

PRESS RELEASE

2010 Design Montréal Open House: Designers Wanted Call for participation by design and architecture offices and fashion studios

For immediate release

Montréal, October 22, 2009—The fourth annual Design Montréal Open House will be held on May 1 and 2, 2010. Montréal designers and architects who would like to be part of this major design happening have until November 23, 2009, to register.

Since 2007, the Design Montréal office of the Ville de Montréal has organized the Design Montréal Open House on the first weekend in May. During these two days, members of the public have the opportunity to meet, in their workplaces, designers of Montréal projects that have received prizes and distinctions in national and international awards competitions in architecture, landscape architecture, urban design, interior design, graphic design, industrial design and fashion design. The designers display their latest achievements, provide sneak peeks at new projects, and organize entertaining and educational activities for children.

Montréal 

Culture,
Communications et
Condition féminine

Québec 

A showcase for designers

By opening the doors of their agencies and workshops to the public, the designers help Montrealers discover the design and architecture disciplines, dispel preconceived notions about these professions, and demonstrate the diversity and talent of the practitioners who are driving Montréal's reputation as a creative city—the ones who are the foundation for Montréal's designation as a UNESCO City of Design.

"The visitors had all kinds of comments and encouragement for me. The visibility provided was very good for business. I have the impression of being an integral part of the design community."

Katrin Leblond, fashion designer

"Our participation in the Open House day was a huge success. More than 500 design enthusiasts came to visit and discover our new boutique! The event helped us reach a large client group that is already receptive to design."

Thien Ta Trung, Owner, Domison

"Our participation allowed us to canvass our clients, local organizations, the borough technical department and the general public in a more personalized manner, through the local newspaper and an invitation card sent out by e-mail."

Michel Dufresne, urban planner and Partner, Groupe Cardinal Hardy

In 2009, a record number of visitors enjoyed the third edition of the Design Montréal Open House. The 20,955 visits logged (double the previous year's total) testify to Montrealers' enthusiasm for design and architecture and for designers themselves.

Eligibility criteria

To be eligible, each office/studio must:

- be located in Montréal;
- have won a design award in 2009 (or in 2008 in the case of biennial awards); or be a finalist or winner in a project or concept competition; or be chosen by the Bureau de la mode de Montréal selection committee;
- open its doors to visitors at no charge and/or present an award-winning Montréal project from noon to 5 p.m. on either Saturday or Sunday.

Pre-registration

Those interested in opening the doors of their offices or studios are asked to complete the form available on the website realisationsmontreal.com. The pre-registration period ends November 23, 2009. The participation form and full documentation must be received no later than December 18, 2009. For more information, refer to the website realisationsmontreal.com.

About the Design Montréal Open House

The Design Montréal Open House is an initiative of the Design Montréal office of the Ville de Montréal, produced in co-operation with the professional design community and in partnership with the Ministère de la Culture, des Communications et de la Condition féminine du Québec, through the Agreement on the Cultural Development of Montréal. The Design Montréal office 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 city of design.

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