

## **The finalists in the *Create Winter at Quartier des Spectacles* competition are revealed!**

### **A competition to enhance and bring activity to public spaces**

**Montreal, July 19 2011** – The Quartier des spectacles Partnership, in collaboration with the Bureau du design of the Ville de Montréal, launched the *Create Winter at Quartier des Spectacles* competition in June. The contest invited Montreal creators to come up with three novel urban experiences, to be held next winter at Place des Festivals, Place Émilie-Gamelin, and the area surrounding the Saint-Laurent metro station.

“The Quartier des Spectacles Partnership is happy to see all the enthusiasm generated by this competition. The large number of submissions we received is evidence that the artists don’t hesitate to make the proposed public spaces of the Quartier their own and display the creative side of the metropolis” announced Quartier des Spectacles director general Pierre Fortin.

38 projects in total were submitted by 27 creators. 14 of the proposals were for the Place des Festivals, 10 for Place Émilie-Gamelin and 14 for the area surrounding Saint-Laurent metro. Three finalists were chosen for each site.

Without further ado, the finalists are:

#### **Place des Festivals:**

- Jean Beaudoin and Erick Villeneuve, produced by Novalux
- Pelletier de Fontenay, produced by 1976
- Tania Delage and Victor Hugo Morales Collins, executed by Duncan Swain, in collaboration with Lux Populi and Jacques Desbois

#### **Place Émilie-Gamelin:**

- Atomic<sup>3</sup> – Félix Dagenais, Louis-Xavier Gagnon-Lebrun and Éric Gautron, produced by Michel Granger
- Jean Beaudoin and Erick Villeneuve, produced by Novalux
- Playmind – Emmanuel Sévigny, Monik Paskal Potvin and Amélie Bilodeau

#### **Area surrounding Saint-Laurent metro station:**

- Amandine Guillard, Anik Poirier and Albane Guy, TagTeam Studio
- Atelier FMR (Fais-moi rêver) – Louis-Alexandre Gagnon and Gwendal Creurer, produced by Playmind
- Cube Architecture – David Lavoie, Valérie Beaudoin, Marjolaine Plasse, Gabrielle Gauthier and Sophie Vanasse

The individuals or groups selected have until September 6 to submit more detailed proposals, for which they have been granted a \$5,000 budget.

The competition finalists were selected by a jury made up of **Pierre Fortin**, director general, Quartier des Spectacles Partnership; **Pascal Lefebvre**, programming director, Quartier des Spectacles Partnership; **Réal Lestage**, urban planner and partner, Daoust Lestage inc. Architecture Design urbain; **Alain Lortie**, lighting designer, Lortie Design Lumière inc.; **Melissa Mongiat**, designer, Andraos & Mongiat; **Céline Poisson**, industrial designer, professor and director of the graduate diploma program in event design, UQAM École de design; **Annie Ypperciel**, landscape architect, Direction des grands parcs et du verdissement - Division de la gestion stratégique - recherche et développement, Ville de Montréal. Each submission was analysed following a set of criteria included in the competition rules. All submissions, and a statement from the jury, will be made public soon after the announcement of the winners on September 27.

Before merrily invading the three nodes of the Quartier des spectacles this winter, to marvel at the surprising and innovative urban experiences on offer there, members of the public will have the opportunity to see the winning installations and all the other proposals at the Montreal UNESCO City of Design web site: [www.mtlunescodesign.com](http://www.mtlunescodesign.com) . It's a great way to whet your winter appetite and get to know new creators.

### **Three competitions in one**

The two-stage competition was open to any designer or team made up of at least one principal designer working in the fields of design and planning and/or the fields of event design, multimedia, performing arts, and visual and media arts.

Entrants were invited to design three independent urban installations on three specific sites in the Quartier des Spectacles. The installations, including daytime and nighttime components, were required to offer an ambiance and experience that would be novel to the broader public. Festive, playful and participatory, the interventions were intended to promote enjoyable strolling and to invigorate public spaces.

All the entrants will require to deliver ready-to-go “turnkey” projects, either alone or in cooperation with a producer to handle the various stages of production and execution.

### **About the Quartier des spectacles**

Festivals aren't the only time that the Quartier comes alive. All 12 months of the year, at any hour of the day, the Quartier des spectacles offers visitors an exceptional variety of activities: cinema, theatre, dance, exhibitions, technological art, music concerts, operas, comedy shows, improvisation, design competitions, and on and on. A different experience emerges with every step. To find it, just follow the red dots that appear on the sidewalk at nightfall. For more details: [www.quartierdespectacles.com](http://www.quartierdespectacles.com).

### **About Montreal UNESCO City of Design**

The Bureau du design of the Ville de Montréal is acting in conjunction with the Quartier des Spectacles Partnership to develop and mount this competition. This is part of the many commitments undertaken by the Ville de Montréal and its partners in the “Plan d'action 2007-2017 – Montréal, métropole culturelle” initiative, which aims to promote excellence in design and architecture by encouraging the use of design competitions, and by affirming Montreal's status as a UNESCO City of Design.

Source: Quartier des spectacles Partnership

Media contact: Mélanie Mingotaud | [melanie@bchabotcom.ca](mailto:melanie@bchabotcom.ca) | 514 861-7870, x222

Mara Gourd-Mercado | [mara@bchabotcom.ca](mailto:mara@bchabotcom.ca) | 514 861-7870, x224

