

For immediate release

MAYOR TREMBLAY ISSUES FIVE CHALLENGES FOR CREATIVE PROFESSIONALS

Montréal, October 10, 2008 – The Mayor of Montréal, Gérald Tremblay, today posted online the five challenges that he issued to the creative and design community last Tuesday during the Pecha Kucha Night for Elected Officials. These five challenges, or *shukôs*, which are aimed at beautifying the city and its street furniture, can be found at the website www.shukomontreal.com. The conditions of these design competitions will be defined by the Design Montréal office in collaboration with all the partners involved.

Mr. Tremblay was joined at the Pecha Kucha Night by 13 mayors of boroughs and cities within the Montréal agglomeration who shared their vision of the attractiveness and potential of their respective territories with more than 400 designers, architects and planners in attendance. Some of the elected officials pointed to specific challenges of urban development and called upon designers to harness their creativity to help meet those challenges, while others highlighted worthy achievements in design and planning in their communities.

This initiative, a one of its kind in the world, was a production of the Design Montréal office, the UNESCO Chair in Landscape and Environmental Design at Université de Montréal and the Pecha Kucha Montréal team. It was supported by four major partners: the Ville de Montréal, the Ministère de la Culture, des Communications et de la Condition féminine du Québec (through the Agreement on the Cultural Development of Montréal), the Ministère des Affaires municipales et des Régions du Québec and the Conférence régionale des élus de Montréal.

This initial meeting of policymakers and designers signals the onset of open, constructive and fruitful dialogue aimed at giving vital and tangible expression to Montréal's designation as a UNESCO City of Design.

The Mayor of Montréal's five *shukôs*: an idea, a project, a plan

Mayor Tremblay's call to the creative community at this special Pecha Kucha Night was issued in response to the commitments made at the *Montréal, Cultural Metropolis – Rendez-vous November 2007* event and pursuant to Montréal's designation as a UNESCO City of Design. The five *shukôs* are design projects to be initiated via concept competitions or project competitions aimed stimulating maximum quality and creativity and broadening access to these challenges by the largest possible number of professionals, including emerging designers.

Creative professionals will therefore be invited to enter five design competitions to:

- create a method for showcasing the stained-glass work by artist Marcelle Ferron at the Champ-de-Mars métro station entrance;
- transform the east wall of the Palais de justice;
- create a new bus shelter;

- develop a distinctive brand identity for Montréal's taxis;
- design the temporary festival street furniture for the Quartier des spectacles.

The conditions of the competitions will be made public in the coming weeks. In the meantime, people thinking of participating in any of these design exercises are urged to express their interest in writing via the website www.shukomontreal.com.

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