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UNSITELY!
LEVERAGING DESIGN TO IMPROVE
URBAN CONSTRUCTION SITES

INTERNATIONAL COLLOQUIUM
27TH ENTRETIENS JACQUES CARTIER
MONTREAL, OCTOBER 8-9, 2014

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1. Context

Organized by the Ville de Montreal's Design Bureau in collaboration with the Ville-Marie borough downtown Montreal, (Québec, Canada) and the Saint-Étienne Cité du design (France), "*Unsitely!*" — *Leveraging Design to Improve Urban Construction Sites* is being held in conjunction with the 27th annual Entretiens Jacques Cartier. Through various presentations, case studies and networking opportunities mixing creatives, industry and city government officials, this upcoming international gathering proposes to explore innovative solutions that leverage design to improve our experience of urban worksites.

2. Colloquium Theme

Large worksites are an integral part to our cities' development, and a must for 21st century urban revitalization efforts. But their impact is considerable in terms of the economic, social and political disruptions they often generate.

Can design (graphic, architectural, interior, industrial, landscape, event-based, etc.) 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, and the overall communication strategy of major worksites, or, at least, contribute to reduce their negative impact on the daily lives of commerce, residents and visitors?

3. About the Entretiens Jacques Cartier

The Entretiens Jacques Cartier are international and francophone gatherings of professional practitioners and scholars (teachers, researchers, policy makers, business leaders, representatives of civil society and culture). One of the main features of the Jacques Cartier Entretiens is their inter-disciplinarity, showcasing diverse fields of expertise (scientific, technological, economic, social, cultural, political), at the interface between the public and the private spheres. They promote dialog on the most pressing current social issues, seeking the help of scientists to provide innovative and structuring solutions to the challenges of our century.

4. Call for Projects

The selection of speakers and case studies presented at this colloquium is the subject of this call for projects. This call targets Montreal boroughs, the UNESCO Cities of Design Network, the partner cities of Commerce Design. Meanwhile, practitioners in other cities and regions of the world are also invited to submit relevant and successful projects.

The objective of "Unsightly!" is to explore innovative solutions of design alleviating construction sites' impact, implemented in various cities of the world, from which all can learn and be inspired.

We seek cases that represent the points of view of the city manager, the architect / designer and the contractor. We wish to highlight good practices and reveal creative processes, from planning to design delivery, including communication strategy. Note: The Ville de Montréal and the Centre Jacques Cartier will cover speakers' transportation and accommodation costs (max. 3 speakers per case study).

We seek cases that go beyond the simple surface treatment. The scientific committee of the colloquium will focus on the following types of projects:

- the renewal of major corridors, following the development of new transit systems
- the renovation of underground infrastructures, with a direct impact on traffic – whether pedestrian, car or bike-related – as well as on residents and businesses
- downtown pedestrian transformations (permanent or temporary, partial or complete)
- the construction of large facilities
- the strategic revitalization of mix-uses streets, zones or entire neighborhoods.

We are particularly interested in projects undertaken in climate zones similar to Montreal's.

5. Event Dates and Format

Wednesday October 8, 2014, 9:00 AM - 6:00 PM

Keynote speaker, case studies presentations (approx. 5 à 8), panel and networking activities

Thursday October 9, 2014, 9:00 AM - 1:00PM

Creative workshop focused on one of Montreal's major worksite

The Colloquium "Unsightly!" hopes to offer a series of conversations and case studies for practitioners concerned with the production and impact of urban construction sites. Networking activities will foster exchange and dialog between various city representatives and creatives interested in exchanging on the topic of design's potential in mitigating disruptions created by major urban construction projects.

The colloquium will also be an opportunity to leverage the expertise of local guests and international attendees, and invite them to reflect, in the form of a dynamic and participatory workshop, on an upcoming Montreal downtown project.

The event, which will take place at the Canadian Centre for Architecture, will be full of opportunities for meetings between international and local experts, encouraging professional networking, notably with delegates from the UNESCO Cities of Design Network, representatives from the Commerce Design network, and from the cities of Montréal and Saint-Étienne.

6. Eligibility

We encourage applications by various sources and expertise, as long as presenters are able to testify on behalf of the city's point of view, the design firm's or the construction company involved in the implementation of the solution. A detailed case study can be presented by all or one of those three parties.

7. Selection Criteria

- 7.1 Compliance with the theme and objectives of the colloquium
- 7.2 Scope and complexity of the project (challenges of the site)
- 7.3 Design integration (all disciplines included) and added-value in the planning and implementation of the worksite, including project management and communication strategies
- 7.4 Innovation, originality and creativity of the approach and use of a design expertise to tackle the site's challenges
- 7.5 Results and measure of success (for e.g.: positive impact on worksite's duration, perception by citizens, business profits, number of accidents, media coverage, etc.)

8. Submission instructions

The following documents need to be sent using WeTransfer, an online file-transferring platform (www.wetransfer.com), to lwolff@futureflair.com **by Tuesday, December 17, 2013, 11:59 PM**

- 8.1 General information submission form: please respond to each of the questions listed in the Appendix and insert them at the beginning of your case study presentation document.
- 8.2 Case study presentation document: this document has to respond to each and every points made in the Selection Criteria stated above. The document, saved as a PDF file (8.5x11), has to be paginated and clearly identify your name and the case study title. It should not exceed more than 20 pages and 10 MB maximum. Images, drawings, renderings and photos (before, during, after the construction site work) can mix in with text to illustrate your case. However, photographic content should not constitute more than 50% of the document.
- 8.3 Include chosen photos illustrating the construction site in its entirety, as well as details of how design provided an innovative solution (jpeg format, 300 dpi resolution, 400 x 600 pixels minimum). These images can be different from the ones used in the main presentation document.

9. Important dates / deadlines

October 21, 2013:	open call for Projects
December 17, 2013:	submission deadline
January 28, 2014:	projects and speakers announcement
March 31, 2014:	deadline to submit additional information for case studies (e.g. biography, presentation content)
October 6-7, 2014:	speakers arrival in Montreal
October 8-9, 2014:	colloquium and workshop

10. Scientific committee

Introduced in alphabetical order

Montréal:

Sonia BEAUCHEMIN, Chief of Division, Communication projects, Service des infrastructures, du transport et de l'environnement, Direction des infrastructures, Ville de Montréal

Sylvie CHAMPEAU, Design Commissioner, Bureau du design, Service de la Mise en valeur du territoire, Ville de Montréal

Denis COLLERETTE, Planning Advisor, Direction de l'urbanisme et du développement économique et urbain, Ville de Montréal

Richard P. COTÉ, Chief of Division, Job planning and coordination, Service de l'eau, Direction de la gestion durable de l'eau, des mesures corporatives et d'urgence, Ville de Montréal

Sylvia-Anne DUPLANTIE, Chief of Division, Aménagement et design urbain, Ville de Montréal

Pierre GAUFRE, Commissioner, Division du développement économique, Direction de l'aménagement urbain et des services aux entreprises, Ville-Marie Borough, Ville de Montréal

Marie-Josée LACROIX, Chief of staff, Design Commissioner, Bureau du design, Service de la Mise en valeur du territoire Ville de Montréal

Saint-Étienne:

Josyane FRANC, Director of International Affairs, Cité du design, Saint-Étienne, France

Nathalie ARNOULD, Design Manager au service des collectivités, Cité du design, Saint-Étienne, France

Camille VILAIN, International Project Manager, Cité du design, Saint-Étienne, France

Ney York:

Colloquium appointed producer:

Laetitia WOLFF, Design consultant

Contributors

This colloquium is endorsed by the Ville de Montréal and the ministère de la Culture et des Communications du Québec under the Entente sur le développement culturel de Montréal and by the Jacques Cartier Center. The event will be hosted by the Canadian Centre for Architecture.

APPENDIX

General information submission form

Please respond to each of the following questions and insert them at the beginning of your case study presentation document (PDF file, 8.5 x 11).

Section 1 : Contact person in charge of submission

Name (Mr./ Mrs., first name, LAST NAME) :

Title:

Organization:

Postal Address:

Email:

Telephone (office):

Telephone (cell.):

Skype name:

Website:

Section 2: About the construction site (case study)

Name of site/project:

Country:

City, district or neighborhood:

Approximate surface/area:

Beginning date of construction site (month/year):

Ending date of construction site (month/year):

In what context has this construction site been launched?

(e.g.: infrastructure renewal, new public transportation system, pedestrian, renovation, etc.)

(Max. 150 words)

Briefly describe the main challenges faced by this construction site.

(Max. 150 words)

Which design disciplines were called on for this construction site?

(ex.: architecture, landscape architecture, industrial design, graphic design, etc.)

(Max. 150 words)

Section 3: Proposed Speaker(s)

Note: your case study can be presented by either/or of the following speakers. Please specify who could come to Montreal to present.

City Representative

Name (Mr./ Mrs, first name, LAST NAME) :

Profession:

Title or function within the described construction site:

Employed by the city since (year, month):

Short biographical profile (optional, max 200 words):

Creative (architect, designer)

Name (Mr./ Mrs, first name, LAST NAME) :

Profession:

Firm/Studio name:

Website:

Title or function within the described construction site:

Employed by the firm/studio since (year, month):

Short biographical profile (optional, max 200 words):

Entrepreneur (construction)

Name (Mr./ Mrs., first name, LAST NAME) :

Name of the company:

Website:

Title or function within the described construction site:

Employed by the company since (year, month):

Short biographical profile (optional, max 200 words):