

PECHA KUCHA NIGHT FOR ELECTED OFFICIALS POLICY MAKERS MEET CREATORS

Montréal, September 30, 2008 – Montréal Mayor Gérald Tremblay, along with twelve boroughs and reconstituted municipalities in the Montréal agglomeration, will gather to share their passion for design, at a unique kind of meeting with creators, in the form of a *Pecha Kucha* activity at the Society for Arts and Technology (SAT) this evening at 7 p.m. Admission is free. This unique event speaks to citizens' growing interest in the quality of urban landscapes, their environment and the challenges of development in the City.

In keeping with the *Pecha Kucha* formula, the participating elected officials will each have 6 minutes and 40 seconds to share their vision of urban development, using 20 slides that will each be displayed for 20 seconds. Their presentations must be ad lib, i.e., without notes or other speaking aids.

Mr. Tremblay and the mayors of the boroughs and reconstituted municipalities have agreed to engage in the exercise before an audience of more than 500 people who regularly take part in the SAT *Pecha Kucha Nights*. The elected officials, who are “builders” of Montréal through their responsibilities in the area of urban design, will be directly addressing designers – those who place their creative talents at the service of shaping Montrealers' living environment.

This initiative, the only one of its kind in the world, is 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 is 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 2008–2011 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.

Pecha Kucha Nights were created in 2003 by a Tokyo architecture firm, and later spread around the world. Their primary objective is to provide a public forum in which creators from diverse horizons can present their thoughts and projects. The events have rapidly grown into unique, vital platforms for interdisciplinary exchanges and meetings.

The *Pecha Kucha Night for elected officials* is in keeping with Montréal's designation as a UNESCO City of Design as well as the design-oriented commitments adopted in the *Action Plan 2007–2017–Montréal, Cultural Metropolis* by the Ville de Montréal and its partners at the *Rendez-vous November 2007* event.

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