

NEWS RELEASE


5th Design Montréal Open House: June 4–5, 2011

**Discover the designers behind
what surrounds you!**

Montréal, April 19, 2011—Helen Fotopulos, the Ville de Montréal's Executive Committee member responsible for Culture, Heritage, Design and the Status of Women, today unveiled the program for the 5th annual Design Montréal Open House, the central focus of the celebrations surrounding the fifth anniversary of Montréal, UNESCO City of Design. She was accompanied by the event's new spokesperson, actress Anne-Marie Cadieux. A total of 75 Montréal design agencies, projects and venues will throw open their doors to the public, free of charge, on Saturday and Sunday, June 4 and 5, from noon to 5 p.m.

Montréal 

Culture,
Communications et
Condition féminine

Québec 

Come out and meet local designers

There's no need to go very far to discover design in all its forms. Montréal has more than its share of talented people as well as standout projects. During this two-day event, members of the public will be able to meet, at their workplaces, creators who have distinguished themselves in national and international design competitions: architects, exhibition designers, fashion designers, graphic designers, industrial designers, interior designers, landscape architects and urban planners. All of them will be offering visitors the chance to truly explore their worlds and get a better sense of the creative process behind their achievements.

See the city through designers' eyes

In 2006, Montréal was named a UNESCO City of Design. In awarding that title, UNESCO acknowledged the potential of Montréal designers to contribute to the city's future. In tribute to them, a promotional campaign featuring eight ambassadors, each representing one design discipline, has been developed by the firm orangetango.

"I thank all of the creators who are contributing to the vitality and reputation of Montréal," said Christine St-Pierre, Québec's Minister of Culture, Communications and the Status of Women. "I am proud to support the Design Montréal Open House, which promotes excellence in architecture and design, and gives tangible expression to Montréal's designation as a UNESCO City of Design. Happy fifth anniversary!"

For her part, Ms. Fotopulos said: “Around the world, there are cities that are leading lights because of a unique character defined by the genius of their creative professionals, be they emerging or established. Montréal is one of those cities. This fifth edition of the Design Montréal Open House is a renewed opportunity to discover the Montréal designers behind the many projects that help to shape our living environment, and to meet the talented creators who are the foundation for the title Montréal, UNESCO City of Design.”

Ms. Cadieux, well known for her many theatre, movie and television roles, said: “Creativity is becoming the standard for comparing the great cities of the world. And in this sense, Montréal is especially fertile territory. Our city’s personality is expressed, among other ways, in the inspiring places and objects imagined and created by our local designers. The Design Montréal Open House is an opportunity to take stock of the best design the city has to offer, and discover the people who place their creative talents at our service every day.”

A celebration for everyone!

Among the wide array of activities on the program this year, members of the public will be able to visit design studios, stroll through the city on themed itineraries of their choice with podcasts as their guides, discover emerging and established designers, and view exhibitions, by graduating students in the various design and architecture disciplines, as well as in various art and design presentation venues. In addition, young people aged 10 and over are invited to take part in a variety of entertaining and educational activities organized especially for them. Whether you’re a design enthusiast, a fashion follower or a budding creator, whether you’re with family or friends, you’re sure to find something to interest you.

Sound design with MUTEK

The MUTEK Festival is proud to salute Montréal’s designers. On Saturday, June 4, beginning at 10 p.m., DJs from Berlin, Buenos Aires and Montréal, three UNESCO Cities of Design, will be hitting the decks at the Society for Arts & Technology. The festivities are sure to last late into the night.

A interactive map to plan your green itinerary

A new and improved interactive event map is available on the website PortesOuvertesDesignMontreal.com. Visitors can customize their own itineraries according to their interests, and share them with friends via Facebook. This year’s it’s easier than ever before to plan your visit on foot, using public transit or by bicycle—alternative and active transportation methods encouraged by the event organizers in collaboration with the Société de transport de Montréal.

Directory of designers now available

New this year, a directory of Montréal designers is now available at mtlunescodesigners.com. This reference tool brings together the design studios and agencies that have been featured in the Design Montréal Open House over the past five years. It can be used to quickly find a design professional, searching by discipline, by borough or by keyword.

Each listed firm has a fact sheet including a brief description, awards and distinctions received in recent years, and images of their achievements.

The directory has been optimized for mobile platforms, enabling anytime, anywhere consultation via a smartphone or tablet device.

Partners

The Bureau du design de la Ville de Montréal is proud to be partnering with the agency PID Productions Interface Design, the Borough of Ville-Marie, CIBL 101,5 Radio-Montréal, *Formes* magazine, Index Design, Infopresse, Kollektif.net, La Vitrine and V2com in presenting the 5th Design Montréal Open House.

To find out full program information as well as choose places to visit and designers to meet, visit PortesOuvertesDesignMontreal.com.

The Design Montréal Open House is an initiative of the Ville de Montréal with the support of various professional groups and in partnership with the Ministère de la Culture, des Communications et de la Condition féminine, pursuant to the Agreement on the Cultural Development of Montréal. The Bureau du design de la Ville de Montréal was created in January 2006 by the Ville de Montréal. Its mission is to implement the municipal action plan aimed at improving design throughout the city and positioning Montréal as a UNESCO City of Design.

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