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Collaboration agreement with Ville de Montréal renewed Quartier des Spectacles Partnership receives mandate to continue developing Montreal's cultural core

Montreal, January 29, 2013 – The Quartier des Spectacles Partnership is proud to announce the renewal of its agreement with the Ville de Montréal for the continued development of the cultural creation and exhibition space that is Quartier des Spectacles. The announcement was made today by Éline Ayotte, the Ville de Montréal's Executive Committee member responsible for culture, heritage and design. The agreement calls for a total contribution of \$32.5 million over five years, which will allow the Partnership to pursue its mandate of promoting the area, managing programming and operations in its public spaces, and extending the Luminous Pathway throughout Quartier des Spectacles.

“We are delighted that the city has reaffirmed its trust in the Quartier des Spectacles Partnership. This collaboration has given structural support to the revitalization of the downtown area, to the promotion of our local creative talents and to our city's international image. Over the years, the Partnership has developed special expertise in managing the large outdoor stage created by a series of public spaces in the heart of downtown. There is also considerable expertise involved in related mandates, including the coordination, illumination and promotion of this world-class destination. All of this translates into specific, effective actions affecting the area. For nearly 10 years, these actions have helped the Quartier grow into a place where people live, create and enjoy themselves, in line with the original development vision. I also welcome the Ville de Montréal's new commitment, which shows its courage and unwavering desire to make Montreal one of the world's great cultural metropolises,” said Jacques Primeau, chair of the Quartier des Spectacles Partnership.

An ambitious mission

The mission of the Quartier des Spectacles Partnership is to contribute actively, in concert with public authorities and the various stakeholders active in the Quartier, to developing and highlighting the district's cultural assets, by considering urban, tourism, social and economic factors in all its initiatives.

Among other things, the Partnership's activities aim to:

- enhance and preserve cultural assets, particularly those related to the performing arts
- bring life to public spaces by organizing cultural activities
- manage public spaces and specialized facilities used for cultural events
- illuminate Quartier des Spectacles
- promote and develop the Quartier as Montreal's cultural core and an international

tourist destination

The Partnership's achievements include:

- the establishment of a programming policy developed in concert with the Ville de Montréal and the arts and culture community
- an increase in the number of events presented in the public spaces (tripled in the last three years)
- the establishment of annual events to complement partners' programming in slower seasons (e.g. Luminothérapie in winter; 21 Balançoires in spring)
- support for creativity and the showcasing of hundreds of artists' and designers' work by commissioning or supporting projects
- development of the Luminous Pathway (nearly 33 venues now have the signature red dots and/or architectural lighting, and eight façades and streetscapes are used for architectural video projections)
- the establishment of management processes for this large "outdoor urban theatre" with positive impacts on production quality and the quality of cultural presentations, protection of heritage architecture and, consequently, the quality of the visitor experience

About the Quartier des Spectacles Partnership

The Quartier des Spectacles Partnership is a non-profit organization comprising more than 50 members based in Quartier des Spectacles. The board of directors includes representatives from cultural organizations, institutions, education, business, residents, the borough of Ville-Marie, the Ville de Montréal and the government of Quebec. It receives financial support from the Ville de Montréal, the Ministère des Affaires municipales, des Régions et de l'Occupation du territoire du Québec, and a variety of partners.

About Quartier des spectacles

For more than a century, Quartier des Spectacles has been Montreal's cultural heart. Today, it is also a hub of economic, urban and cultural development, with many assets that are helping establish Montreal as a leading cultural metropolis. A vibrant creative zone, open to artistic diversity and cultural cross-pollination, the Quartier has something for everyone, from digital-arts aficionados to fans of world music. Every month of the year and every hour of the day, Montrealers and visitors converge on its 80 venues, 40 festivals and seven squares and public spaces. Part of a unique urban fabric, the boldly illuminated Quartier des Spectacles is an essential destination for anyone looking for a thrilling cultural experience. For more information, visit quartierdesspectacles.com.

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Source: Quartier des Spectacles Partnership

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