Proximité/BBDO for brands such as Christian Lacroix, Cacharel, Etam, Hennessy and Newman, Roux helped found Saguez & Partners in 1998. He leads major accounts, such as Peugeot, Auchan, Wanadoo and Galeries Lafayette, as well as Europe's leading commercial property company Unibail-Rodamco (for which he supervised the agency's involvement in 5 countries and 12 commercial centres through various expansions and renovations). Managing Director of the agency since 2008, Roux oversees its architectural sector and its international expansion in Brazil and China. For public and private clients, he has initiated several concepts involving local downtown businesses. He has been involved in the Les Halles revitalization project, directing its branding and communication strategy, in collaboration with SEM ParisSeine (a private-public company in charge of the development, construction and management of complex construction sites in the Paris region).



A graduate of EDHEC Business School and Director of the Commerce and Tourism Department of the Grand Lille CCI (Chamber of Commerce and Industry) since 1989, **Eric SEIDLITZ** lends his expertise to local communities in revitalization of retail spaces as a driver of business development. His team at the CCI Grand Lille works with local merchants on their business strategies and mobilizes local stakeholders (the Commercial Unions, career management agencies) around an ecosystem conducive to healthy retail activity.

As instigator and partner in Design Commerce Lille, the CCI Grand Lille, jointly with the Communauté Urbaine de Lille Métropole’s development corporation for urban projects, has initiated a think tank on retail display design.



Susanna SIREFMAN is founding President of Dovetail Design Strategists, an architect selection consultancy which provides a comprehensive range of services designed to identify the right architect for a client’s building program.

Trained as an architect at the Architectural Association School of Architecture, London, Ms. Sirefman’s deep knowledge of the field informs her ability to advise on design, synthesize architectural concepts, and make architecture accessible to the general public. She has authored five books on contemporary architecture and is a contributor to *The Wall Street Journal* and *Surface* magazine. She has taught at the Parsons School of Design and City College New York School of Architecture and often serves as a speaker and visiting critic at architecture and urban design programs across the country. Most recently, she was a featured speaker at the 5th International Conference on Architecture Competitions in Delft, Holland. She has received grants from the National Endowment for the Arts and the Graham Foundation. She is a Fellow of the Forum for Urban Design, and a member of the Author’s Guild.



Bertram VANDREIKE studied architecture at Bauhaus University Weimar, graduating in 1987. After first working as a planner for Bauakademie Berlin, an institution of the former GDR that concentrated on architectural research, he founded KSV (Kruger Schuberth Vandreiike) in Berlin, in 1990, with two fellow architects. Over the past decade, KSV has garnered an impressive roster of successful competition projects, recognized by various institutes and organizations, including the Federal Chancellery of Germany, Berlin (1994, 1st prize), the Berlin-Brandenburg Parliament Building (1995, 1st prize), the Museum of Modern and Contemporary Art Bolzano, Italy (1999, 1st prize), and the Leibniz Institute for Baltic Sea Research in Warnemünde, Germany (2004, 1st prize). Incorporating various design disciplines—architecture, graphic, interior and lighting design and communications—KSV projects typically benefit from comprehensive planning and creative synergies. Under Vandreiike’s leadership, interdisciplinary approach, low hierarchies and a transparent working process ensure open and fertile discourse about a permanently changing environment. The results are projects with high emotional impact, always outstanding in technical and construction quality, such as the Humboldt-Box information pavilion in Berlin.

QUESTIONS , COMMENTS , SUGGESTIONS

The Ville de Montréal Bureau du design thanks you for your participation and invites you to share any questions or comments regarding this event and its impact on your professional practice.

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