

Press release
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**Commerce Design Montréal, 10 years later:
the contest enjoys tremendous success
both inside and outside Quebec**

Montréal, May 26, 2004 – After ten years, Commerce Design Montréal is truly spreading its wings. At the gala ceremony marking its 10th anniversary, the contest announced a series of planned publications and measures to boost its renown both in Quebec and abroad.

10 years: time to take stock

To mark its 10th anniversary, Commerce Design Montréal is producing two special publications. First of all, the contest is publishing and widely distributing a guide for businesspeople entitled *Commerce and Design: The Keys to Success*. The guide includes statistics and first-hand accounts showing the impact of design on businesses. Secondly, this fall, it plans to publish a cultural report with a retrospective of commercial design in Montreal over the past ten years, highlighting the achievements of the winning architects and interior designers in the Commerce Design Montréal contest.

10 years later: a tremendous success outside Quebec, too

The city of Saint-Étienne (the French design capital), Lyon, also in France, and the Times Square Alliance in New York have all signed licence agreements to use the contest concept and promotional tools. Montréal made this remarkable showing on the international scene after the Commerce Design Montréal contest won the *Outstanding Achievement Award* from the International Downtown Association in 2002.

Drawing on the city's great international renown in this regard, an international symposium on the theme of *The New Design Cities* will be held on October 6 and 7, closing the 10th edition of the Commerce Montréal Design contest. The symposium is being organized as part of the *Entretiens Jacques-Cartier*, an initiative of the cities of Montréal (Quebec, Canada) and Saint-Étienne (France). Held at the Canadian Centre for Architecture, it will bring together some thirty experts, journalists (*Stockholm New*, *Intramuros*, *Doors of Perception*, *Azure*, *d.*) and privileged observers of the policies of various European and North American cities, to look at the different positioning and (re)development strategies through design used by such cities as Antwerp, Glasgow, Lisbon, Montréal, New York, Saint-Étienne and Stockholm.

Thanks to the continuing support of Tourisme Montréal and Air Canada, Commerce Design Montréal is extending its international promotional efforts with a view to publicizing the expertise of Montréal designers and positioning the city as a prime design destination. This year, the *2003-2004 Montréal Design Guide* and the *2004 Jury Grand Prize Winners* brochure will be given to all Business Class passengers on all of Air Canada's international flights, and guided tours of the winning businesses specially designed for groups of foreign visitors will be offered. These tours, for which a fee is charged, are sold and conducted by Guidatour.

Information and reservations: (514) 844-4021, 1-800-363-4021,
www.guidatour.qc.ca

The Commerce Design Montréal contest and its partners

The Commerce Design Montréal contest is an initiative of the City of Montréal, carried out in partnership with the Quebec government. Produced by the Société de développement de Montréal, the contest is supported by the Association professionnelle des designers d'intérieur du Québec, the Fonds d'études et de recherches en design intérieur de l'Est, the Ordre des architectes du Québec and the Regroupement des centres-villes et des artères commerciales. Since 1995, it has been rewarding Montréal businesspeople for investing in the overall design quality of their business premises, with the help of skilled professionals.

Commerce Design Montréal is produced with financial support under the Agreement on the Cultural Development of Montréal. The City's partners in the 2004 edition are the Quebec government – ministère des Affaires municipales, du Sport et du Loisir, ministère de la Culture et des Communications, ministère du Développement économique et régional et de la Recherche; MétromédiaPlus and the STM; the SAQ; Air Canada; Hydro-Québec; Tourisme Montréal; and the Montréal International Interior Design Show.

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