

Activity report

Programming and socioeconomic projects
Society for the Celebration of Montréal's 375th Anniversary

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This report was written with great care by the Society for the Celebration of Montréal's 375th Anniversary. The Society apologizes to readers for any errors or omissions in the content.

The masculine form is used to facilitate reading.

CANADA 150 Québec Montréal


alive375

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ILLUMINATION OF THE JACQUES CARTIER BRIDGE © Moment Factory



Activity report summary

a celebration inspired by Montrealers

an exciting vision behind the 375th celebrations

2010 finding: Montréal needed a **springboard** to counteract a gloomy socioeconomic climate

2011 operation carte blanche: Montrealers share **their vision** of the 375th during a major public consultation

2012 **creation** of the Society for the Celebration of Montréal's 375th Anniversary

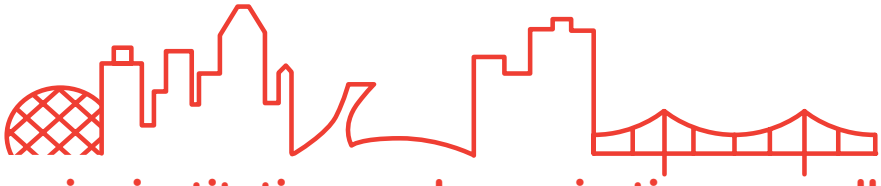
2013

mandate

- organize programming and socioeconomic contributions for Montréal's 375th anniversary
- promote Montréal expertise
- act as a catalyst for vital forces to carry out its mandate
- mobilize the community
- rigorously manage funding received
- design quality programming
- ensure celebrations are publicized

people come together city-wide

vital and creative forces unite



major institutions and organizations as well as thousands of citizens, businesspeople and creative talents rally around a common vision

involvement of 3 levels of government

3,000 volunteers on event sites



more than **26,000 volunteer hours** in work committees and on event sites

12 Great Montrealers get behind the 375th and share a common, citizen-oriented and sustainable vision

Bell · BMO · BOMBARDIER · Caisse de dépôt et placement du Québec · President's Choice · CLARIDGE · Desjardins · IGA · Power Corporation of Canada · QUÉBECOR · RBC · Saputo

2014

2 calls for projects to create inclusive programming

more than **1,000 projects submitted**

building bridges
an inspiring editorial line

2015

Montréalive
a signature highlighting Montréal's dynamism becomes the rallying cry that brings everyone who loves Montréal together

2016

mobilization

2017

celebrations



More than 250 unforgettable events

Celebrations presented to Montrealers and visitors in the

19 boroughs, most free of charge

a springboard to the future

44%

of major event promoters expressed a desire to repeat their activities



visibility to thousands of creative talents, artists and collaborators

bringing people who love Montréal together

96%
participant satisfaction rate at blockbuster events

2.4M
unique participants

6.2M
participants in days of participation

45%
of Montrealers participated in at least 1 event

7 sustainable socioeconomic projects

accelerate stimulus initiative already underway



theme 1: youth and succession

1 **operation feedback to find out what young Montrealers aged 6 to 17 thought of their city**

2 **new microfinance fund to encourage up-and-coming entrepreneurs**



3 **beautifying of 125 schoolyards until 2021**

4 **passeport culturel for long-term retention of foreign students**

5 **1,125 bursaries to encourage students to stay in school and promote youth leadership**

theme 2: leadership and innovation

6 **new hub for the digital creativity industry**

theme 3: social solidarity



7 **series of initiatives that will generate 3.8M portions of fruit, vegetables and meat each year over the next 10 years to combat food insecurity**

spin-offs beyond 2017

increase Montréal's visibility



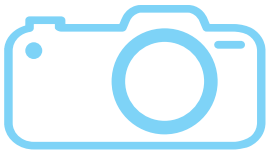
unveiling of the world's first "connected" bridge an international icon for Montréal

creation of **1,688** full-time **jobs**

11 M tourists in Montréal in 2017



nearly **5 billion** media impressions locally and internationally

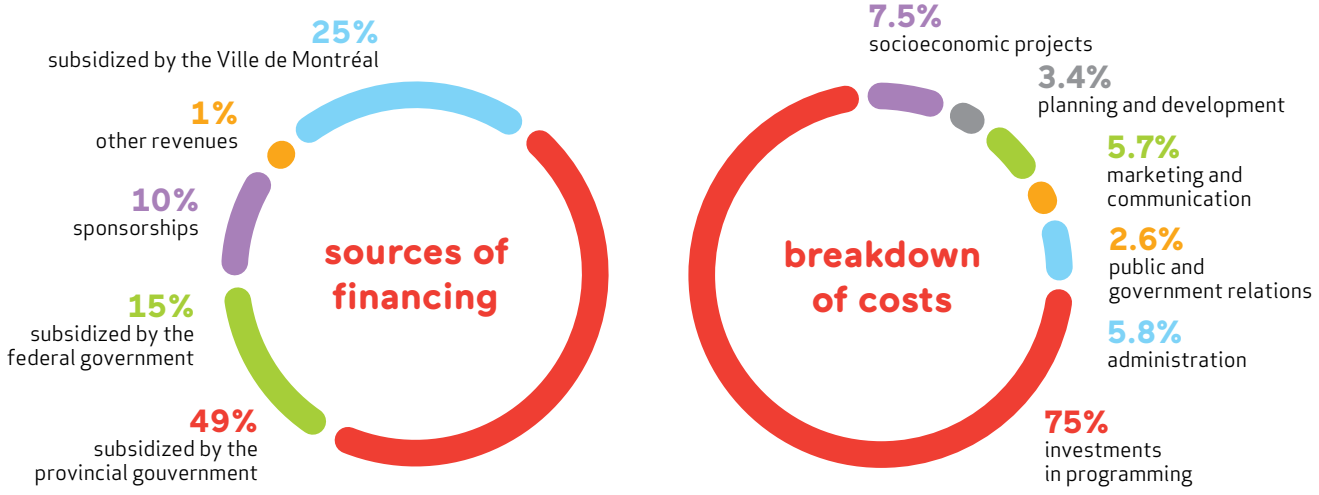


a record since Expo 67

immediate economic spin-offs of $106.7M

This data does not include long-term effects, such as the $23M in increased visibility estimated by Tourisme Montréal as well as the visibility generated by the illumination of the Jacques-Cartier Bridge and the Biosphere, the new collaborations resulting from these festivities, the development of local expertise or the lifespan of many initiatives that will contribute to future tourism growth.

sound budget management



A positive summary

$30,800,000 returned to the 3 levels of government

$16.4M in unused sums (Québec $8.1M + Ville $8.3M)

$14.4M in tax revenues (Québec $10.5M + Canada $3.9M)







Message from the Prime Minister of Canada

Dear Friends:

I am pleased to extend my warmest greetings to everyone celebrating the success of Montreal's 375th anniversary festivities.

The events of this past year, which marked an important milestone in Canada's history, were a celebration of Montreal's identity, history, culture and the richness of its diversity.

Neighbourhood projects allowed Montrealers to strengthen their sense of pride in their city and build bridges between different communities. These endeavours will ensure that our heritage is preserved and passed on to future generations. In addition, large-scale projects put Montreal on the map internationally, and instilled in people around the world a desire to come and discover a multicultural way of life where everyone has the opportunity to flourish. A Canadian cultural and economic metropolis, Montreal will surely benefit from the social and economic gains and the increase in tourism resulting from these celebrations for years to come.

On behalf of the Government of Canada, I would like to congratulate the organizers, volunteers and all those who helped make the past year a success, and wish you all the best for the future.

Sincerely,

Justin Trudeau

Prime Minister of Canada



Message from the Minister of Canadian Heritage

Throughout 2017, Canada experienced an exceptional year. From coast to coast to coast, Canadians participated in all kinds of activities to celebrate Canada 150. For the people of Montreal, the year was twice as festive as the city proudly marked its 375th anniversary.

Thanks to the work of the Society for the Celebration of Montreal's 375th Anniversary and its partners, Montrealers and visitors took part in events that showcased the open and inclusive nature of the city, its diversity, its creativity and the talent of wonderful and passionate artists whose reputation goes beyond our borders.

As Minister of Canadian Heritage, I would like to thank the Society for the Celebration of Montreal's 375th Anniversary, as well as everyone who helped the city's residents enjoy twelve months of unforgettable festivities.



Mélanie Joly

Minister of Canadian Heritage



Message from the Premier of Québec

This year of celebrations was an opportunity to proudly reaffirm who we are, where we come from, and what we want for the future. It was an opportunity for Quebecers from all of our province's regions to rediscover our metropolis and to look back at this great city's history, first built by Aboriginal peoples, then by women and men from all over the world, who chose Montréal as the place to build their families and pursue their dreams.

This monumental historical gathering that constituted the 375th celebrations also helped to make our city shine beyond our borders. Attracting visitors from around the world, these events highlighted Montrealers' dynamism, expertise, and creativity.

These celebrations encouraged us all to once again work together on a major project; we rallied our forces, we shared our ideas, and we invested the necessary resources to make it all happen; the many legacies scattered throughout the city attest to this. Parks, public spaces, beaches, and cultural venues: each contributes to Montréal's socio-economic development and advancement, and they represent an inheritance for future generations.

We can be proud of having created a celebration in our image: open and inclusive. We have worked together, and as we look back over the years of planning and at the results, we can truly say that the mission has been accomplished!

In closing, I would like to thank the many women and men that contributed to making these celebrations such a great success.



Philippe Couillard
Premier of Québec



Message from the Mayor of Montréal

2017 was an exceptional year in many respects for Montrealers.

The 375th Anniversary was an opportunity to shine a spotlight on our history, and to remember our origins and our values.

2017 was also a time to celebrate the 50th Anniversary of Expo 67, as well as the 150th Anniversary of the Canadian Confederation. These key moments in our shared history remind us that as dynamic Montréalers, we have the strength and the vision needed to work together towards achieving incredible results.

I want to thank all of the government partners, the Society for the 375th, the 12 Great Montrealers, the many organizations, and the many citizens that came together throughout the celebrations right up to the year's culmination on December 31, 2017.

Thanks to the tireless work of our professionals, international partners, municipal employees, and volunteers, Montréal transformed itself, in a sustainable manner. Whether it was the creation of outstanding events, or the donations of legacy projects to our city, everyone's contributions deserve to be highlighted.

Together, we have created connections between neighbourhoods, we have introduced citizens to each other, and we have linked our past to our future. These memorable bridges were all built through projects that will grace our city with their indelible mark for years to come. These bridges must be cheered and preserved.



Valérie Plante
Mayor of Montréal



Message from the Chair of the Board of Directors of the Society for Montréal's 375th

Mission accomplished!

Lovers of the city of Montréal waited five years to discover the official programming following the creation of the Society for the Celebration of Montréal's 375th Anniversary. Their patience was certainly rewarded; throughout 2017, millions of people from around the world accepted our city's invitation.

Throughout these years of incubation, and thanks to the contributions of some of the city's most creative minds, we succeeded in making 2017 a celebratory milestone in our shared history. This report on the Society for Montréal's 375th is our final contribution, allowing us to proudly declare that the mission is accomplished!

The year 2017 was marked by great moments of joy and, also, great poetic moments. Some of the many such moments include the illumination of the Jacques Cartier Bridge on May 17, Montréal Avudo, Montréal Symphonique, and the visit of The Giants, right here on our streets and in our neighborhoods. By celebrating our cultural vitality, our history, and our diversity, the year's series of unforgettable moments represent springboards that propel us into the future full of confidence.

With the help of the members of the Board of Governors, including the Great Montrealers, we designed and created socioeconomic projects that aim to accelerate our metropolis' development. From the beautification of schoolyards to providing food aid, these ambitious projects supported, and will continue to contribute well beyond 2017, to ensuring Montréal's prosperity and sustainability.

This legacy left by the 375th was made possible through the support and involvement of key partners and precious collaborators. The work done by the Society for the Celebration of Montréal's 375th is a collective masterpiece. From members of the Board of Directors, to over 3,000 volunteers, neighborhood project promoters, and collaborators from a number of other countries, Montréal's 375th Anniversary has also been a celebration of the talent and mobilization of our city's ecosystems. I would like to thank them all for their contributions, which you will learn more about throughout the pages of this report.

In reading this, there is no doubt that the incredible opportunity of this 375th Anniversary has allowed us, through collaboration, consultation, and convergence, to do great things for Montréal, here, now, and for the future.

More than ever, Montréal is alive. MONTRÉALIVE!

France Chrétien Desmarais

Chair of the Board of Directors
Society for the Celebration of Montréal's 375th



Message from the Chair of the Board of Governors of the Society for Montréal's 375th

Committed to Montréal

In a few years, when historians look back at Montréal's 375th Anniversary, they will find deeper features characteristic of lovers of Montréal. Creativity, innovation, and a concern for succession and solidarity were ubiquitous themes for this anniversary year.

For those who took part in celebrations through the Board of Governors, 2017 stands out for the collective desire to play an active role in the metropolis' development and its future.

In keeping with the recommendations proposed in the Prosperous and Inclusive Metropolis for Sustainable Development report, 21 major institutions and businesses with deep roots in Montréal answered the call for the 375th and decided to join forces. Their shared commitment deserves to be highlighted.

Thus, our work has been organized under three overarching themes: Youth and Succession, Leadership and Innovation, and Solidarity. The resulting projects are part of this report from the Society for Celebrations, but most importantly, they represent concrete results that will create lasting benefits far beyond 2017.

I want to thank everyone who, in one way or another, put her or his shoulder to the wheel. Their contributions are remarkable and their commitment to Montréal honors them. These new collaborations behind each of the Board of Governors' projects will encourage future achievements. The year 2017 will have been a catalyst for a movement towards a more prosperous, inclusive, and sustainable future. This future, our chosen future, is one that we will build together.

Montréal is alive. MONTRÉALIVE!



Monique F. Leroux

Chair of the Board of Governors
Society for the Celebration of Montréal's 375th Anniversary



Message from the General Manager of the Society for Montréal's 375th

Unifying and inspiring

We are very pleased and highly satisfied as we file this report of Society for the Celebration of Montréal's 375th Anniversary.

As you read this document, you will learn more about how each of our partners' investments have flourished, and that Montréal's celebrations represent a milestone in our metropolis' development.

This anniversary was indeed a unique opportunity for lovers of Montréal to build bridges and celebrate the city's vitality. Together, we encouraged unified forces to rejoice about the best of ourselves. As such, nearly 3,000 valued volunteers, thousands of partners and collaborators, and 6.4 million participants answered the call to celebrate, making the 375th come alive. Through more than 250 events, many of which will return beyond 2017, lovers of Montréal have come together.

Economic and social benefits have been created for our city and its citizens. This should come as no surprise, because it would be difficult to find lovers of Montréal that did not benefit or contribute in some way during the celebratory year of 2017. Official programming was deployed in all neighborhoods and throughout the year. Every borough, every season, and especially every dimension of Montréal's vivacity served as an inspiration.

To achieve this, we had the opportunity to collaborate with creators, artisans, artists, promoters, partners, and especially people that are truly passionate about Montréal. Combined, these contributors are some of the best in the world; the pooling of all this amazing talent confirms that - together - we can accomplish great things.

As the General Manager of the Society for the 375th, I would like to highlight the considerable feat that our direct and indirect partners and collaborators were able to accomplish by investing their passion, their pride, and their love for Montréal. Our city has reaffirmed its immense creative potential. Montréal, a metropolis of possibilities, has once again offered a rich program that many thought impossible only a few months ago. Thank you!

Montréal is alive. MONTRÉALIVE!



Alain Gignac

General Manager of the Society for the Celebration of Montréal's 375th Anniversary


alive



CANADA PRIDE MONTRÉAL 2017 © Alison Slattery



A celebration inspired by Montrealers



 1. LÂCHER DE VIOLONS - WE'RE ACTING OUT! ©Yann Roy



Mandate of the Society for Montréal's 375th

The Society for the Celebration of Montréal's 375th Anniversary is a non-profit organization whose mission is to organize the celebrations and socioeconomic contributions that will highlight Montréal's 375th anniversary in 2017. With a focus on promoting Montréal expertise, it acts as a catalyst for local forces to carry out its mandate: mobilize the community, implement a funding strategy, rigorously manage funding, develop quality programming and ensure the visibility of the celebrations.

THE TWO COMPONENTS OF THE SOCIETY'S MANDATE



PERFORMANCE INDICATORS FOR THE SOCIETY FOR MONTRÉAL'S 375TH

The Society for Montréal's 375th targeted six performance indicators. It is on these specific criteria that is wishes to be evaluated:

+ **quality programming**
+ **economic spin-offs**
+ **sustainable initiatives**
+ **level of public participation**
+ **international visibility**
+ **rigorous management of funds**



Public consultations

In the spring of 2010, the Ville de Montréal announces the creation of the Bureau du 375e, an administrative body created to reflect on the entire vocation of the celebrations while proposing several key guidelines and objectives.

In 2011, the Bureau held a vast public consultation. Operation CARTE BLANCHE was then launched, in collaboration with the Office de consultation publique de Montréal. It was a unique opportunity for hundreds of Montrealers to share their ideas and their vision of the city.

In the spring of 2012, based on these major public consultations, the Bureau du 375e outlined the guidelines for the celebrations, which were officially adopted by the members of the Executive Committee of the Ville de Montréal later that year in September. In its report, the Bureau recommended the creation of an independent, non-profit organization, responsible for creating and organizing these celebrations. This recommendation gave birth to the Society for the Celebration of Montréal's 375th Anniversary. The Bureau du 375e finished its mandate in December 2012.

Inspired by a desire to celebrate, to channel the enthusiasm of its citizens and to create unique encounters, the organization of Montréal's 375th became a reality in 2013.

The Society for the Celebration of Montréal's 375th Anniversary extended the invitation to build bridges and work together to find the most exciting, unifying and Montréal ways to celebrate. This invitation was the fruit of public consultations held in 2011, during which Montrealers shared their desire to hold celebrations that reflected who they were in the city's neighbourhoods. They also wanted 2017 to stimulate their city's development.

The Montréal population also expressed a desire to participate in organizing the celebrations. The Society set to work creating the conditions that would allow citizens to take advantage of the extraordinary opportunity offered by the city's 375th anniversary to share their creativity and their know-how.



A springboard for Montréal's future

The wish expressed by Montrealers to hold celebrations that were reflective of who they are, instill pride and provide their city with visibility beyond its borders was accompanied by the desire for this great celebration to serve as a springboard for our city's future. The Society for Montréal's 375th wagered that by catalyzing the city's major players and stakeholders and mobilizing the Montréal population across all neighbourhoods, the 375th could become a powerful tool for driving Montréal's economic development.

It should be noted that the 375th took place when Montréal was, and still is, competing with other world cities to maintain its competitive edge as well as its dynamic economy and tourism offer. Montréal, like many other cities, must meet many economic and social challenges and continue to do so in the future.

Contributing to Montréal's economic stimulus

Recognizing that the 375th offered extraordinary leverage, the Society actively worked to maximize the experiences and economic spin-offs far beyond 2017 so that a tangible and sustainable legacy could be left to future generations. Whether it was the programming or socio-economic projects, everything was driven by the same vision to accelerate Montréal's development. This vision, born of a desire expressed by Montrealers themselves, allowed the Society to unite all individual efforts, to mobilize and act as a catalyst for major players and stakeholders around a common goal of enhancing and driving our city's development.

"We can't forget the context, just before the celebrations were launched. When planning for the event began, a black cloud was hovering over the city. The atmosphere was morose. Dynamic? Hardly. And the feeling of pride was at an all-time low."

FRANÇOIS CARDINAL
La Presse, December 12, 2017

"During the consultations, Montrealers expressed the desire that the 375th's economic spin-offs extend far beyond 2017. We have been working with this clear objective in mind. The choice of programming will be made according to the return on investment that it generates, both in terms of sense of pride and visibility as in socioeconomic and tourism spin-offs. More than a mere celebration, the 375th must offer Montrealers a springboard to the future."

FRANCE CHRÉTIEN DESMARAIS
President of the Society for the celebration of Montréal's 375th anniversary, October 27, 2014

1. LA GRANDE TOURNEE © Mathieu - Agence BRUT

Strategic direction of the 375th

CELEBRATE MONTRÉAL'S IDENTITY

Inspired by the public consultations which placed the celebration of Montréal's identity at the heart of the excitement, the programming for the 375th was developed around events which showcased the city's history and heritage as well as its people and its spaces—water, river, mountain, neighbourhoods and boroughs, downtown and Old Montréal. There was a keen desire to celebrate Montrealers' creativity, know-how and knack for innovation through the great diversity and cultural wealth of its communities. The citizens also wanted the festivities to bolster the sense of pride and belonging to their city and give Montréal greater visibility, while ensuring a sustainable heritage for the celebrations.

THE 375TH SIGNATURE

To lend the celebrations greater reach, the Society for Montréal's 375th, the Chamber of Commerce of Metropolitan Montréal, Montréal International and Tourisme Montréal joined together in 2015 to focus on a promising and authentic attribute that expressed Montréal's personality and that would make it shine on the international stage. After lengthy reflection, they decided on VIVACITY. This is where ALIVE375 took shape, drawing from the Montréal's dynamism to set the tone for the festivities, while offering a source of inspiration for the future.

For the past 375 years, Montréal has been a lively city. Its cultural and artistic life, its economy, its gastronomy, its creativity, its nightlife and its neighbourhood life are all alive. This dynamism puts Montréal's exciting and sparkling personality, its sharp, aware and open mind, its teeming imagination, its festive spirit and its entrepreneurial acumen in the spotlight. It also pays homage to the people it brings together. Talented people of action, from all around the world, who think differently and have the courage to turn their dreams into reality.

ALIVE375 positions Montréal as a cultural and economic urban hub that brings together the major players and stakeholders of Québec. It's a city of the future where everything is possible.

"It's much more than an exercise in communication. It's an invitation to celebrate Montréal's energy and dynamism as part of the 375th anniversary. It's also a new way to identify as a Montrealer at heart, whether or not we were born here, whether or not we live here or elsewhere today. We hope that this signature will be shared by everyone who loves Montréal. Montréal is alive. Let's celebrate it! ALIVE375!"

FRANCE CHRÉTIEN DESMARAIS
President of the Society for Montréal's 375th,
December 11, 2015

montréalive

ALIVE375 is embodied in a simple and festive expression as well as a signature that showcases the rosette logo adopted by the Ville de Montréal in 1981. This powerful and unifying symbol is widely recognized. The many ways in which it has been used have made it a symbol for Montréal, its territory, its culture and its people. It is to Montréal what the fleur-de-lys is to Québec. And ALIVE375 will become the rallying cry inviting people to come celebrate Montréal's dynamism throughout its 375th anniversary year and beyond. The Society hopes that its becomes our city's signature.

alive375



CONFERENCE FOR THE LAUNCH OF THE ALIVE375 COMMUNICATING PLATFORM, December 11, 2015

Michel Leblanc, President and CEO of the Board of Trade of Metropolitan Montréal; Yves Lalumière, President and CEO, Tourisme Montréal; Monique Leroux, President of the Board of Governors, Society for the celebration of Montréal's 375th anniversary; France Chrétien Desmarais, President, Society for the celebration of Montréal's 375th anniversary; Denis Coderre, then Mayor of Montréal, Robert Poëti, then Minister of Transport of Québec and Minister responsible for the Montréal region; Gilbert Rozon, then Commissioner for the Society for the celebration of Montréal's 375th anniversary; and Louis Arsenault, Vice-President, Talent Attraction, Promotion and Communications at Montréal International during the announcement of the ALIVE375 communication platform. ©Sylvain Légaré



The 375th invites everyone to build bridges

An inspiring editorial line

To develop the 375th programming, the Society defined a common thread with a view to inspiring creative talents, event promoters and citizens and give a cohesive feel to the celebrations.

A nod to Montréal's island character, the editorial line of Montréal's 375th anniversary—Building bridges—is a pledge to create a festive and unifying celebration that honours the past, embraces the present and dreams of a bright future.

Building bridges

Montréal is an incredible creative laboratory. For the 375th, we wanted to draw on two characteristics of Montrealers' VIVACITY: their creativity and their collaborative spirit. This is why we invited them to build bridges! We were looking for projects that create meetings with the First Nations people, across cultures, communities, generations or territories, locally and internationally. Projects that sparked unusual encounters between sectors as diverse as the arts, history, science, sports, technology or media. Building bridges was an invitation to pool our many talents to launch one-of-a-kind and sustainable initiatives that would breathe new life into our city.

Two calls for projects to create exclusive programming

With its editorial line defined, the Society for Montréal's 375th launched two call for projects. The large-scale call for projects took place from October 27 to December 19, 2014. The neighbourhood call for projects, for its part, took place from June 18 to October 23, 2015.

1,041 projects submitted

Following the two calls for projects for the programming of the celebrations, 1,041 submissions were received and sparked one-of-a-kind partnerships and generated an unprecedented outpouring of ideas. Armed with this wealth of ideas, unique in both kind and scale, the Society for Montréal's 375th found itself faced with a thrilling challenge: to develop rich and diversified programming that reflected Montreal's dynamism and which attracted a large public following throughout the year.


1


2


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Call for large-scale projects

LARGE-SCALE PROJECTS

Among the many selection criteria, these large-scale projects had to fit with the editorial line of Building bridges, offer socioeconomic or tourism spin-offs and provide the city visibility on the national or international stage. They also had to offer spin-offs beyond 2017 by leaving a tangible or sustainable legacy.

715 projects submitted

Following the call for projects which ended on December 19, 2014, a total of 715 projects were submitted, far surpassing the number anticipated. Most of the projects hailed from Montréal, but the abundance of ideas and the enthusiasm extended beyond the city limits. The Society also received proposals from many regions of Québec, Ontario, Belgium and France. The projects touched on sectors as diverse as culture, sports, history, new technologies and the environment.

A RIGOROUS SELECTION PROCESS

To ensure that the selection process was made in a fair and impartial manner, the Society for the Celebration of Montréal's 375th Anniversary implemented a four-step selection process that involved different 375th committees as well as professionals from outside organizations working on a volunteer basis who were chosen for their expertise.

1. LE SUPER MÉGA CONTINENTAL © Robert Etcheverry | 2. THE HOCKEY SWEATER © Leslie Schacter | 3. CITY THREAD © Marie-Noëlle Pilon | 4. iLLUMiNART © Benoit Rousseau



Call for neighbourhood projects

PROJECTS CELEBRATING THE DYNAMISM OF MONTRÉAL'S NEIGHBOURHOODS

In June 2015, the Society for Montréal's 375th launched a call for neighbourhood projects among non-profit organizations and citizens of its 19 boroughs. In addition to the major events, the Society wanted to encourage the growth of neighbourhood festivities that would celebrate the 375th in all of Montréal's boroughs.

In preparation for this call for projects, the Society solicited many local partners and borough executives in November and December 2014. The formula of the call for projects took into account local issues, the diversity of stakeholders in community life and the buy-in of municipal partners. Bolstering a sense of civic pride and belonging topped the list of priorities of the people it met with.

To support this initiative, the Society for Montréal's 375th held conjointly, in the fall of 2015, a series of activities to mobilize its citizens. The goal was to encourage the emergence of inspiring and unifying projects for neighbourhood get-togethers that reflected Montréal's dynamism, with potential spin-offs that reached beyond 2017. The initiative proved to be a huge success and more than 350 people participated in one or more of these activities.

326 projects submitted

Other support and promotional activities also took place as the Society worked in conjunction with the boroughs to help the festivities take root at the heart of each neighbourhood.

Organized by the Society for Montréal's 375th and implemented by the Ville de Montréal and its 19 boroughs, this call for projects to all non-profit Montréal organizations saw 300 proposals submitted, which aimed to celebrate Montréal's history and cultural vitality both on a local and city-wide level. Rooted in Montréal heritage and identity, two out of three projects had a historical component. Arts and culture, youth and cultural diversity were the other main themes broached.



1



MONTRÉAL'S 19 BOROUGHS TAKE PART IN THE SELECTION PROCESS

Projects were chosen locally by selection committees made up of representatives from the borough offices, the arts and culture milieu, the business community and citizens. The selection process was carried out in conjunction with teams from the Ville de Montréal's 19 boroughs.

In addition to finding an original take on the editorial line Building bridges, the projects had to meet a number of criteria, such as:

+ be innovative, creative and be exclusively designed to celebrate the 375th in each borough concerned
+ put Montréal's history and/or the borough's distinctive character and its cultural dynamism in the spotlight
+ bolster citizens' feeling of pride in their city, maximize the socio-economic spin-offs for the population, leave a tangible or intangible legacy beyond 2017
+ meet the specific objective determined by the borough

Mobilizing the public

Inspired by Montrealers during many public consultations, the vision of the 375th was guided by a powerful signature, ALIVE375, and an inspiring editorial line, BUILDING BRIDGES. With over 1,000 projects submitted in the wake of the two calls for projects, the Society for Montréal's 375th and its partners created winning conditions to get the public on board, a reality that was soon going to follow.

1.LES PASSERELLES © Patrice Tremblay | 2. MON VELO RACONTE © FXTremblay



VOLUNTEER THANK-YOU NIGHT © Benoit Vermette



Outstanding Participation Rates for Montréal's 375th Anniversary



















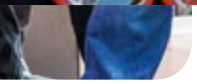




1. SEASON KICKOFF © Tourisme Montréal | 2. TEAM T-SHIRT | 3. CLASSIQUE 375 © Pat Beaudry | 4. VOLUNTEERS © Vivien Gaumand | 5. CRUISE TERMINAL MEMBERS MEETING © Eva Blue | 6. CLASSIQUE 375 © Pat Beaudry | 7. RBC CITIZENS' BRIGADE | 8. VOLUNTEERS | 9. DESCENTE ST-DENIS SOAPBOX RACE © Vivien Gaumand | 10. PENNANTS | 11. MONTRÉAL SYMPHONIQUE PRESS CONFERENCE | 12. AMITIÉ NUESTROAMERICANA PARADE © Hamed Tabein











Montréal's 375th Birthday: A Major Collective Undertaking!

Montréal's 375th anniversary is a major collective undertaking whose success was made possible by the unprecedented mobilization of numerous partners who came together to support the festivities and socioeconomic initiatives. They generously pooled and shared their passion, talent, resources and expertise for this year of celebrations and for Montréal's future.

The Society acted as a catalyst for the strengths of its public and private partners. As an expression of the inclusive vision adopted for the 375th anniversary celebrations, the editorial line "Building bridges" became the common theme underlying all program development and activity organization efforts. It also guided our efforts to make the most of each and every participant's expertise.

The 375th anniversary was an ideal platform for celebrating Montréal's vitality in all its forms, as shown by the event's program of activities. And with the massive mobilization of citizens, businesses and organizations coming together to take part in this landmark event, it was also a unique opportunity to contribute to a major collective undertaking designed to position Montréal for the future.

The Society paid special attention to building bridges and invited all people of action and conviction to do likewise. Its goal was not only to ensure that the 375th anniversary would be an unforgettable party, but also to shape the Montréal of tomorrow. Many contributors, whether creators, businesspeople or citizens, pitched in to prepare this rendezvous with our history and heritage. It was a movement that grew steadily as Montrealers joined in increasing numbers.

The Society wishes to thank its many partners and contributors and all the citizens who helped make 2017 such a memorable year.



A Commitment from Public Authorities

All three levels of government—the Ville de Montréal, the Québec government and the Canadian government—were major allies of the 375th anniversary festivities. As far back as in 2014, they frequently reiterated their commitment to making 2017 a milestone in the city's annals.

In parallel with the report on the activities of the Society for the Celebration of Montréal's 375th Anniversary, the Ville de Montréal, the Québec government and the Canadian government have described in a separate document the legacy that they are passing down to citizens as a result of the anniversary celebrations. To learn more, we invite you to read the document in question.

Ville de Montréal

FINANCIAL CONTRIBUTION TO MONTRÉAL'S 375TH ANNIVERSARY ACTIVITIES

The Ville de Montréal gave the Society valuable financial assistance to develop the program of festivities that marked 2017, the year not only of the 375th anniversary of Montréal's founding but also the 50th anniversary of the 1967 International and Universal Exposition (Expo 67) and the 150th anniversary of Confederation.

OFFICIAL LEGACY PROJECTS OF THE VILLE DE MONTRÉAL AND QUÉBEC GOVERNMENT

The 375th anniversary of Montréal was also an opportunity for Québec's largest city and the Québec government to realize a number of projects that would benefit future generations. These legacy projects consist of urban infrastructure projects, both large and small, that transform our environment. Parks, public squares, beaches, cultural venues and other spaces will become open, vibrant, creative and inspiring meeting places for the Montrealers who, every day, shape our city's future.

1. MAY 17, 2017 – MARTIN COITEUX, DENIS CODERRE AND MÉLANIE JOLY © Jimmy Hamelin

Government of Québec

FINANCIAL CONTRIBUTION TO MONTRÉAL'S 375TH ANNIVERSARY ACTIVITIES

Back in 2012, the Québec government announced that it would lend its support to the festivities surrounding the 375th anniversary of Montréal's founding. On June 4, 2014, it made a firm financial commitment to the year of celebrations. More than just a year-long party, 2017 would be a pivotal year in the development and affirmation of Montréal as the nerve centre of the Québec economy and provide a showcase for Québec on the world stage.

Government of Canada

THE GOVERNMENT OF CANADA CELEBRATED SEVERAL ANNIVERSARIES IN 2017

As part of the celebrations surrounding the 150th anniversary of Confederation and 375th anniversary of Montréal, the Government of Canada committed to investing in the 375th anniversary festivities by supporting major projects in Greater Montréal.

For instance, the Government of Canada provided support for activities highlighting the rich legacy of Expo 67 on the occasion of its 50th anniversary. These activities were not only a reminder and celebration of Expo 67's extraordinary contribution to the city, they also introduced this historic event to many people of all ages who were unable to be there themselves.

The Government of Canada's substantial contribution to Living Connections, the Illumination of the Jacques Cartier Bridge, paved the way for a unique project with an innovative concept. This magnificent illuminated bridge is a significant legacy project that will enhance Montréal's profile and drawing power.

Montréal's Movers and Shakers Join Forces

Mobilization of the Society's Board of Directors

Created in 2013-2014, the Society's Board of Directors brought together over 20 passionate Montrealers from different walks of life, all volunteers. They were appointed for their leadership, vision and desire to contribute to Montréal's development.

Chaired since 2014 by France Chrétien Desmarais, the Board of Directors has always been able to count on these exceptional leaders, who reflect the diversity and vitality of Montréal. The Board's steadfast support bore witness to the Directors' strong commitment and desire to leverage Montréal's 375th anniversary as an opportunity to stoke public pride and leave a lasting legacy for our city.

+ Since it was created in 2014, the Board of Directors has met 48 times for a total of 96 hours of work.

Society for the Celebration of Montréal's 375th Anniversary

GENERAL MANAGER

Alain Gignac

2017 BOARD OF DIRECTORS

PRESIDENT

France Chrétien Desmarais
Businesswoman, Corporation d'investissements Sanpalo

VICE-PRESIDENT

Nathalie Bondil
Director General and Chief Curator, Montreal Museum of Fine Arts

VICE-PRESIDENT

Guy Breton
Rector, Université de Montréal

TREASURER

Anne-Marie Hubert
Managing Partner, Ernst & Young Advisory Services

SECRETARY

Stéphane Lemay
Vice President, General Counsel and Secretary, Power Corporation of Canada and Power Financial Corporation

DIRECTORS

Andrew Molson
Chairman, RES PUBLICA

Stephen Bronfman
Executive Chairman, Claridge Inc.

Jean Royer
Vice President, Distinction Capital

Dina Antonopoulos
Vice President, Revenue and Marketing, Groupe Antonopoulos

Michèle Audette
President of Quebec Native Women and the Native Women's Association of Canada

Éric Bédard
Managing Partner, Québec Region, Fasken Martineau

Fabienne Colas
Founder and General Manager, Festival International du Film Black de Montréal

Robert Dépatie
President and CEO, Quebecor

Éric Forest
Mayor of Rimouski / Senator

Robert Greenhill
Executive Chairman, Global Canada Initiative

Odile Joannette
Co-president, Montreal Urban Aboriginal Strategy NETWORK

Yves Lalumière
President and CEO, Tourisme Montréal

Daniel Lamarre
President and CEO, Cirque du Soleil

Francine Lelièvre
Executive Director, Pointe-à-Callière, Montréal Archaeology and History Complex

JD Miller
Co-founder and President, B2dix

OBSERVERS

Hugo Henderson
Co-ordinator for the 375th anniversary of Montréal and Government Relations Advisor, Ville de Montréal

Céline Huot
Vice President, Strategy and Public Affairs, Chamber of Commerce of Metropolitan Montreal

Sévrine Labelle
Vice President, Strategy and Public Affairs, Chamber of Commerce of Metropolitan Montreal

Suzanne Laverdière
Director, Service de la culture, Ville de Montréal

FORMER MEMBERS OF THE BOARD OF DIRECTORS

Dominique Anglade – until 2015
Jacques Aubé – until 2015
Pierre Bellerose – until 2014
Michel Bissonnet – until 2014
Simon Brault – until 2014
James Cherry – until 2014
Jean-Robert Choquet – until 2016
Pierre Dion – until 2016
Philippe Duval – until 2015
Agop Evereklian – until 2014
David Heurtel – until 2014
Chantal Gagnon – until 2014
Manon Gauthier – until 2016
Guy Hébert – until 2014
Sévrine Labelle – until 2016
Robert Lamontagne – until 2014
Ginette Noiseux – until 2016
Michel Parent – until 2014
Jacques Parisien – until 2013
Claude Provencher – until 2014
Philippe Rainville – until 2015
Gilbert Rozon – until 2017
Monique Savoie – until 2017
Alexandre Taillefer – until 2015
Julie Tremblay – until 2017
Cathy Wong – until 2017

Committees, Subcommittees and Working Groups

Committees

The Society received strategic support from various committees which reported on their activities to the Board of Directors and from working groups that joined forces with the 375th anniversary team to optimize the festivities.

Executive Committee

Composed of seven members of the Board of Directors, the Executive Committee was in charge of day-to-day activities and provided general oversight for the Society's operations.

+ Since its creation, the Executive Committee held 44 meetings totalling 66 hours of work.

SECRETARY

Stéphane Lemay
Vice President, General Counsel and Secretary, Power Corporation of Canada and Power Financial Corporation

MEMBERS

Andrew Molson
Chairman, RES PUBLICA Consulting Group

Stephen Bronfman
Executive Chairman, Claridge Inc.

Jean Royer
Vice President, Distinction Capital

TREASURER

Anne-Marie Hubert
Managing Partner, Ernst & Young Advisory Services

OBSERVER

Alain Gignac
General Manager, Society for the Celebration of Montréal's 375th Anniversary

Governance Committee

The role of the Governance Committee was to ensure that the Society possessed the appropriate structures and programs to carry out its activities in keeping with the highest ethical and compliance standards as well as the most stringent practices applicable to the governance of non-profit organizations. The Committee also ensured that appropriate procedures for detecting and resolving conflicts of interest were in place.

+ Since its creation, the Governance Committee held 36 meetings for a total of 54 hours of work.

CHAIR

Éric Bédard
Managing Partner, Québec Region, Fasken Martineau

EX-OFFICIO MEMBER

France Chrétien Desmarais
Businesswoman, Corporation d'investissements Sanpalo

MEMBERS

Éric Forest
Mayor of Rimouski / Senator

Hugo Henderson
Co-ordinator for the 375th anniversary of Montréal and Government Relations Advisor, Ville de Montréal

Jean Royer
Vice President, Distinction Capital

OBSERVER

Alain Gignac
General Manager, Society for the Celebration of Montréal's 375th Anniversary

Finance and Audit Committee

The Finance and Audit Committee was in charge of financial information oversight, financial management, risk control and management, external auditing and legislative and regulatory compliance. It carried out its mandate in accordance with the standards proposed in the Canadian Institute of Chartered Accountants research study on audit committees.

+ Since its creation, the Finance and Audit Committee held 16 meetings totalling 32 hours of work.

CHAIR

Anne-Marie Hubert
Businesswoman, Corporation d'investissements Sanpalo

EX-OFFICIO MEMBER

France Chrétien Desmarais
Businesswoman, Corporation d'investissements Sanpalo

MEMBERS

JD Miller
Co-founder and President, B2dix

Stéphanie Jean
Senior Manager, Tax Services, Ernst & Young

Martin Brunelle
Senior Vice President, Desjardins Group

OBSERVERS

Alain Gignac
General Manager, Society for the Celebration of Montréal's 375th Anniversary

Guy Dufour
Finance, Administration and Corporate Services Director, Society for the Celebration of Montréal's 375th Anniversary

Programming Committee

This committee set the strategic objectives for 375th anniversary programming and assisted the Commissioner for Celebrations in developing and preparing a line-up of projects, activities and events that would be consistent with the goals and expectations identified during the consultation process, as well as with the objectives set by the Board, production schedules and available resources. Once the program had been adopted by the Board of Directors, the committee helped the Commissioner formulate mandate-related recommendations with a view to implementing the program and monitoring program revisions and implementation, with these last two tasks falling to General Management. The committee received input into its work on various matters and programming challenges from several expert subcommittees and working groups.

+ Since its creation, the Programming Committee held 31 meetings for a total of 46 hours of work.

COMMISSIONER FOR CELEBRATIONS

Gilbert Rozon
Founding President, Just for Laughs Group (until Oct. 2017)

ASSISTANT COMMISSIONER FOR CELEBRATIONS

Serge Postigo
Actor, director and artistic director

EX-OFFICIO MEMBER

France Chrétien Desmarais
Businesswoman, Corporation d'investissements Sanpalo

MEMBERS

Nathalie Bondil
Director General and Chief Curator, Montreal Museum of Fine Arts

Fabienne Colas
Founder and General Manager, Festival International du Film Black de Montréal

Francine Lelièvre
Executive Director, Pointe-à-Callière, Montréal Archaeology and History Complex

JD Miller
Co-founder and President, B2dix

Cathy Wong
Youth Program Development Officer, Association Services, The YMCAs of Québec, and President, Conseil des Montréalaises
(until Oct. 19, 2017)

OBSERVER

Alain Gignac
General Manager, Society for the Celebration of Montréal's 375th Anniversary

Programming Subcommittees (2014-2015)

History Subcommittee

This subcommittee was created in 2014 to assist and advise the Programming Committee in historical matters, discuss the place of history in the 375th anniversary celebrations, foster dissemination of the event's inclusive historical vision and promote programming with substantial historical content. The subcommittee was also active in promoting the timeline project and testing the ideas for educational and historical content that the Society had developed with a view to leaving a legacy that fosters a collective historical culture.

MEMBERS

Dinu Bumbaru – Héritage Montréal

André Delisle – Château Ramezay

Jean-Charles Déziel – Société historique de Montréal

André Dudemaine – LAND InSIGHTS

Dany Fougères – Département d'histoire, UQAM

Martin Landry – Montréal en Histoires

Suzanne Laverdière – Service de la culture, Ville de Montréal

Jean-François Leclerc – Centre d'histoire de Montréal

Francine Lelièvre – Pointe-à-Callière, Montréal Archaeology and History Complex

Charles Parent – National Bank Financial, historian

Mario Robert – Archives de Montréal

Céline Topp – Expertise en patrimoine

Technology and Multimedia Subcommittee

MEMBERS

Arman Afkhami – Just for Laughs Group

Jean-François Bouchard – Sid Lee

Sylvain Lafrance – HEC Montréal

Serge Landry – Miralupa

Jacques Primeau – Productions Jacques K. Primeau

Noah Redler – Notman House

Sports Subcommittee

MEMBERS

Stéphane Quintal – National Hockey League

Bianelle Legros – Tourisme Montréal

Martin Spalding – Bell Media

Richard Speer – Attraction Images

Theatre Subcommittee

MEMBERS

Sylvain Bélanger – Centre du Théâtre d'Aujourd'hui

Denis Bernard – Théâtre La Licorne

Louise Duceppe – Théâtre Jean-Duceppe

Denise Filiatrault – Théâtre du Rideau Vert

Éric Jean – Théâtre de Quat'Sous

Lorraine Pintal – Théâtre du Nouveau Monde

Roy Surette – Centaur Theatre

Lisa Rubin – Segal Centre for Performing Arts

Geoffrey Gaquère – Espace Libre

Television Subcommittee

MEMBERS

Fabrice Brasier – Corus Média

Dominique Chaloult – Télé-Québec

Louise Lantagne – Attraction Images

France Lauzière – Groupe TVA

Tony Porrello – Groupe TVA

Pierre Rodrigue – Bell Media

Working Group on Diversity

The Working Group on Diversity was created as a forum for exchanges and discussions on the role of organizations and artists from diverse backgrounds in official programming. At the group's meetings, members had a chance to share their concerns and learn more about how representatives of Montréal's diverse communities would figure prominently in the roughly 200 projects included in the official program. The group's work also led to the proposal of concrete avenues for improving certain aspects of the lineup. One such initiative stood out in particular: the realization of the large-scale Nova Stella project by Diversité artistique Montréal and LAND InSIGHTS as part of the Montreal First Peoples' Festival, with the cooperation of L'Amitié nuestroamericana and support of the Festival Accès Asie, Arab World Festival and Festival Orientalys.

MEMBERS

Jérôme Pruneau – Diversité artistique Montréal

Alice Tran – Actor and host

Youssef Shoufan – Multimedia author

Fabrice Vil – Pour 3 points

Nadine Raymond – YMCAs of Quebec

Leidy Ojeda – Franc-parler Communications

Philippe Gauthier – École de design, Université de Montréal

Marie-Christine Ladouceur – Bureau d'intégration des nouveaux arrivants à Montréal, Ville de Montréal

Cathy Wong – Youth Program, Association Services, YMCAs of Quebec, and Conseil des Montréalaises (until Oct. 19, 2017)

Nadia Bastien – Relations interculturelles, Ville de Montréal

Monsef Derraji – Regroupement des jeunes chambres de commerce du Québec

Marie-Josée Parent – DestiNATIONS, Carrefour international des arts et cultures des peuples autochtones (until Nov. 5, 2017)

Products and Legacy Committee

At the request of the Ville de Montréal, this committee, which was active until November 2013, took part in identifying promising legacy projects commemorating Montréal's 375th anniversary.

CHAIR

Claude Provencher
Provencher Roy + Associés Architectes

MEMBERS

Dinu Bumbaru – Heritage Montréal

Claude Cormier – Claude Cormier et associés inc.

Michel Dallaire – Michel Dallaire Design Industriel

Clément Demers – Quartier International de Montréal

Alain Dufour – Mission Design

Manuela Goya - Montréal, Cultural Metropolis

Philippe Lamarre - Société de développement Angus

Paul Lavallée – Montreal Museum of Fine Arts

Jean-Claude Marsan – Université de Montréal

Martine Philibert – Ivanhoé Cambridge

Nancy Shoiry - Ville de Montréal

Christian Yaccarini – Société de développement Angus

OBSERVERS

Pierre Bellerose – Then General Manager of the Society for the Celebration of Montréal's 375th Anniversary

Camille Guédon – Then Project Manager with the Society for the Celebration of Montréal's 375th Anniversary

Communication, Public Relations, Marketing and Sponsorships Committee

The Communication, Public Relations, Marketing and Sponsorships Committee provided advice on strategies, means and initiatives for providing the services required by the Society in the course of its mandate. In addition, it made recommendations regarding the Society's business activities and marketing strategies.

+ Since its creation, this committee held 19 meetings for a total of 38 hours of work.

EX-OFFICIO MEMBER

France Chrétien Desmarais
Businesswoman, Corporation d'investissements Sanpalo

CO-CHAIRS

Stephen Bronfman
Executive Chairman, Claridge Inc.

Ève Laurier
General Manager, Edelman

MEMBERS

Dina Antonopoulos – Vice President, Revenue and Marketing, Groupe Antonopoulos

Pierre Bellerose – Vice President, Public Relations, Product Research and Development, Tourisme Montréal

Ann Bouthillier – CEO, Havas Worldwide

Yanik Deschênes – Independent consultant

Odile Joannette – Co-president, Montreal Urban Aboriginal Strategy NETWORK

Renée-Claude Ménard – Senior Director, Public Relations, Cirque du Soleil

Michèle Meier – Vice President, Communications, Corporate Marketing and CSR, and International Affairs, Ivanhoé Cambridge

Tom Moser – Consultant, Global Marketing Partners

Sean O'Donnell – President, Lune Rouge Real Estate and Hospitality

Nadia Paquet – Director, Corporate Communications, TELUS Québec

Rick Seifeddine – Senior Vice President, Brand, Bell Canada

Cathy Wong – Development Officer, Youth Program, Association Services, YMCAs of Quebec, and President, Conseil des Montréalaises (until Oct. 19, 2017)

OBSERVERS

Alain Gignac – General Manager, Society for the Celebration of Montréal's 375th Anniversary

Andy Nulman – Co-founder, Just for Laughs and President, Play the Future

Kathia St-Jean – Public and Government Relations Director, Society for the Celebration of Montréal's 375th Anniversary

Julie Tardif – Communication and Marketing Director, Society for the Celebration of Montréal's 375th Anniversary

Céline Huot – Vice President, Strategy and Public Affairs, Chamber of Commerce of Metropolitan Montreal

Sévrine Labelle – Vice President, Strategy and Public Affairs, Chamber of Commerce of Metropolitan Montreal

Human Resources Committee

The Human Resources Committee was responsible for establishing and enforcing hiring rules and compensation policies applicable to the Society's employees. It also made recommendations on the internal structure proposed by the General Manager and updated and enforced the employee code of conduct.

+ Since its creation, this committee held 25 meetings and performed 38 hours of work.

CHAIR

Stéphane Lemay
Vice President, General Counsel and Secretary, Power Corporation of Canada and Power Financial Corporation

MEMBERS

Louis Tanguay – Retiree, Bell Canada

François Limoge – Senior Director, Human Resources, Desjardins Group

Francine Sabourin – Director, Professional Development, Ordre des conseillers en ressources humaines agréés

OBSERVATEUR

Alain Gignac
General Manager, Society for the Celebration of Montréal's 375th Anniversary

The Backing of a Far-Sighted Board of Governors

Inspired by the desire to see Montréal shine and regain its momentum, citizens, elected officials and business leaders seized the opportunity provided by Montréal's 375th anniversary celebrations to put in place a number of socioeconomic projects.

Thanks to the participation and steadfast support of its President, France Chrétien Desmarais, the Society set up the Board of Governors in 2015. The membership of this volunteer working group, chaired by Monique F. Leroux, President of the International Co-operative Alliance, included the 12 Great Montrealers and such major organizations as the Chamber of Commerce of Metropolitan Montreal, the Jeune Chambre de commerce de Montréal, Tourisme Montréal, Montréal International and Université de Montréal.

No fewer than 21 major organizations and businesses with solid roots in Montréal answered the Society's call to assist with the Board of Governors' work, inspired by the findings of the report A Prosperous and Inclusive Metropolis for Sustainable Development. Their initiatives, some of which were completed in 2017, are structural investments aimed at strengthening Montréal's competitive position. They focus on three central thrusts:

+ **Youth and Succession**
+ **Leadership and Innovation**
+ **Solidarity**

"With these projects and initiatives, the Board of Governors is capitalizing on its strengths to breathe new life into Montréal."

– Monique F. Leroux, President of the Society's Board of Governors.

You will find full details on these projects in Chapter 4.

Members of the Board of Governors in 2017

CHAIR

Monique F. Leroux
International Co-operative Alliance

VICE-CHAIR

France Chrétien Desmarais
Society for the Celebration of Montréal's 375th Anniversary

MEMBRES

Raymond Bachand – Tourisme Montréal

Pierre Beaudoin – Bombardier

Vincent Bérubé – McKinsey & Compagnie

Hubert Bolduc – Montréal International

Guy Breton – Université de Montréal

Stephen Bronfman – Claridge inc.

Manon Brouillette – Quebecor

Guy Cormier – Desjardins Group

Richard Dufresne – Loblaw Companies Limited

Nicolas Duvernois – Jeune Chambre de commerce de Montréal

Claude Généreux – Power Corporation of Canada

Alain Gignac – Society for the Celebration of Montréal's 375th Anniversary

Éric Lamarre – McKinsey & Compagnie

Yves Laverdière – Sobeys

Michel Leblanc – Chamber of Commerce of Metropolitan Montreal

Jacques L. Ménard – BMO Financial Group

Michael Sabia – Caisse de dépôt et placement du Québec

Martin Thibodeau – RBC Royal Bank

Martine Turcotte – Bell Canada

Sandy Vassiadis – Saputo

Denis Coderre – Mayor of Montréal (until Nov. 5, 2017)

Cathy Wong – YMCAs of Quebec and Conseil des Montréalaises (until Oct. 19, 2017)

The Great Montrealers Team Up for Montréal

In December 2015, the Society for the Celebration of Montréal's 375th Anniversary announced the introduction of an innovative sponsorship model that brought together a number of large companies, several of which are competing businesses, to work together in a broad-based cooperative movement benefiting Montréal.

The new partnership model developed by the Society set itself apart by the number and size of participating partners and by bringing together businesses from the same industry. However, its main distinguishing characteristic was the time and financial resources jointly invested by the 12 Great Montrealers. Each one made a $1 million financial contribution in support of the Society's activities and sat on the Board of Governors, which was charged with planning development projects for the city's future.

Through this active involvement, the Great Montrealers reflect Montréal's strength and economic vibrancy, each in their own way. By teaming up in this fashion, they send out a clear message of solidarity and engagement on the part of Montréal businesses. Their presence on the Board of Governors helped forge a vision of a vibrant and innovative city that will endure long after the 375th anniversary is over.

"To maximize the 375th anniversary's benefits long after 2017, we decided to use a typically Montréal recipe that is key to our creativity. Some people call it cooperation; we call it building bridges. Bringing Montrealers' talents together around the same table is a vital ingredient of our new partnership model, which is a cross between philanthropy and sponsorship. We wish to thank our 12 Great Montrealers for their generosity and dedication, which speak to their love for Montréal and the ambitions they hold for its future."

— France Chrétien Desmarais, President of the Board of Directors of the Society for the Celebration of Montréal's 375th Anniversary

The 12 Great Montrealers











Socioeconomic Initiatives

The socioeconomic programs and initiatives supported by the Board of Governors are described in detail in Chapter 4.



Mobilizing Initiatives on the Ground

In parallel with the development and execution of socioeconomic initiatives, many Great Montrealers invested additional time and resources to encourage the public to participate in 375th anniversary activities or, more generally, to instil a party spirit. Here are a few examples:

VIVACITÉ BY DESJARDINS

Desjardins reinvented the art of having fun for the 375th anniversary's Grande Tournée. VivaCité was a 2.0 obstacle course that put participants' agility to the test. Whether they were crossing the Jacques Cartier Bridge or climbing Mount Royal in miniature model form, participants had to move a ball through a variety of obstacles representing famous Montréal landmarks, all to score as many points as possible and raise the amount of Desjardins' donation. Thanks to the general public's participation, Desjardins donated over $39,000 to youth organizations in the city's 19 boroughs, enriching the lives of young Montrealers.

RBC CITIZENS' BRIGADE

To acknowledge and thank volunteers for their efforts, the RBC Citizens' Brigade was there for 375th anniversary volunteers all year long. Whether it was special activities to keep volunteers entertained or other forms of recognition, RBC set out to thank the many volunteers who were so generous with their time throughout the festivities and reward them with a little pampering. Olympic athlete Caroline Calvé signed on as an RBC Citizens' Brigade ambassador for the entire year. She took part in several activities to support and encourage volunteering.





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IGA CABANE À SUCRE URBAINE

During sugaring-off season, Cabane à sucre urbaine IGA invited children and adults alike to stop by its sugar shack and enjoy some maple taffy. To satisfy as many sweet tooths as possible, IGA visited every Montréal borough. Musicians and storytellers joined in the fun to create a festive, family-friendly ambience. The voluntary contributions collected were donated to the Joy of Eating Better Foundation.

PRESIDENT'S CHOICE SHARING TABLES

President's Choice set the table for La Grande Tournée … literally! This Great Montrealer supplied a solid and modern multi-generation picnic table for every borough in the city. Developed by design students at Université de Montréal, these unique tables attested to Montréal's know-how and creativity. President's Choice invited all Montrealers to break bread together and enjoy each other's company. The Amplifier Montréal movement accepted that invitation, and children and teens sat down together in every borough to talk about their dreams, their ambitions and the future of Montréal.

BMO FOUNTAIN OF WISHES

Since January 2017, BMO has given Canadians opportunities to share their well wishes with their family, friends and fellow citizens. Thanks to the "Make a wish with BMO campaign," over 25,000 wishes have been made across the country to date, whether directly on the BMO200 web site, at the main BMO200 fountain or at the many BMO200 mini-fountains that travelled across the country. Wanting to celebrate its bicentenary with Montrealers, BMO Financial Group unveiled its main BMO200 fountain in October 2016 as a way of thanking them for their loyalty and their contributions to the well-being of all Montrealers.



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1. VIVACITÉ BY DESJARDINS © Krystel V. Morin | 2. RBC CITIZENS' BRIGADE AT BARBEGAZI | 3. IGA, CABANE À SUCRE URBAINE | 4. PRESIDENT'S CHOICE SHARING TABLES | 5. BMO FOUNTAIN OF WISHES

The 375th Anniversary Team Builds Bridges

A New Operating Model

In light of the sheer number of stakeholders and the scope of the Society's twofold mission—organizing festivities with a line-up of over 200 events and developing socioeconomic legacy projects—the Society had to develop an operating model of its own.

Because Montréal abounds with know-how and creativity, the Society chose to leverage existing resources and act as a catalyst for the strengths and talents of private and public partners. Inspired as ever by the idea of building bridges, the 375th anniversary team worked in conjunction with existing organizations and structures to pursue its mandate. Its operating model is based on three main principles: collaboration, cooperation and convergence. Here are a few examples:

Collaboration

Les Hivernales, an event that featured a dozen activities and just as many producers, was a collaborative effort that spurred the creation of new alliances, resulting in a program that maintained its own identity while incorporating a number of other elements. For example, Barbegazi was able to benefit from Igloofest's expertise to bring its bar space to life. Similarly, Snow Moon by Bike took advantage of the Igloofest site to conclude its event on a festive note.



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Cooperation

Living Connections, the illumination of Jacques Cartier Bridge, is a model of cooperation. Spearheaded by the Jacques Cartier and Champlain Bridges Incorporated, the project brought together engineering firms, lighting manufacturers and a team of seven specialized lighting companies, all working together under the guidance of Moment Factory. These companies pooled their expertise to create a seminal work that would make Montrealers proud and showcase the city's know-how for the world to see. The cooperation that made this masterpiece possible was both a driving force and a catalyst.

The illumination of the Biosphère is another example of cooperation that had substantial payoffs. The work was a cooperative venture between the Montréal companies 4U2C and Lumenpulse.

One more example: the Society for the Celebration of Montréal's 375th Anniversary set up a consortium of consulting agencies to help develop the media plan and communication plan promoting Montréal's 375th anniversary. The Conseil des directeurs médias du Québec (CDMQ) and the Alliance des cabinets de relations publiques du Québec (ACRPQ) agreed to take part in the joint effort, giving generously of their time and contributing their extensive know-how.

Convergence

The impact of convergence was evident in the work of the Board of Governors and the realization of socioeconomic initiatives. The working group included representatives from no fewer than 21 businesses and major organizations with solid roots in Montréal, which pooled their knowledge and expertise for the benefit of all Montrealers. Businesses that normally competed with one another, like Bell and Quebecor, Desjardins, RBC and BMO, and Sobeys and Loblaw, sat down together at the same table to work toward a common goal.

1. TRIBU EXPÉRIENCIEL BARBEGAZI © Bruno Guérin | 2. LIVING CONNECTIONS © Jimmy Hamelin

The 375th Anniversary Team

In 2013, a small 375th anniversary team was assembled in preparation for the arrival of additional players whose expertise was essential to event planning, with the appointment of Pierre Bellerose as General Manager as a case in point. In 2014, Philippe Duval took the reins until Alain Gignac arrived in April 2015, less than 20 months before the start of the festivities and just as the Society was entering an important delivery phase. Alain Gignac headed the Society for the Celebration of Montréal's 375th Anniversary through to the event's completion.

On the eve of the kick-off of festivities in 2016, the 375th anniversary team expanded its ranks so that it could meet the full range of production and communication challenges. From 20 employees and management team members in 2015, it quickly grew to 48 employees by the end of 2016. Throughout 2017, this core team was joined by a number of freelancers and contract workers for major projects that required additional expertise. The 375th anniversary team grew quickly in line with production needs and adapted in a remarkably quick, flexible and efficient fashion to meet the needs associated with the presentation of over 200 activities and events, some of which were exceedingly complex.

The Society's general management team and the entire 375th anniversary staff, divided into five services—Administration, Communication/ Marketing, Operations, Programming and Public and Government Relations—tackled their various areas of responsibility, united by the 375th anniversary vision. That desire to build bridges is reflected in the mobilization of large numbers of partners and contributors to produce and present the festivities.

The mobilization of Montréal's creative forces, represented by several hundred promoters and teams of creators and artisans, as well as by residents of every Montréal borough and numerous community organizations, paved the way for over 200 neighbourhood and mass-participation activities. The Indigenous community, for its part, played an active role in creating more than a dozen major events in addition to sharing its extensive expertise for other festivity content. Similarly, the 375th anniversary benefited from the presence of several historians who enriched the program of activities as well as the Society's web site and social media communications.

The 375th anniversary team also benefited from the services of many partners and organizations that helped promote the festivities here and abroad. Even Montréal residents and many merchants did their most to raise the 375th anniversary's profile through initiatives that contributed to the celebration's success … not to mention the flood of volunteers who put in over 26,000 hours of volunteer work!

The following section presents a more detailed look at this vast and unprecedented mobilization effort inspired by Montréal's 375th anniversary.

The Main Members of the 375th Anniversary Team

GENERAL MANAGEMENT

Alain Gignac, General Manager
Guy Dufour, Administration and Corporate Services Director
Pierre Poulin, Technical Operations Director
Kathia St-Jean, Public and Government Relations Director
Julie Tardif, Communication/Marketing Director
Valérie Magnan, Executive Assistant

PUBLIC AND GOVERNMENT RELATIONS

Suzanne Baron-Lafrenière, Programming Information Service Officer
Laurence Basso, Programming Information Service Officer
Chantal Berthiaume, Content and Writing Manager
Jessica Côté-Cotnoir, Programming Information Service Officer
Élise Daoust, Public and Government Relations Coordinator
Véronique Désilets, Senior Public Relations Advisor
Yveline Jean-Charles, Programming Information Service Officer
Catherine Labelle, Manager, Programming Information Service
Geneviève Lamarre, Box Office Manager
Tarek Nasser, Manager, Programming Information Service
Éric Sénécal, Communication Advisor
Katherine-Anne St-Louis, Programming Information Service Officer
François-Xavier Tremblay, Community Relations Advisor

COMMUNICATION AND MARKETING

Zoë Beaudry, Senior Communication Advisor
Ben Bella Mahi, 375th Anniversary Ambassador-Blogger
Laurence Bonneville, Digital Communication Advisor
Anne-Élizabeth De Longchamp, Field Coordinator
Flavie Desgagné-Éthier, Senior Advisor, Communication and Major Partner Relations
Audrée Duclos Paré, Communication Advisor
Laurence Gagnon Beaudoin, Community and Content Manager
Vivien Gaumand, Field Coordinator
Nancy Gendron, Senior Communication Advisor
Carine Khalifé, Graphic Designer / Motion Designer
Nathalie Labérinto, Communication / Marketing Advisor
Annie Lamarre, Senior Brand Experience Advisor
Émilie Néron, Communication Coordinator
Chloé Paiement, Communication and Media Relations Coordinator
Isabelle Pelletier, Media Relations Manager
Vanary Tan, Communication and Media Relations Coordinator

FINANCE

Amal Aghelias, Senior Financial Analyst
Jean-François Bédard, Controller
Andrée Bouvier, Administrative Assistant
Émilie Brieudes, Financial Analyst
François Daigle, Financial Analyst
Marianne Fortier-Landry, Controller
Romy Rebelo, Production Accountant
Claudia Robert, Receptionist

PROGRAMMING

Éric Belley, Line Producer
Martin Bolduc, Line Producer
Shantal Bourdelais, Line Producer
Caroline Bouchard, Programming Manager
Lyse George, Line Producer
Myriam Girouard, Programming Manager
Camille Guédon, Programming Manager
Sonia Guidotti Line Producer
Chantale Jean, Production Manager - À nous la rue !
Serge Postigo, Assistant Commissioner for Celebrations
Luc Savard, Line Producer
Lyann St-Hilaire, Programming Assistant

TECHNICAL OPERATIONS

Annick Asselin, Production Project Manager
Stéphane Brosseau, Safety and Security Project Manager
Stéphanie Champagne, Reception Project Manager
Aurélie Guilcher, Decoration and Signage Project Manager
Sarah-Ève Kemp, Safety and Security Project Manager
Pascale Lapointe, Volunteer Coordinator
Julien Meloche, Project Manager
Gabrielle Ouellette, Accreditation Project Manager
Tanya Sarrazin, Logistics Project Manager
Véronique Strasbourg, Assistant Volunteer Coordinator

Mobilization of Creative Forces

Major Events

On October 27, 2014, the Society for the Celebration of Montréal's 375th Anniversary presented the broad outlines, the editorial line and the schedule and requirements for the first call for projects before an audience of more than 150 people. Event promoters and their teams of creators and artisans were invited at that time to propose exclusive large-scale projects that would leave a legacy beyond 2017.

This substantial communications effort generated nearly 40 articles, reports and mentions in the media, in addition to the messages disseminated via the Society's own communication tools. Moreover, many partners spread the news within their own networks.

The interest generated by this first of two calls for projects, which closed in December 2014, was incredible. The Society received 715 projects in areas as wide-ranging as culture, sports, history, new technologies and the environment. The vast majority of these projects came from Montréal, but the proliferation of ideas and energy extended beyond the city's borders: many proposals came from Québec's regions, Ontario and even Belgium and France.

As soon as it returned from its holiday break in early 2015, the Society's Programming Department began its evaluation of the projects received with a committee of volunteers chosen for their expertise. This first review focused on the financial and technical challenges associated with each proposal, along with other aspects. The results of the evaluation were submitted to the Programming Committee, which submitted its recommendations to the Board of Directors. Finally, the Board approved the choice of projects and the funding granted for each one.

Of these 715 submissions, more than a hundred projects that met the selection requirements were approved. They featured a wide array of talents, expertise and know-how. The teams of creators and artisans behind these projects worked with the Society to provide Montrealers and visitors with memorable celebrations that catered to every taste and were accessible to everyone, young and old alike.

Promoters of Major Events

100 % Montréal	Festival TransAmériques
10th anniversary of the UN Declaration on the Rights of Indigenous Peoples	Assemblée des Premières Nations du Québec et du Labrador
5th Edition of the Mixed Art Festival	Productions Feux Sacrés
À nous la scène	Society for Montréal's 375th
La vague parfaite	Centre du Théatre d'Aujourd'hui
Rêveurs définitifs	Juste pour rire
Muliats	Production Menuentakuan
Molière, Shakespeare et moi	Théâtre du Rideau Vert
Maligne	Juste pour rire
What's in a Name?	Centre Segal des arts de la scène
Vice & Vertu	Les 7 Doigts
Imagine-toi (Julien Cottereau)	Society for Montréal's 375th
Dernier coup de ciseaux	Society for Montréal's 375th
Lucrèce Borgia	La Comédie-Française
Baby-sitter	Théâtre Catfight

Aime comme Montréal	Diversité artistique Montréal
Aires Libres	Société de développement commercial du Village
Another Brick In The Wall - The Opera	Opéra de Montréal
Arts Nomades celebrates the 375th	Cirque du Soleil
Aspirations	Association des écoles supérieures d'art de Montréal (ADÉSAM)
Aura	La Fabrique de la paroisse Notre-Dame de Montréal
Cabane à sucre urbaine	Groupe JD S.E.N.C.
Canada Pride Montréal 2017	Fierté Montréal
Camillien Houde, «le p'tit gars de Sainte-Marie »	Espace Libre et NTE
Championnat mondial junior 2017 de l'IIHF	Hockey Canada
Championship Week-End 2017	Royal de Montréal
Cité Mémoire	Montréal en Histoires
City Thread	Groupe RUBBERBANDance
Cuisine ta ville	ATSA, Quand l'Art passe à l'Action
Dance Me	Les Ballets Jazz de Montréal
Dansons Montréal	Place des Arts
De Ville-Marie à demain	Gestion Villes du Futur
D'hier à Montréal	IPROD média
Électro Parade	evenko
Encounters in New France	Pointe-à-Callière, Montréal Archaeology and History Complex
Envolée de cloches sur Montréal	Oratoire Saint-Joseph du Mont-Royal

Promoters of Major Events (cont.)

Expo 67 - 50 years later	Society for Montréal's 375th
Mode Expo 67	McCord Museum
Expo 67 Mission Impossible	Production de la ruelle
Expo 67 - Rêver le monde	Musée Stewart
Écho 67	Biosphère, musée de l'environnement
Habitat 67 vers l'avenir / The Shape of Things to Come	Centre de design de l'UQAM
Incontournable Expo 67	McCord Museum
Explosion 67 – Terre des jeunes	Centre d'histoire de Montréal
Révolution	Montreal Museum of Fine Arts
À la recherche d'Expo 67	Musée d'art contemporain de Montréal
Terre d'expériences	Société du parc Jean-Drapeau
Expo 67 Live	Office national du film
Expositions dans le hall d'honneur de l'hôtel de ville	Ville de Montréal
Festival littéraire international de Montréal Metropolis bleu	Metropolis bleu
Fête de Sagabone	Kina8at
Fiesta Latina	Society for Montréal's 375th
Fort de Ville-Marie - Pavillon Québecor	Pointe-à-Callière, Montréal Archaeology and History Complex
Hochelaga, Land of souls	Max Films
Hommage à Montréal au grand spectacle de la Fête nationale	Comité de la Fête nationale du Québec à Montréal
HUB Montréal	Avalanche Productions
Identité(s) montréalaise(s)	Festival Mode & Design
Il était une fois... le western	Montreal Museum of Fine Arts
iLLUMiNART	Montréal en Lumière
Indigenous Contemporary Scene	Productions Onishka
Indigenous ingenuity	Montreal Science Centre
Indigenize Montréal	Montréal Autochtone
Infoman - Émissions spéciales du 375e	Zone3
INTER_CONNECT MTL	MUTEK
Ioskeha et Tawiscara : Le grand Jeu de la création	Terres en vues
Jardin des origines	Maison Saint-Gabriel
Journée des musées montréalais	Société des musées de Montréal
KM³	Partenariat du Quartier des spectacles
La Balade pour la Paix	Montreal Museum of Fine Arts
La bohème - Under the stars	Opéra de Montréal
La Boucle	Grand défi Pierre Lavoie
La Course finish line	Grand défi Pierre Lavoie
La Finale	Society for Montréal's 375th
New Year's Eve Party	Montréal en Fêtes
The Banquet populaire	Montréal en Fêtes
The Grand décompte	Society for Montréal's 375th

La Grande marche de Montréal	Grand défi Pierre Lavoie
La Grande Tournée	Society for Montréal's 375th
Cirque Éloize à ciel ouvert / L'heure magique	Cirque Éloize
La ville suspendue	McCord Museum
Rallyes Découvertes	VDM Global
Sucré Salé celebrates the 375th	Société générale de production
Les fenêtres qui parlent	Diasol
Chats de ruelles	Le Comité et La TOHU
Les Grands Apéros	Association des restaurateurs de rue du Québec
Les Postes du futur	Comptoir public
La radio de Radio-Canada en direct de votre parc !	Radio-Canada

La Trouble-Fête	Society for Montréal's 375th
Montréal Zombie Walk	Les Productions M.A.L.
The Great Wizardry Fest	Mosaic
The Rise of the Dead	Hugues Letellier et Véronique Dussault

Le monde de demain	Skawennati
Le National d'impro 2017	Juste pour rire
Le Super Méga Continental	Sylvain Émard Danse
Leonard Cohen - A Crack in Everything	Musée d'art contemporain de Montréal
Les Hivernales	Society for Montréal's 375th
BARBEGAZI	Tribu Expérientiel
IGLOOFEST (Jeux Nordik / Soirées Off-Igloo / Village Nordik / Glissoire Nordik)	Igloofest
La Descente Saint-Denis - Course de boîtes à savon	Gestev
Fête des neiges	Fête des neiges de Montréal
Randonnée avec la Grande Traversée du Saint-Laurent	Traversées de la Gaspésie
Classique Montréalaise	evenko
Motoneige MTL Xtrem	Tribu Expérientiel
Lune d'hiver à vélo	Vélo Québec
Défi canot à glace Montréal	Héritage Maritime Canada
Demi-Marathon Hypothermique de Montréal	Coin des Coureurs
Course Polar Hero	Sportera
Curling en lumière	Montréal en Lumière

Les Jeux de la rue Celebrates Montréal!	RAP Jeunesse
Les Premiers Vendredis - Terrasse du 375e	Association des restaurateurs de rue du Québec
Living Connections	Les Ponts Jacques-Cartier et Champlain Incorporée & Moment Factory
Living Connections: Inaugural show (May 17)	Society for Montréal's 375th
Living Connections: rerun of the inaugural show (June 25)	Moment Factory
Video of the Illumination of the Jacques Cartier Bridge for Canada's 150th anniversary	Moment Factory

Lyon et le réseau Délice à l'honneur	Montréal en Lumière
Merci Montréal !	École supérieure de ballet du Québec
Messe du 375e anniversaire de la ville de Montréal	La Fabrique de la paroisse Notre-Dame de Montréal
MINI BARBEGAZI	Tribu Expérientiel
Montréal au fil du temps : cherche et trouve	Bayard Canada

Montréal Avudo	Compagnie Finzi Pasca
Montréal s'allume	Society for Montréal's 375th
Aurores Montréal	4U2C and Marc Séguin
Illumination of the Biosphère	4U2C and Yves Aucoin
Illumination of the Saint-Joseph's Oratory	Society for Montréal's 375th
Illumination of the Olympic stadium	Society for Montréal's 375th
Montréal Lights Up	Zone3
Montréal s'allume	Productrice Vivianne Morin
Illumination of Buildings in Downtown Montréal	Society for Montréal's 375th

Montréal symphonique	Montréal symphonique 2017
Montréal, toute une histoire !	Maison Saint-Gabriel
Montreal Video Game Symphony	Orchestre Métropolitain
Montreal: An Intervention Gala	Just For Laughs
MTL	Zone3
MTL : ça se discute	Les productions Bazzo Bazzo
Native Art • Culture Evenings 375th	Cercle des Premières Nations de l'UQAM
Neighbourhood Parties	Jour de la Terre
Neighbourhood Parties / Dans ta canopée	Jour de la Terre
NomadFest	TKNL et Les Productions Wildtime
Nova Stella	Diversité artistique Montréal and Terres en vues
Nuit blanche 67	Nuit blanche à Montréal
OH Canada : Jeune de 150 ans avec l'Orchestre des jeunes du Nouveau-Brunswick	Orchestre des jeunes du Nouveau-Brunswick
Parc Frédéric-Back	Ville de Montréal
Paul à Montréal	Les Éditions de la Pastèque
Planète MTL	Biosphère, musée de l'environnement
Ports d'attache : Spécial Montréal	DBC2
POSSIBLES	LA SERRE - arts vivants
Pow Wow Montréal	The Red Urban Project
Quand la foule devient cirque (Rouge / Les Minutes complètement cirque… Let's get digital!)	Montréal Complètement Cirque
Sessions 375	Society for Montréal's 375th
Sessions 375 X Montréal International Jazz Festival	Festival International de Jazz de Montréal
Sessions 375 X îleSoniq En Ville	evenko
Sessions 375 X Le Block Party Osheaga	evenko
Sessions 375 X POP Montréal	POP Montréal

Symphonie montréalaise	Orchestre symphonique de Montréal
The 1,000-km finish line	Grand défi Pierre Lavoie
The Giants	Royal de Luxe
The Hockey Sweater: A Musical	Centre Segal des arts de la scène
Tour de l'Île de Montréal	Vélo Québec
Triathlon International de Montréal	Triathlon International de Montréal
UP375	Raison d'art
Vélo Paradiso	Wapikoni mobile
Vive Montréal : dans les coulisses de la fête	Société Nouvelle de Production
Vive Montréal aux Francos	Les FrancoFolies de Montréal
We're acting out!	Society for Montréal's 375th

thanks!



THE GIANTS © Éric Lamothe

Mobilization of Creative Forces

Neighbourhood Projects

In June 2015, six months after the closing of the call for large-scale projects, Montréal creators were once again invited to build bridges. Developed by the Society for the Celebration of Montréal's 375th Anniversary and carried out by the Ville de Montréal and its 19 boroughs, the call for neighbourhood projects sought to celebrate Montréal's history and cultural vitality at the local level, in every one of the city's 19 boroughs.

Eligible projects were evaluated locally by a selection committee consisting of representatives from the borough, the arts and culture community, businesspeople and citizens. The selected projects were then submitted to the Society for approval. Each borough council then approved the recommendations made by the selection committee.

Five mobilization meetings were held across the city between late August and early October 2015. In cooperation with Culture Montréal, over 350 people took part in these sessions, which focused on information, dialogue and creative workshops.

All in all, 326 projects were submitted in response to this call for projects, which closed on October 29, 2015. The large number of proposals received—all of which came from non-profit organizations and represented Montréal's 19 boroughs—attested to Montrealers' enthusiasm for their city's 375th anniversary.

The 375th anniversary neighbourhood projects were unveiled in June 2016, with the unveiling of the 102 selected projects, all of which were firmly rooted in Montréal's heritage and identity. Of this number, two thirds had a historical component. The other main themes addressed in the projects were art and culture, youth and cultural diversity.

This major component of the 375th anniversary line-up brought together more than 350 organizations and local partners to celebrate Montréal's vitality. Wonderful examples of collaboration like these fulfilled the intention to build bridges between stakeholders from across Montréal. In every corner of the city, Montrealers and visitors had access to a rich and inclusive lineup of activities catering to every taste and a wide array of interests. With this extensive mobilization effort in every part of Montréal, the celebration of Montréal's 375th anniversary was a source of both community pride and unique opportunities for citizens to come together.

Promoters of Neighbourhood Projects

BOROUGH	EVENT	PROMOTER CREDITS
Ahuntsic-Cartierville	Ahuntsic-Cartierville : 375 ans d'histoire revue et patinée	Patinage Ahuntsic
	Montréal, 375 ans d'arts et de culture	Service des loisirs Saints-Martyrs Canadiens de Montréal
	On vient de partout danser, chanter et conter sur les rives de la Rivière des Prairies dans Ahuntsic-Cartierville	Espacetrad / Société pour la promotion de la danse traditionnelle québécoise
	Ouverture officielle du pavillon d'accueil du Parcours Gouin	Borough of Ahuntsic-Cartierville
	Parc Belmont 2017 : Grande fête foraine champêtre (Volet 1)	Le Conseil Local des Intervenants Communautaires de Bordeaux-Cartierville
	Parc Belmont 2017 : Parc Belmont mobile (Volet 2)	Centre d'action bénévole de Bordeaux-Cartierville
	Parc Belmont 2017 : Défilé de miniatures (Volet 3)	Loisir de l'Acadie de Montréal
	Pow-wow de l'amitié	OktoEcho
	Concert Sept stations des berges	Concerts Ahuntsic en fugue
	Zone d'affluences	Les Amis d'Ahuntsic
Anjou	Anjou in Colour, A Whole World at the End of the (Green) Line!	Borough of Anjou
	Chantez Montréal, chantez Anjou	Service d'aide et de référencement aîné d'Anjou
	Sur les traces d'Anjou	Opération Surveillance Anjou
Côte-des-Neiges–Notre-Dame-de-Grâce	Associated Screen News: News from Our Past	Cinéclub de Montréal
	Lutter, c'est Vivre !!! : Éva Circé-Côté	Archives Passe-Mémoire
	MTL Soundwalks	Tally Abecassis and Magnéto
	Passages : D'un état à l'autre	Borough of Côte-des-Neiges–Notre-Dame-de-Grâce REP
	REP NDG	Carrefour Jeunesse Emploi Notre-Dame-de-Grâce
	ScaveNDGers	Conseil Communautaire Notre-Dame-de-Grâce
L'Île-Bizard–Sainte-Geneviève	375 Reasons to Celebrate!	Borough of L'Île-Bizard-Sainte-Geneviève
	Tisser ce lien avec vous !	Centre des arts de la scène Pauline-Julien
Lachine	Cultivons nos racines !	Groupe de recherche appliquée en macroécologie
	Inauguration of Place des Festivités for Montréal's 375th anniversary + Launch of Lachine's 350th Anniversary Celebration	Borough of Lachine
	Small Streams Become Large Rivers	Concerts Lachine
	Historical Nights	La Corporation du Pôle des Rapides
	Being Neighbourly in Lachine	Productions Multisens
LaSalle	Rhythm of the Rapids	Société historique Cavelier-De LaSalle
	LaSalle d'hier à aujourd'hui	La radio communautaire de LaSalle
	Zoom sur les communautés culturelles	Centre culturel et communautaire Henri-Lemieux

Promoters of Neighbourhood Projects (cont.)

BOROUGH	EVENT	PROMOTER CREDITS
Le Plateau-Mont-Royal	Dessine-moi une maison	L'Autre Montréal
	Paysages Urbains	Borough of Plateau-Mont-Royal
	Promenades sur le Plateau	Mile End Memories/ Plateau-Mont-Royal Historical Society
	Les rues de Montréal	Festival BD de Montréal
	Literary Saint-Denis	Société de développement Commercial rue Saint-Denis
	Viaduc 375	Mile End Memories / Les Amis du Champ des Possibles/ Société du développement environnemental de Rosemont
Le Sud-Ouest	375 Years in My Neighbourhood	Borough of Le Sud-Ouest
	Michel Gondry Home Movie Factory	Chromatic
	La guirlande du 375	Carrefour d'éducation populaire de Pointe-Saint-Charles
	Place à la tour !	Manoeuvres with support from Ateliers créatifs Montréal
	Vue de ruelle (Le Sud-Ouest)	Regroupement des éco-quartiers
Mercier–Hochelaga-Maisonneuve	Les Ruelles enchantées à MHM	Le Théâtre de la botte trouée
	Espace libre pour la culture 375	Conscience urbaine
	Espace Vu	Station vu
	Flashmob in your neighbourhood!	Événements Prima Danse
	La Symphonie d'Hochelaga	L'école et les arts
	Le Country, de la colonisation à nos jours	Journal de la Rue
	Les Passerelles aux Étoiles	Déviation^2 Théâtre
	Pendant ce temps-là à Montréal	Le Théâtre Denise-Pelletier/ ZH Festival / Atelier d'histoire d'Hochelaga-Maisonneuve
	Pleine lumière sur les Filles du Roy	Société d'animation de la promenade Bellerive
	Vue de ruelle (Mercier-Hochelaga-Maisonneuve)	Regroupement des éco-quartiers
Montréal-Nord	Mon vélo raconte	Artistes en arts visuels du nord de Montréal
Outremont	375e en Famille ! "Chasse aux trésors"	Outremont en Famille
	Feu, feu, joli feu, un karaoké des bois	Les Amis de la place Marcelle-Ferron
	Imagerie d'une métamorphose	Productions Artrillium
	The Outremont Yard: Railroad Memories	Société d'histoire d'Outremont
Pierrefonds-Roxboro	Inter[sections]	Projet communautaire de Pierrefonds
	Montréal 375… La ville à qui j'appartiens - Mémoires de facteur	La Société patrimoine et histoire de l'île Bizard et Sainte-Geneviève
	Pierrefonds-Roxboro par les voix du 375e de Montréal	Borough of Pierrefonds-Roxboro
	Pierr-Rox 3.75 Project	Cloverdale Multi-Ressources
Rivière-des-Prairies–Pointe-aux-Trembles	À RDP/PAT, Fêtons Montréal !	Société historique de Rivière-des-Prairies
	Festival d'hiver	Pointe-aux-Fêtes
	Hymne à l'arrondissement de Rivière-des-Prairies–Pointe-aux-Trembles	Centre Multimédia de l'Est de Montréal
	Montréal au feminin: The Great Ladies – Their Stories in Music	Société pour la promotion des Bienfaits de l'Apprentissage de la Musique

BOROUGH	EVENT	PROMOTER CREDITS
Rosemont–La Petite-Patrie	LAPS	Borough of Rosemont–La Petite-Patrie
	Les Amuse-Bouches	Scène Ouverte
	MTL375 Rosemont Petite-Patrie	Diffusion A.G.C. Montréal
	Page blanche	Regroupement arts et culture Rosemont–La Petite-Patrie
	Streets of Montréal	Planches magazine
	Sur les rails	Toxique Trottoir
Saint-Laurent	375 visions of Saint-Laurent	Borough of Saint-Laurent
	Saint-Laurent in 7 beats	Quebec's Masters and Artisans Museum
	Tricotés serrés	Comité des organismes sociaux de Saint-Laurent
Saint-Léonard	Cultivons Saint-Léonard	Écoquartier de Saint-Léonard
	Famille Plein Air	Maison de la Famille de Saint-Léonard
	Festival jeunesse-Active ta couleur	Collectif jeunesse
	Time to Remember	SDC Jean-Talon
	La Sculpture en Folie !	Association des artisans de la sculpture de Saint-Léonard
	Lancement scène culturelle Saint-Léonard	Borough of Saint-Léonard
	Montréal dans toutes ses couleurs	Association Haitiano-Canado-Québécoise d'aide aux démunis
	Small Boat, Big Hopes!	Jeunes marins urbains
	Saint-Léonard en 3 Dimensions; 7 Langues; 5 continents	Accueil aux immigrants de l'est de Montréal
Verdun	Les contes de Verdun	Société de Développement Commercial Wellington
	Portageons la fête ! Un défi patrimonial	Borough of Verdun
	Transgenerational Verdun	Ludociels pour tous
Ville-Marie	375 Berceuses pour Montréal	Goethe-Institut Montréal
	Archifête 375	Maison de l'architecture du Québec
	Archives à voix haute - L'héritage d'hier vivant aujourd'hui	Table de concertation des archives religieuses de la région de Montréal (TCARM) - Regroupement des archivistes religieux
	Bouger l'inertie du système social : Éva Circé-Côté	Union des écrivaines et des écrivains du Québec
	Celebrating Heritage with the Ecomuseum	L'Écomusée du fier monde
	Franchir un mur pour construire des ponts	Society for Arts and Technology
	Le Grand banquet du « p'tit gars de Sainte-Marie »	Voies culturelles des faubourgs
	Les midis Ville-Marie	Cœur des sciences UQAM
	Quartiers improvisés	Télévision communautaire Frontenac
	La langue de feu	Borough of Ville-Marie
Villeray–Saint-Michel–Parc-Extension	Exposition 2 Îles, 2 Histoires, 1 Quartier	Maison d'Haïti
	Halte 3	La Cenne
	Where will Montréal take you?	Théâtre aux Écuries
	La Gare de triage d'Outremont : l'empreinte d'une mémoire	Park Extension Historical Society
	Les Ruelles enchantées	Le Théâtre de la botte trouée
	Montréal : De passion et de liberté	Ensemble vocal Musica Viva
	Saint-Michel en 375 Saveurs	Vivre Saint-Michel en santé

thanks!

Content Partners

A Historical and Inclusive Vision

Building Bridges with Indigenous Peoples

The year 2017 was an opportunity to celebrate over 6,000 years of Native presence on the territory of Tiohtià:ke and to acknowledge that Montréal was founded on unceded Indigenous land.

Indigenous peoples are an integral part of Montréal's history and identity. They made this land a place of meetings and diplomacy between Nations, as shown by the Great Peace of Montréal in 1701. Today, it is in part thanks to the presence of Indigenous peoples and the role they have played through the centuries that Montréal has become a vibrant metropolis, and their contributions to the city's development are legion. The role of the Mohawk Nation in particular was acknowledged and highlighted.

To lay the groundwork for authentic Indigenous participation, the Society opted to take a coordinated and collaborative approach with community organizations. This cooperative relationship was made possible by the contribution of the Assembly of First Nations of Quebec and Labrador and the members of the Art & Culture Committee of the Montreal Urban Aboriginal Strategy NETWORK.

The Society also had the pleasure of working with numerous consultants, a line producer, a historian and a production coordinator from various First Nations to develop and present over a dozen projects spearheaded by Indigenous organizations. Throughout 2017, these projects paid tribute to the contributions of Indigenous peoples to Montréal's past and future development.

From the Montreal Pow Wow to celebrations commemorating the 10th anniversary of the United Nations Declaration on the Rights of Indigenous Peoples, and from the Montréal First Peoples Festival to the installation of a totem pole at the Montreal Museum of Fine Arts, the city's 375th anniversary was an opportunity to pay tribute to the Indigenous presence in Montréal in a spirit of friendship and reconciliation.

Building Bridges between All Montrealers

With some 200 activities on the program, many of which were neighbourhood events staged from one end of the city to the other, Montréal's identity and diversity were put in the spotlight in 2017.

In every activity, the Society endeavoured to uphold a fairer and more equitable representation of Montréal's diversity. A case in point is the inclusion of a specific appendix in all its agreements with the promoters of official events. Produced in cooperation with Diversité artistique Montréal (DAM), the appendix raised promoters' awareness of the importance of encouraging a diversity of cultural expression in 375th anniversary festivities. With the addition of this appendix, promoters committed to take DAM's recommendations into account at every step in the production and public presentation of their activities.

The Society's team received ongoing support from Diversité artistique Montréal (DAM), which provided guidance and assisted with various projects. Among them, the "Nova Stella – The Art of Being Different Together" day was co-produced by DAM and LAND InSIGHTS as part of the Montreal First Peoples' Festival. Similarly, the "Aime comme Montréal" exhibition accompanied by the publication of a high-quality photo essay is another exemplary initiative led by DAM. The organization succeeded in highlighting the day-to-day contributions of members of Montréal's diversity, who proved to be real sources of inspiration.

These initiatives, like many others, benefited from the invaluable cooperation of a great many artists and artisans from culturally diverse communities who are proud Montrealers and expressed that pride all year long.

In addition to including these activities in its official program, the Society engaged in an ongoing dialogue with everyone interested in giving a voice to Montréal's diversity in order to create a program that, as a whole, would be both respectful and inclusive.



Building Bridges with History

Shining a spotlight on Montréal's history and distinctive character was a key part of the Society's mandate. Many official 375th anniversary activities and events paid tribute to our city's history and heritage.

The depth of this history-focused programming, presented all year long, won over history buffs and gave many Montrealers and visitors a chance to learn more about our city.

Prior to the festivities, the Society also posted history-focused content on its digital platforms (Two Minutes of History, icons, "typically Montréal" moments, etc.). In addition, thanks to the cooperation of special history and pedagogy advisor Martin Landry, the 375th anniversary team enriched its web site with a "Celebrate our History" section listing all activities with historical or heritage content, including the many neighbourhood projects, and grouping them into two main categories.

PARTICIPATORY TIMELINE

Developed by Montréal en Histoires and the Society for the Celebration of Montréal's 375th Anniversary in cooperation with the Archives of the Ville de Montréal, the participatory timeline presented a glimpse of the events that had marked Montréal's past and present. Key events were proposed and checked by Mario Robert, head of the Archives of the Ville de Montréal. The general public was invited to contribute to the timeline by adding historical events that bore witness to Montréal's vitality.

HAVE FUN WITH HISTORY

This section contained over 30 suggestions for fun historical activities, learning situations, videos on Montréal's history, games and lectures for primary and secondary school students as well as anyone curious about local history. Developed by the Society and various partners, the content opened the door to a number of educational activities touching on Montréal's history.

To reach out to the school system and inform teachers and students about these resources, the Society worked with several key organizations in the education sector. In this way, it was able to develop and implement a plan to ensure that these resources would continue to be available on partner platforms past 2017.

Allo Prof

Société des professeurs d'histoire du Québec (SPHQ)

RÉCIT

Montréal en Histoires

Groupe des responsables de l'univers social (GRUS)

Association québécoise pour l'enseignement en univers social (AQEUS)

Add to the timeline



Social Responsibility Partners

Montréal's 375th Anniversary: A Socially Responsible Approach

Inspired by the public consultations held by the Ville de Montréal, the Society for the Celebration of Montréal's 375th Anniversary endeavoured to carry out its mandate in keeping with sustainable development principles. To that end, it paid special attention to respectful cohabitation with nearby residents, ensured sites were safe and secure, took mobility issues and Montréal's social development into account and took steps to protect the environment.

In developing this socially responsible approach, the Society also drew inspiration from the Québec government's "Agenda 21 de la culture" and the work of UNESCO and the international organization United Cities and Local Governments (UCLG).

This conscientious approach gave rise to concrete actions, most often implemented in conjunction with local partners. For instance, the Society elected to work with organizations recognized for their commitment to social responsibility.

Below is an outline of the Society's areas of activity pertaining to social responsibility in the course of event planning and production. The Society hopes that these actions, taken in cooperation with numerous Montréal partners, and the lessons it learned over the course of a year of festivities will serve as a reference for Montréal's cultural sector after 2017.

Environmental Considerations

Committed to respecting environmental standards, the Society drew up a sustainable development policy with help from the Conseil québécois des événements écoresponsables (CQEER).

Conseil québécois des événements écoresponsables

Every organization that received a contribution in the course of the 375th anniversary festivities had to agree to implement a sustainable development strategy covering matters like managing waste responsibly, using low- or non-polluting means of communications, reducing resource consumption at source, ensuring the availability of mass and active transit options, optimizing water and energy consumption and choosing environmentally responsible suppliers.

Since 2016, these conditions have been included in every agreement signed with promoters or producers whose projects were selected in response to a call for 375th anniversary projects. Moreover, the Society adhered to these same rules itself in every activity for which it was solely responsible.

By way of example, on February 4 and 5, 2017, on the occasion of the Motoneige MTL Xtrem challenge, the Society offset snowmobile emissions by purchasing carbon credits from Planetair. It did the same for the demonstration announcing this sports activity in 2016.

planetair

1. LES RINGOS © Club Photo Pierrefonds

Human Considerations

Promoting Respectful Cohabitation with Local Residents

Throughout the 375th anniversary festivities, the Society endeavoured to ensure harmonious cohabitation with nearby residents and its ongoing collaborative relationship with all stakeholders.

Accordingly, in developing its events, the Society maintained an open dialogue with those people most likely to be inconvenienced by the activities, especially in regard to mobility issues. Proper site management and proactive information sessions for residents facilitated the execution of official activities while maximizing their positive impact. The Society also worked closely with the Ville de Montréal to ensure compliance with municipal by-laws.

A FEW ACCOMPLISHMENTS WORTHY OF NOTE

+ A webpage created by the Ville de Montréal, which featured a map showing event-related disruptions and any municipal public works in progress, provided a real-time snapshot of the obstacles in a given neighbourhood. During the festivities, this map was displayed on the Ville de Montréal portal and easily accessible to the public.
+ By sending out printed notices to residents, delivered either by Canada Post or by hand, the Society was able to reach the individuals and groups likely to be inconvenienced by an activity.
+ The process was made more efficient by developing a model notice for residents that could be reused for successive activities.
+ Finally, mobilizing local partners at group information sessions and any other potentially relevant partners (the Service de Police de la Ville de Montréal, the Service de sécurité incendie de Montréal, the Société de transport de Montréal, the city's boroughs, the Jacques Cartier and Champlain Bridges Incorporated, Bureau du taxi de Montréal, BIXI Montréal, Partenariat du Quartier des spectacles, Place des Arts, the Société de développement commercial du Quartier latin and the SDC du Vieux-Montréal, the Old Port of Montréal, Tourisme Montréal, etc.) proved to be an effective strategy.


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Human Considerations (cont.)

Facilitating Site Accessibility

In 2016 the Society began working closely with promoters to ensure that the venues and sites where they would stage official 375th anniversary shows and activities would be accessible to individuals with reduced mobility. The Society also received advice and recommendations from Kéroul, an organization whose mission is to make tourism and culture accessible to individuals with limited physical abilities.

Every official activity promoter also received an access guide for people with reduced mobility. The guide provided guidelines for promoters' actions throughout the 375th anniversary celebrations and can be reused as a reference in the future.

Kéroul

A FEW ACCOMPLISHMENTS WORTHY OF NOTE

+ Specific measures were put in place to facilitate the universal accessibility of event sites.
+ The inclusion of a person trained in accessibility-related issues in the promoters' teams made it easier to adhere to standards governing the production process, starting with plan development.
+ Training provided to information officers, whether prior to activities or at event sites, ensured that they were properly prepared to receive clients with limited motor skills.
+ At large-scale outdoor performances with general seating, reservations were coordinated in tandem with the STM's adapted transport service.

Enhancing Site Security

In 2016, the Ville de Montréal initiated a safety and security review for women attending public festivities and activities. Concerned by the situation, Montréal mandated the Conseil des Montréalaises to conduct a field study to take stock of the situation and make recommendations. The resulting report, Montréal, une ville festive pour toutes, was submitted to the City Council in 2017. It proposed a series of measures aimed at preventing and countering violence against women in all its forms (physical, sexual, psychological and verbal).

After the Conseil des Montréalaises submitted its report, the Festival international de jazz de Montréal created the Escouade des Hirondelles in spring 2017. The mission of the "Hirondelles" was to raise awareness of any form of aggression and harassment targeting women and individuals requiring assistance at festivals and public activities, to prevent such actions and take the appropriate action.

The Society used the Hirondelles' services in 2017. During the festivities, the Hirondelles were present at the sites of most large-scale events. The Society also contributed to the development of better communication tools and establishing better practices to ensure on-site safety and security.

The Hirondelles squad is made up of women who are trained in sexology and have received further training from the CALACS de l'Ouest-de-l'Île, a feminist, non-profit organization that advocates against sexual assault and offers various services to women. This training gives the Hirondelles an in-depth understanding of the associated issues and the skills they need to take on-site action.

HIRONDELLES

Promoting Montréal's Social Development

In 2016, the Society for the Celebration of Montréal's 375th Anniversary formed a partnership with the Société de développement social de Montréal (SDS), a unique organization that fights social exclusion by acting as an intermediary between the business world and community organizations. As an acknowledged reference in this area, the SDS serves as a catalyst, working with organizations to help them fulfil their social commitments by investing in tangible projects that fight homelessness and social exclusion.

SOCIÉTÉ DE DÉVELOPPEMENT SOCIAL
VOTRE COURTIER SOCIAL À MONTRÉAL

In 2017, close to a hundred Destination Emploi program participants had a chance to work on official 375th anniversary activities. Destination Emploi is a platform that advises individuals seeking to rejoin the workforce and helps them apply for jobs.

Eager to pursue its commitment to social reinsertion, the Society also invested in installing interactive stations that enabled many candidates with no or limited Internet access to view suitable job offers whenever they wished, right at the organizations that they frequented on a daily basis. Based on our positive experience in 2017, more stations will be installed in 2018 to maximize the initiative's impact.

"Our ongoing collaboration with the Société de développement social has been very beneficial for our organization. The support provided by the SDS with its Destination Emploi program has enabled us to offer many people a chance to rejoin the workforce. The SDS was able to adjust to our needs throughout our rewarding partnership, and we are very grateful."

— Alain Gignac, General Manager of the Society for the Celebration of Montréal's 375th Anniversary


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Visibility Partners



The Society for the Celebration of Montréal's 375th Anniversary received support from three major partners since its creation. In addition to assisting with the 375th anniversary celebrations' strategic positioning, these partners helped secure greater visibility for the festivities:

+ **Tourisme Montréal**
+ **Chamber of Commerce of Metropolitan Montreal**
+ **Montréal International**

Tourisme Montréal, the Chamber of Commerce of Metropolitan Montreal, and Montréal International joined forces with the Society to celebrate Montréal's vivacity under the slogan MONTRÉALIVE! This signature was an invitation to celebrate our city and, most importantly, a new way to define ourselves as Montrealers.



The Chamber of Commerce of Metropolitan Montreal publicity campaign on the vitality of Montréal industries and businesses

Service Partners

The Society wishes to thank its service partners who so generously assisted the 375th anniversary team with various professional obligations or supplied goods and services in support of its activities.

+ **Lune Rouge 360**: Thank you for the 375MTL mobile app
+ **CN**: Thank you for providing funding for event security
+ **Stingray**: Thank you for the Montréal playlist
+ **Prével**: Thank you for the 375th anniversary ambassador's residence
+ **Air Transat**: Thank you for the 375th anniversary ambassador's airfare
+ **LJT Avocats**: Thank you for your help with the 375th anniversary ambassador's residence
+ **STM and Bixi**: Thank you for your flexibility and efforts to facilitate transportation
+ **Fédération des centres d'action bénévole du Québec**: Thank you for your contribution to our volunteer recruitment campaign

1. CCMM APRIL 26 © Sylvain Légaré | 2 et 3. AÉROPORTS DE MONTRÉAL INITIATIVE | 4. TAXI MTL INITIATIVE



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To give all visitors a memorable tourist experience and encourage them to share their love for Montréal, Tourisme Montréal launched the "Montréal welcomes you" program. This program was a part of the "Je fais MTL" collective initiative, a platform that aims to make Montréal a truly inspiring city. The Society played an active role in rolling out "Montréal welcomes you," which was launched on the occasion of the festivities.

The primary goal of "Montréal welcomes you" was to standardize tourist welcome strategies at the nine main gateways to Montréal: Montréal-Trudeau International Airport, the Gare d'autocars de Montréal, the Gare Centrale de Montréal (VIA Rail), the Port of Montreal cruise terminal, Palais des congrès de Montréal, certain Société de transport de Montréal metro stations, the Bureau du taxi de Montréal, the centre Infotouriste de Montréal (Tourisme Québec) and the Bureau d'accueil touristique (Tourisme Montréal).

Since May 2017, Tourisme Montréal has displayed various visual tools at its partners' main points of arrival. This strong branding is reflected in the "Bonjour" signature, which captures Montrealers' welcoming nature as well as the city's French roots and vibrant personality. Whether through the increased presence of tourist information agents, new interactive information terminals or improved signage, the initiative aims to:

+ enhance tourist welcome messages in terms of consistency, fluidity and the sense of pride
+ improve Montréal's image with tourists
+ create standardized visual references at points of entry
+ provide a comprehensive welcome for tourists and direct them to the relevant attractions



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In addition, the Society for the Celebration of Montréal's 375th Anniversary held numerous meetings with other partners to present the 375th anniversary activities and festivities, enabling its partners to promote the celebrations in turn in their own communities and spheres of influence.

In partnership with Tourisme Montréal, the 375th anniversary team was particularly active at tourism trade shows, special Canada 150 activities, and meetings with Canadian, American and European journalists held in Montréal, Toronto and San Francisco and as far away as Paris, London and Belgium. The Society held frequent meetings with not only with Tourisme Montréal but also with its members (hotel and restaurant operators, merchants, tourist guides, travel agents, museum and tourist attraction operators, the Bureau du taxi, commercial development corporations, etc.) at a series of over 15 workshops that it organized.

The Chamber of Commerce of Metropolitan Montreal also invited its members to publicize the activities that it had helped organize for the city's 375th anniversary, including special projects, team building outings, seminars and enrichment activities. Its members also had access to a special section of the organization's blog to highlight these inspiring activities.

Finally, the Society also held several meetings with the partners of its "Montréal welcomes you" program, which covered the city's main points of entry: Aéroports de Montréal, the Gare d'autocars de Montréal, the Montreal Port Authority, Société de transports de Montréal, the Ministère du Tourisme du Québec, Palais des congrès de Montréal and VIA Rail Canada.



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2

Here are a few of the events that turned the world's spotlights on Montréal's 375th anniversary festivities.

MARCH 6 TO 11, 2016: MTL PARIS

Presentation of the official program during a trade mission organized by the Chamber of Commerce of Metropolitan Montreal, Montréal International and Tourisme Montréal.

APRIL 15, 2016: LAUNCH OF TOURISME MONTRÉAL'S ANNUAL TOURIST SEASON

Organized by Tourisme Montréal, this annual event kicked off the 2016 summer tourist season with a presentation of Montréal's new tourist offerings.

APRIL 24 TO 27, 2016: RENDEZ-VOUS CANADA

Presentation of the 375th anniversary at Rendez-vous Canada 2016, the largest international tourism trade show held in Canada. The show was attended by some 1,500 tourism industry professionals.

OCTOBER 16 TO 20, 2016: GOMEDIA

Presentation of the program to 55 Canadian and American journalists, 75 journalists from other countries and 150 industry representatives.

APRIL 26, 2017: LAUNCH OF TOURISME MONTRÉAL'S ANNUAL TOURIST SEASON

Organized by Tourisme Montréal, this annual event kicked off the 2017 summer tourist season with a presentation of the 375th anniversary festivities.

1. LAUNCH OF TOURISME MONTRÉAL'S 2016 TOURIST SEASON © Tourisme Montréal | 2. MOBILISATION CANADA 150

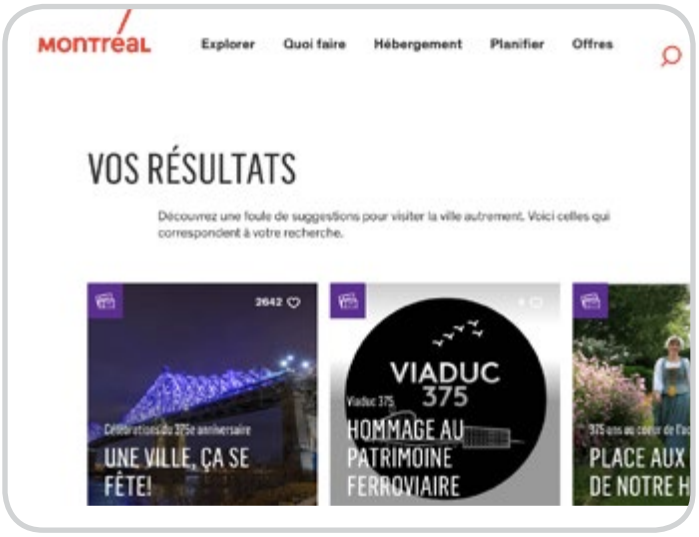
Online Visibility Partners

The 375th anniversary digital ecosystem was an excellent resource for rallying Montréal's movers and shakers to support the celebrations. It served as a catalyst for the activities of several partners who were already working to demonstrate Montréal's vivacity online, particularly Tourisme Montréal, Montréal International, La Vitrine culturelle and Partenariat du Quartier des spectacles. The 375th anniversary celebrations also took advantage of these partners' own networks to connect with even more Montrealers. This collaborative relationship helped secure greater publicity for the celebrations in the social media.

This rewarding relationship included such elements as:

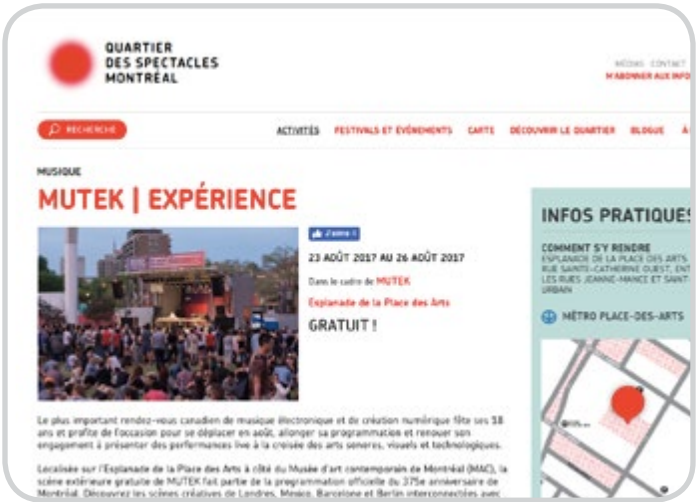
+ Cross-posted content on the Society's platform and those of its partners
+ Sharing of partner content
+ Hyperlinks on the Society's web site to those of its partners, especially Tourisme Montréal and promoters
+ The *Ambassadors Newsletter*, which kept the Society's partners up to date on recent developments





Influencers

As everyone knows, bloggers and web influencers now play a very important role. Because of their close connections with their audiences, they are extremely useful in engaging the public. The Society's partnerships with Web influencers throughout the year encouraged people, especially young people, to take part in the shows and activities produced with them in mind.



Mobilization of Volunteers

The Importance of 375th Anniversary Volunteer Work

The 375th anniversary volunteer program is a fine example of public engagement. Volunteers constituted a human capital that was as inestimable as it was essential and a significant factor in the festivities' success. The volunteers' dedication and infectious energy were a big part of every event. Their presence helped forge ties with and between citizens and gave the spectacular festivities a human scale.

The volunteers were also outstanding ambassadors for the event. Keen to ensure the festivities were a success, they quickly became proud representatives of the Society, eager to share information about the activities on tap to encourage public participation.

Recruitment

Recruitment was a major challenge, given the considerable number of shifts to be filled for all festivities. And even though the nature of the activity itself was an attraction—the opportunity to take part in their city's festivities was a motivating factor for many of the volunteers—the first wave of recruitment was insufficient to meet the Society's needs. While most recruiting took place in the spring of 2017, the Society had to continue its efforts all year long.

To that end, the Society took part in a dozen recruitment and volunteering fairs. It also contacted roughly a hundred organizations to get word out that it was recruiting. Bridges were built with the Fédération des centres d'action bénévole du Québec, volunteering platforms like Simplyk and many other organizations in an effort to maintain the generous mobilization rates in the long term, following the festivities.

RBC, one of the 12 Great Montrealers, also distributed 375th anniversary recruiting flyers at some 110 branches and relayed a recruitment message on its automated banking machines. The Society signed agreements with the YMCA (for adults) and the organization Trajet (for young people) to give citizens performing compensatory work the option of working on the festivities.

What's more, the Society asked its bank of volunteers to help disseminate its recruitment messages among their own Facebook networks. After all, who better to sell the volunteer experience than a satisfied volunteer? Especially since the satisfaction surveys completed throughout the year showed that 99.1% of volunteers recommended the experience to others.

Finally, recruitment continued during the festivities, with existing volunteers staffing customer service positions themselves.



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Volunteer Retention

Because the 375th anniversary festivities took place over a very long period (a whole year), the Society and its partners had to develop strategies to maximize volunteer retention. Those strategies included the following:

STRENGTHENING VOLUNTEERS' SENSE OF BELONGING

A Facebook group with some 1,500 members was created and will continue to be active after 2017 in order to maintain ties and provide further volunteering opportunities—another legacy of the 375th anniversary. A 375th anniversary program launch event was organized in November 2016 especially for volunteers, followed by a volunteer recognition night and a series of other activities.

ACKNOWLEDGING VOLUNTEERS' WORK

It was important for the 375th anniversary team to be able to give volunteers interesting tasks. Every activity was preceded by a full, detailed training session, complete with a training guide in paper and electronic formats. Volunteers were treated like full-fledged members of the team and given all the information they required.

COACHING VOLUNTEERS

The organizers' approachability and proximity in the field were a real boost for team spirit. The volunteers could depend on the presence of field coordinators and two volunteer supervisors at all times.

SUPPORTING VOLUNTEERS

Volunteers had access to a telephone line, four e-mail addresses and the Facebook group to contact the Society. The maximum response time was 24 hours.

PAMPERING VOLUNTEERS

For every shift they filled, volunteers received a 375th anniversary cap or an RBC tuque, depending on the season, accreditation, a water bottle, a T-shirt and two public transit tickets. Everyone had a comfortable place where they could rest and take breaks. Two snacks over the course of the day and a lunch at meal time were also provided.

KEEPING TABS ON THE EXPERIENCE

The 375th anniversary team contacted all volunteers after every activity. The volunteers received a short video filmed during the activity highlighting their work, photos and a survey on their experience. The photos and videos were also made available to the Facebook group.









An Unprecedented Public Mobilization

+ Over 3,000 people volunteered. More than 26,400 hours of volunteer work were performed during 4,425 shifts over the course of the year.
+ The 150 positions for Montréal symphonique were filled in less than two hours.
+ For the Giants' visit alone, 200 volunteers spent one seven-hour day on training and then three days of about 10 hours each walking more than 20 kilometres to mark out the Giants' route.
+ For We're acting out!, over 600 volunteers joined the team for 26 days.





RBC Supports Volunteering

Certain Great Montrealers developed sponsorship activations in order to make direct contact with citizens. RBC was particularly notable for its effort to acknowledge volunteers.

To honour and reward volunteers for their services, the RBC Citizens' Brigade accompanied 375th anniversary volunteers all year long. Whether they were handing out surprise gifts as a gesture of thanks, putting out special newsletters to keep them informed or presenting fun activities to entertain them, RBC successfully implemented a recognition program for the event's numerous volunteers.

Volunteer Thank-You Night

RBC also helped organize a thank-you night at Club Soda on January 24, 2018. It took that opportunity to announce that the Citizens' Brigade created for Montréal's 375th anniversary would continue its work after 2017 in recognition of citizen engagement in the community.

During the evening, RBC also rewarded two 375th anniversary volunteers who had earned special distinction. Georges Chabo, a young Syrian immigrant who arrived in Montréal in 2016, distinguished himself with his positive attitude and unflagging energy. This gem of a volunteer received tickets for various shows and exhibits in Montréal and a $2,000 student bursary.

The second outstanding volunteer rewarded that night, Paul Gaudreau, is a Montréal retiree whose life has been one of public service, mentoring and countless hours of volunteer work. RBC gave him a humanitarian trip for two people to Kenya, India or Ecuador so that he could continue to work for a better world.

1. DESCENTE ST-DENIS VOLUNTEERS | 2. VOLUNTEERS AT LA GRANDE TOURNÉE | 3. VOLUNTEERS AT THE GIANTS © Yann Roy | 4. VOLUNTEERS AT LA FINALE

Thank you to all our 375th anniversary volunteers!

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Abbygail De Guzman
Abdallah Ouraghi
Abdel Labassi
Abdoulaye Diallo
Abdourahamane Saidou Moumouni
Abdulfatah Alshaar
Abdullah Siddiqi
Abelardo Gutierrez
Abir Elkomos
Aboubakar Tone
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Alain Evens Bastien
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Alexandre Ngo
Alexandre Phuong
Alexandre Sunday Sadjo
Alexandre Tavernier
Alexandre Vallerand
Alexendra Caron-Godin
Alfred Chellanthara
Ali Abidi
Ali Al-Abboud
Ali El Kacemi
Ali Yalpanian
Alice Bernier
Alice Boulanger
Alice Brière
Alice Chen
Alice Cote
Alice Fanoni
Alice Gagne
Alice Tao Ran Guo
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Thank you to all our 375th anniversary volunteers!

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Mobilization of Montrealers

An Invitation to Take Action and Share the Festive Spirit

Prior to the 375th anniversary festivities and throughout 2017, the Society invited Montréal's citizens and merchants, each in his or her own way, to play an active role in the event's success by taking various actions listed in the 375MTL+ TAKE ACTION section of the official web site. Those actions, whether undertaken by an individual or an organization, helped spread the party spirit to many people. The Society also created guides and a complete toolbox that it put on its web site to encourage the many initiatives celebrating the city's 375th anniversary.

A Partnership with La Vitrine to Publicize 375th Anniversary Activities

This section of the 375MTL+ web site also included a section entitled "I want to publicize my event," produced in cooperation with La Vitrine. As a one-stop information and ticket supplier for cultural activities in Greater Montréal since 2007, La Vitrine put its expertise to work for those who wished to publicize their activities. The result was a 375MTL+ special calendar that included independent activities held in parallel with official 375th anniversary activities.

Original Initiatives Commemorating Montréal's 375th Anniversary

A great many initiatives were connected with Montréal's 375th anniversary. Some of them focused on businesses' promotional activities, while other focused on the activities of academic, professional and service organizations. Their actions also honoured Montréal's unique way of life.







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LA MAISON SIMONS

375th-anniversary-inspired store windows

UQAM

Selection of four student projects following "Building Bridges," a 375th-annivesary-themed competition. These projects were designed to spark dialogue between cultures, communities, generations and territories, both at home and abroad. Examples include a farmer's market and 20 videos capturing a unique look at 375th anniversary activities.

BIXI

375 personalized BIXI bikes with a design inspired by a public contest.

STM

Free public transit provided by the STM on May 17 in honour of Montréal's 375th anniversary.

VIA RAIL

375th anniversary VIA Rail sign.

NEW BALANCE

The company launched a new, exclusive shoe with "MTL" and "375" stitched on the back.

INDIGO

Bags sporting the 375th anniversary logo.

DESJARDINS GROUP

Distribution of lemonade at Complexe Desjardins for Montréal's 375th anniversary on May 17, 2017. La Chasse-Balcon activity in honour of the 375th anniversary at Complexe Desjardins.

CIBIM (Conseil des industries bioalimentaires de l'île de Montréal)

Cooking classes, tastings and a mini-conference to introduce participants to Montréal's bio-food industry and honour Montréal's 375th anniversary at Jean-Talon Market.

SHERATON

The number "375" displayed on the building's southern façade in late January.

ITHQ (Institut de tourisme et d'hôtellerie du Québec)

Presence of students and their professors, Anthony Guerra and Pasquale Vari, at the Montréal Science Centre on May 17, 2017 for the VIP cocktail preceding the lighting of Jacques Cartier Bridge.

SAQ

Promotion of special, limited editions of alcoholic beverages (Aveleda, Romeo's Gin, Pure Vodka, Gin 375, wine, beer, etc.) to celebrate Montréal's 375th anniversary.

LE CHÂTEAU

375th-anniversary contest offering a $375 gift card when entrants posted a photo on Instagram.

ORDRE DES INGÉNIEURS DU QUÉBEC

Lunch seminar at the Order's annual symposium attended by two engineers who had spearheaded a 375th anniversary legacy project, the lighting of Jacques Cartier Bridge.

BEC COLA ET 1642 COLA

Marketing of maple-flavoured colas.



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1. SIMONS © Vivien Gaumand | 2. INDIGO © Vivien Gaumand



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MONTRÉAL HOUBLONNIÈRE

Planting of an urban hops garden, public training workshops and production of a 375th anniversary beer in 2017. The 375th anniversary was an ideal occasion to organize the largest urban hops harvesting operation in the known history of Québec … and maybe the world!

LA PENTE À NEIGE

A beginner ski hill for children promoting Montréal as a city of sports.

ON ROULE

Development of an app that maps the accessibility of various Montréal destinations to simplify the lives of Montrealers and tourists with reduced mobility. In the context of Montréal's 375th anniversary, the goal was to provide information on the accessibility of activities held across the city and boost the participation rates of Montrealers with functional limitations.

LANGAGE DE LA PIERRE

An exhibition of stone sculptures in celebration of Montréal's 375th anniversary, along with fun and educational activities on the Inuit of Québec and the Shona of Zimbabwe.

MONTRÉAL, REGARDS D'ENFANTS

In celebration of Montréal's 375th anniversary, development of a subjective district-by-district map depicting the realities of children ages 8 to 14 and showing the places they frequent: parks, metro stations, alleys, schools and public squares. Children were able to comment on their tastes and fears or make suggestions about their communities.

HACKCITÉ 375

A creative and cooperative hackathon where participants with a background in design, technology or the arts had two days to co-produce a digital work showcasing Montréal's creative diversity, in honour of the city's 375th anniversary. A Printemps numérique event.

MTLLAPLUSHEUREUSE ! DOCUMENTARY

A documentary produced as part of the 375th anniversary celebrations featuring participants from every walk of life who came together to proclaim Montréal "the happiest city."

MONTRÉAL DIVERSITY CIRCUIT AND MOSAIC

Creation of a collective commemorative mosaic, presented by UniAction and reflecting Montréal's diversity. A legacy project left to the Ville de Montréal for its 375th anniversary, the mosaic will be included in a Montréal tourist circuit.

MURALS TO TRANSFORM MONTRÉAL

A 375th anniversary educational initiative proposed by the organization MU, involving the painting of construction site fencing as part of school, extracurricular and socio-community mural painting workshops.

A 1,642-SQUARE CROSSWORD

A Publication of Montréal en 1642 cases by renowned crossword maker Nicole Hannequart (Éditions du Septentrion), a giant crossword that pays tribute to Montréal's 375 years of history accompanied by illustrations and ephemerides on the city's founding.



TELUS 375TH ANNIVERSARY SCHOLARSHIPS

To commemorate Montréal's 375th anniversary, TELUS and La Ruche Montréal joined forces to support social entrepreneurship projects contributing to the well-being of young Montrealers. Together they created the TELUS 375th anniversary scholarships, which provided a total of $50,000 for projects by charities or NPOs seeking to launch crowdfunding campaigns through La Ruche Montréal.

TURBULENCE

In 2017, the annual show from the vocal group Turbulence paid tribute to Montréal's 375th anniversary.

LES CAFÉS TOUCHÉ

Les cafés Touché, which roasts its products in Montréal, launched new blends and renamed their products in honour of the city's history.



Mobilization of the General Public

An Invitation to Join the Party

After obtaining the buy-in of public authorities, bringing Montréal's influencers and creative talent together and securing contributions from partners and volunteers, the last step was to invite Montrealers and Montrealers at heart to turn out in large numbers for the year-long party. It was a major communication challenge since we had to keep the flame burning for a whole year, with over 250 activities taking place in the city's 19 boroughs.

A Unique Signature – Confirming the Event's Positioning

To invite Montrealers, Quebecers and tourists to join in the fun with a unified and consistent voice, all the Society's communications and activities sported the same distinctive signature, both before the festivities and while they were in progress.

Vive Montréal / Montréal Alive

The desire to create a unique, distinctive signature for Montréal dates back to 2015. Montréal organizations in charge of raising the city's profile wanted to use the 375th anniversary as an opportunity to position Montréal clearly and develop a strong visual identity. The Society for the Celebration of Montréal's 375th Anniversary took on that task.

Tourisme Montréal, the Chamber of Commerce of Metropolitan Montreal, Montréal International and the Ville de Montréal tackled this challenge in keeping with the following objectives:

+ Reposition Montréal, define and express its DNA, redesign all its municipal, provincial, national and international communications to speak with a single, consistent voice, and put Montréal's unique personality front and centre
+ Think about the city's advantages and attributes beyond tourism-related considerations
+ Revive Montrealers' sense of pride and belonging
+ Update Montréal's image to portray its evolution and vibrant energy

In this way, Montréal's vitality became the anchor uniting the many voices, personalities, colours and attributes of the metropolis. Underscoring Montréal's effervescence, friendliness, sense of daring and inspirational qualities, the new signature has been widely adopted. It has been used to reinforce Montréal's power of attraction, to optimize the event's economic, social, tourism and cultural benefits, and finally to invite everyone who loves Montréal to come celebrate with pride the 375th anniversary of their city.

1. MONTRÉAL SYMPHONIQUE © Éric Lamothe


alive375

The Two Main Phases of the 375th Anniversary Communication Campaigns

PHASE 1

Prior to the 2017 Festivities

The Strategic Approach

The Society for the Celebration of Montréal's 375th Anniversary pulled out all the stops before the festivities even began to create a sense of excitement about the upcoming celebrations, and then did the same during the festivities to raise awareness of the official program. Through numerous communications and public relations initiatives, it captured and held the attention of the general public and the media. Its objectives were always the same: to supply clear, accurate information and to spark and maintain Montrealers' and visitors' enthusiasm for the upcoming activities.

Communication Tools

+ Mass and traditional media: television, radio, signage, print materials and press relations
+ Social media platforms: Facebook, YouTube, Twitter and Instagram
+ A general-circulation newsletter and a newsletter specifically for partners
+ Web site
+ Mobile app
+ 360° advertising campaigns developed for the Web and mass media

Social Media Sets the Tone

As early as 2016, before the festivities began in earnest in 2017, the 375th anniversary social media team decided to position Montréal's VIVACITY prominently in their communication efforts—primarily on Facebook, but also Instagram, Twitter and other platforms—to set the stage for the celebrations. It showcased that vivacity through the lens of Montréal's history and heritage, its spaces and neighbourhoods and its districts, people and gatherings, as well as through its announcements regarding official activities. The goal was to strengthen Montrealers' sense of pride and belonging in as inclusive a fashion as possible, reaching out to Montrealers of every origin.

To drive traffic to its digital platforms, the team created and posted compelling content that attracted visitors and raised the program's visibility. It also shared anniversary-themed content created by partners, citizens and content creators to ensure the city's many voices were heard. Finally, it took various steps to maximize user quality and engagement.

Here are a few examples of content disseminated on social media prior to the festivities and posted on the 375th anniversary site throughout 2017:

VIDEOS ON MONTRÉAL'S 19 BOROUGHS

Videos on Montréal and its 19 boroughs as seen by Montrealers from every walk of life were posted on 375th anniversary social media.



Chantal Lamarre's neighbourhood: Côte-des-Neiges–Notre-Dame-de-Grâce

MONTRÉAL ALIVE

The general public were able to read and watch content featuring "typically Montréal" icons and peculiarities.



37.5 restaurants for a taste of Montréal

TWO MINUTES OF HISTORY

This content provided a look back at Montréal's past, its neighbourhoods, its large organizations and its icons.



The Montréal tramway

THE 375MTL MOBILE APP

The 375th anniversary mobile app was released in December 2016. Users were able to stay informed about the festivities, find nearby activities and ensure they didn't miss out on any of the fun!



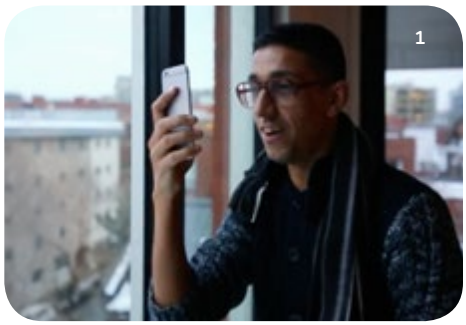
"BECOME A MONTREALER" CONTEST

Launched in November 2015 by the Society for the Celebration of Montréal's 375th Anniversary and Montréal International, this social media contest aimed to recruit a blogger who would serve as a 375th anniversary ambassador to the world.

The competition was carried out in several stages. The five finalists, selected by a joint jury from among 124 candidates hailing from 20 countries, were interviewed and put to a public vote. The winner, a French citizen of Algerian origin, Ben Bella Mahi, joined the 375th anniversary team in December 2016 to create social media content. He served as the event's ambassador to bloggers, Instagram influencers and foreign media, and was invited to report on all official activities.

"For a long time I had dreamed of coming to Montréal. And as a French citizen with Algerian roots, it was strange how comfortable I felt in this North American city, right from the start … even in the middle of winter (I arrived in December 2016, brrrr!!!). The city has a real mix of colours, and it seemed like at every corner there would be someone that I really connected with. The depth of the conversations I had with all those people during the festivities was really fantastic, and I was touched by how nice Montrealers are. The people here don't seem to have their futures all planned out for them in advance. Thank you to the 375th anniversary team for the opportunity to realize this fabulous dream."

— Ben Bella Mahi, at the conclusion of his adventure as 375th anniversary ambassador



1. BEN BELLA MAHI, 375TH ANNIVERSARY AMBASSADOR

First Communication Campaign: The Invitation

On November 6, 2016, on the eve of the festivities, the Society launched the first general communication campaign, a comprehensive effort designed to set the stage for the festivities by showcasing a wide array of events and facts that speak to Montréal's vivacity.

The multi-pronged campaign was conducted on traditional and digital media. A central web platform, newly revamped to optimize the user experience, and some 30 different print advertisements (on billboards, street columns, bus shelters and wild postings) across Greater Montréal gave the city's 375th anniversary considerable visibility. It also received significant coverage on the web, through videos and banner ads, and on television, with four commercials airing province-wide.

"All these legendary sites, memorable events, moments from history and hallmarks of our city, whether past or present, are sources of pride and the building blocks of our international reputation. Putting them front and centre shows just how much Montréal deserves to celebrate these 375 years of history, to which we owe our undying love for this city."

— Alain Gignac, General Manager of the Society for the Celebration of Montréal's 375th anniversary.













Press Relations Supplied Information to the Media

Throughout 2016 and 2017, major 375th anniversary events and several other activities benefited from substantial press coverage that kept the public informed about key activities in 2017. Over 300 press releases were distributed and some 40 press briefings were held for media from Montréal and elsewhere.

Newsletters Kept Public and Partners Informed

Two newsletters were sent out at regular intervals to different groups. The 375MTL newsletter, covering some of the programming highlights and other event-related news of interest, was sent out monthly to over 15,000 subscribers. The Ambassador Newsletter kept nearly 1,000 375th anniversary partners informed about various topics of potential interest and went out every two weeks.



Tourisme Montréal's "Sorry" Campaign

In parallel with the communication efforts undertaken by the Society and its partners, Tourisme Montréal carried out a major campaign to win over our neighbours in Ontario. The two phases of the gutsy and hard-hitting "Sorry" campaign, rolled out in earnest in the Toronto market, gained considerable traction and helped publicize Montréal as a destination in a very short time. They aimed to position Montréal as an essential tourism destination in the year of its 375th anniversary.

In just two weeks, the campaign co-developed by LG2 and Touché! received extensive write-ups in the Canadian media. It was ranked one of the 10 best advertising campaigns by the magazine *Infopresse* in 2016 and was named a "favourite campaign" by the magazine *Strategy*.

The tactics used were designed to reach as many Torontonians as possible in a very short time. Unlike Tourisme Montréal's usual campaigns, which take place primarily online, the first phase of this campaign was rolled out in the traditional media, enabling it to reach the vast majority of residents between the ages of 18 and 49 with radio placements, wild postings, door hangers and the much-publicized "Sorry Toronto!" airplane banner, which piqued the curiosity of many. The video of a surprise operation during which Torontonians were offered a Montréal getaway with Air Canada was seen more than 2.2 million times.

Phase 2 of the campaign, which targeted the New York City and Toronto markets, was launched on January 16, 2017 and featured William Shatner, event ambassador and proud native Montrealer. In a series of 15- and 30-second videos, Shatner offered a humorous apology for the noise that Montréal would be making in 2017 and invited our "neighbours" to join the party.

The campaign strove to position Montréal as a must-visit destination for 2017, drawn by the frenzy of excitement and explosion of pride surrounding the 375th anniversary. Also developed by LG2 and Touché!, this phase of the campaign was carried out on the Web and featured the city's gastronomical, cultural and event offerings.

"It was very clever and very effective, especially these days with so many destinations eager to connect with millennials. It's a target audience that can't resist a good experience! The campaign couldn't have gone better. Great work!"

— Jennifer Horn, Editor, *Strategy* Magazine





Sorry campaign | Phase 1





Sorry campaign | Phase 2


à nous
la rue!



PHASE 2

During the 2017 Festivities

An invitation to take part in the 2017 festivities was sent out in late 2016. Throughout 2017, the Society pursued two major communication strategies to meet the challenges involved in publicizing a program of over 250 events, activities and shows taking place all year long.

Two Major Communication Strategies

A CONTINUOUSLY UPDATED CALENDAR COVERING ALL EVENTS

By means of this continuously updated calendar, the Society fulfilled its role as the official promoter of all 375th anniversary program activities, whether they were produced by the Society itself or by other producers with which the Society had partnered.

A SPECIFIC APPROACH FOR LARGE-SCALE EVENTS

Using this approach, the Society fulfilled its marketing mandate for major events that it produced or with which it was closely associated. This approach involved publicizing program highlights by posting a wealth of content on the Society's digital platforms or leveraging cross-promotions with partners to expand its target audience.

A Continuously Updated Calendar for All Events

A Digital Ecosystem with All the Answers

The purpose of the digital ecosystem was to provide the general public with reliable information on the 375th anniversary's extremely diverse offerings. Since the program included everything from small, local activities to mass-participation events too, it was impossible to cover them all through traditional communication channels alone. The ecosystem had to provide visibility for the entire line-up and encourage public participation using tools designed that kept festival-goers informed at all times.

Second, the digital ecosystem also sought to spark Montrealers' sense of pride through engaging and sharable content related not only to the program of activities per se, but also to Montréal's history, people and heritage. While the tools used targeted Quebecers first and foremost, they were also available in English and generic enough to be used by all.

Our Platforms and Their Roles

To ensure that the entire ecosystem was as consistent as possible and that there were no needless redundancies, every communication tool was assigned a distinct role.

THE WEB SITE: THE HUB

+ Inform the public of the role, twofold mandate and operations of the Society for the Celebration of Montréal's 375th Anniversary
+ Present a wealth of historical and cultural content
+ Get information out quickly about major events
+ Provide information on the full 375th anniversary program and help users select activities geared to their interests by means of the programming module and its filters (date and type of activity); each one of the roughly 200 activities on the 375th anniversary schedule was the subject of an online info sheet that included a map, a site plan and all the relevant information, along with handy links to help users plan their own schedules.

THE MOBILE APP: THE CONCIERGE

+ With its Favourites section and day-by-day calendar of events, this practical and personalizable 375th anniversary app made it easy for users to prepare their own tailor-made schedules.
+ Provide fun, educational content with Challenge 375

FACEBOOK: THE SPOKESPERSON

+ Inform the general public of activities coming up shortly
+ Celebrate Montréal's vivacity
+ Foster a favourable attitude toward the city and festivities
+ Encourage participation by creating not-to-be-missed events using the Facebook Events page

INSTAGRAM: THE BACKSTAGE

+ Create "buzz" about the festivities through colourful, compelling content

TWITTER: THE PRESS ROOM

+ Disseminate important information in real time
+ Meet ad hoc needs

YOUTUBE: THE ARCHIVE

+ Produce a video record of the festivities
+ Maintain a passive, archival role

TWO NEWSLETTERS: THE SUMMARY

+ Communicate some of the program highlights and inform partners about the Society's 375th anniversary activities

All year long, the 375th anniversary digital ecosystem served as a platform for bringing the festivities to all. It was also used to supply information to partners, including Tourisme Montréal, and to answer the public's questions, whether though Facebook Events, Facebook chat, the online question form or the FAQ, which covered the most frequently asked questions about the 375th anniversary and program of events.

Most users of the 375th anniversary platforms lived on the Island of Montréal (65% for Facebook, 46% for the web site) and were women. The platforms were used by people of all ages, with 38% of subscribers between the ages of 24 and 44.

Beyond the celebrations

To preserve a number of tools and content that is still relevant, several components of the 375th anniversary ecosystem will be left to partners as a legacy.

HISTORICAL TOOLBOX

The numerous historical content tools (the timeline, Two Minutes of History, historical videos, rallies, etc.) will be left to partners working in the field of history and in the school system.

YOUTUBE CHANNEL

Over the last few years, the 375th anniversary team produced over 250 videos. Since this content can be used to promote Montréal and other activities in the years ahead, it will be transferred to the Ville de Montréal to serve as archival footage for partners, promoters and the general public.

TRANSFER OF SUBSCRIBERS TO TOURISME MONTRÉAL

Using social media, mobile app and newsletters, over 330,000 people tracked our 375th anniversary activities. To retain some of those subscribers and keep them informed about everything going on in Montréal, they were invited in late 2017 to subscribe to platforms operated by Tourisme Montréal and other partners.

A Specific Approach for Large-Scale Events

Using this specific approach, the Society fulfilled its mandate to publicize and market major events that it had produced or with which it was closely associated. To publicize large-scale official events as widely as possible, the Society conducted several major promotional campaigns on a wide range of traditional and digital platforms. It also leveraged cross-promotions with various partners and used numerous tools and creative means to achieve maximum visibility for events with mass appeal.












Programmation officielle
montréal
avudo
Une création signée
FINZI PASCA
Dès le 17 mai
au Vieux-Port
Découvrez un spectacle grandiose en hommage à la mémoire du fleuve
C'est gratuit, réservez vite à ticketpro.ca
Découvrez la programmation sur l'application 375MTL et à 375mtl.com | #375MTL
VIVE 375


Programmation officielle
à nous la scène
20 juin au 6 août
11 spectacles en salle pour tous les goûts
Créez votre passeport en choisissant 3 ou 4 spectacles parmi ceux présentés ci-dessous
Lucrèce Borgia par la Comédie-Française
TNM
25 juillet au 4 août
Dernier coup de ciseaux – comédie interactive
Gesù
11 au 22 juillet
Imagine-toi par Julien Cottereau – mime bruiteur
Gesù
11 au 22 juillet
Passeport trio
Lucrèce Borgia par la Comédie-Française + 2 pièces au choix
165 $
Passeport quatuor
4 pièces au choix excluant celle par la Comédie-Française
110 $
Choisissez votre passeport à 375mtl.com/anouslascene
Découvrez la programmation sur l'application 375MTL et à 375mtl.com | #375MTL
VIVE 375


Programmation officielle
à nous la rue !
7 au 30 juillet
Quartier latin et plus !
800 prestations extérieures GRATUITES
Découvrez la programmation sur l'application 375MTL et à 375mtl.com | #375MTL
VIVE 375


Programmation officielle
SESSIONS 375
Une expérience gratuite pour célébrer Montréal signée
TD
FESTIVAL INTERNATIONAL DE JAZZ DE MONTRÉAL
RioTinto
Half Moon Run
Cœur de Pirate
Milk & Bone
The Franklin Electric
Plants and Animals
Urban Science Brass Band
28 juin dès 17 h
Scènes TD et RIO TINTO
Place des Festivals
Métropolis
Black Tiger Sex Machine • Apashe • Karluv Klub
L'Astral
VNCE Carter • High Klassified
Place Heineken
Pierre Kwenders • live painting
VIVE 375


Programmation officielle
la balade pour la paix
Une création de
Jusqu'au 29 octobre
Un musée à ciel ouvert se dévoile rue Sherbrooke Ouest avec des œuvres du monde entier sur 1 kilomètre
Rehaussez votre expérience avec l'application 375MTL
CANADA 150
VIVE 375


Programmation officielle
montréal symphonique
Une création de GSI Musique
19 août
21 h
Pour la première fois, 3 grands orchestres symphoniques au pied du mont Royal.
Découvrez la programmation sur l'application 375MTL et à 375mtl.com | #375MTL
CANADA 150
VIVE 375


Programmation officielle du 375e
la grande tournée
Mise en piste par le CIRQUE ÉLOIZE
19 fêtes de quartier
19 fins de semaine
Du 12 mai 2017 au 17 sept.
Téléchargez l'application 375MTL
375mtl.com | #375MTL
VIVE 375


Programmation officielle
la trouble-fête
Montréal se transforme pour l'Halloween.
27 au 29 octobre
Place des Festivals
Découvrez la programmation sur l'application 375MTL et à 375mtl.com | #375MTL
VIVE 375


Programmation officielle
la finale
31 décembre
Vieux-Montréal
Dès midi
Soyez des nôtres pour ce dernier grand rendez-vous!
Le banquet populaire
Marché Bonsecours
Midi à 18 h
Le grand décompte
Quai de l'Horloge
22 h 45 à 0 h 15
Le party du Nouvel An
Quai Jacques-Cartier
21 h à 2 h
Champ-de-Mars
Place-d'Armes
Ouvert toute la nuit
375mtl.com
VIVE 375











PUBLIREPORTAGE
présenté par le 375e

Stupéfaction à Montréal !

LA LÉGENDE DE LA TROUBLE-FÊTE

Un conte d'Halloween librement inspiré de l'histoire de Montréal

Au cours des dernières semaines, plusieurs témoins oculaires ont rapporté des phénomènes étranges survenus aux abords du pont Jacques-Cartier, dans le Vieux-Montréal et jusqu'au Quartier des spectacles. Certains affirment avoir aperçu des lueurs de feu semblable à des yeux brûlants dans le ciel. D'autres racontent, en tremblant, avoir vu une ombre ressemblant à un épais nuage d'orage qui a plongé soudainement les rues de la ville dans le noir. Il est difficile d'ignorer ces témoignages quand on connaît les fondements historiques de ces phénomènes troublants.

En effet, c'est un groupe de chercheurs en histoire qui a levé le voile sur l'origine de ces phénomènes inquiétants, au risque de semer la panique dans la ville. Par souci de transparence, et pour que les Montréalais puissent faire face à cette menace, les historiens ont divulgué publiquement, pour la première fois, l'existence d'une créature maléfique venue de la nuit des temps, qui vivrait dans le lit du fleuve Saint-Laurent.

C'est en faisant des recherches sur le site de l'ex-station de pompage Craig – communément appelée « la petite maison sous le pont Jacques-Cartier » – que les chercheurs ont découvert des dessins et des écrits faisant référence à cette entité maléfique. Selon ces sources, c'est par cette fameuse « petite maison » qu'elle sortait pour semer la terreur et le chaos dans la ville, avant que la station ne soit définitivement abandonnée. Est-elle responsable de toutes les calamités qu'a connues Montréal au fil de son histoire? Les chercheurs travaillent en ce moment à faire des recoupements historiques.

La seule certitude qui se dégage pour le moment, c'est que cette créature est sortie de son long sommeil le 17 mai 2017 à l'occasion du spectacle inaugural de l'illumination du pont Jacques-Cartier. On se souvient que c'est lors de cette journée anniversaire du 375e anniversaire de Montréal que plus de 400 000 Montréalais et visiteurs ont célébré sur les berges du fleuve la mise en lumière du pont. D'après les chercheurs qui ont étudié le comportement de cette créature maléfique, ce serait précisément – et sans aucun doute – l'incroyable force de l'énergie positive dégagée lors de ce rassemblement qui aurait perturbé son sommeil. Et depuis, les mouvements lumineux qui animent le pont ne cessent de lui redonner de la vigueur.

Les historiens consultés croient que cette accumulation de puissance sera à son apogée pendant la fête de l'Halloween. En effet, il apparaît clairement que c'est à ce moment que la créature tentera de mettre sous son emprise tous ceux qui l'ont si brusquement sortie de sa torpeur, en faisant irruption au grand jour dans toute sa gigantesque entité (qui n'aura rien à voir avec les légères apparitions déjà observées). On craint que LA TROUBLE-FÊTE, c'est le nom donné à la Créature, ne déploie tout son pouvoir maléfique afin de faire cesser à tout jamais ces bruits, ces lumières et toute cette énergie positive des Montréalais.

Nous redoutons une apocalypse où les vivants et les morts se croiseront dans les rues. Une croyance veut que seule l'âme pure des enfants puisse chasser la créature et la contraindre à retourner d'où elle vient. Mais pour combien de temps…?



La station de pompage Craig, 1921
Source : Archives de Montréal

À LA RECHERCHE DE LA CRÉATURE DANS L'HISTOIRE DE MONTRÉAL

Source : Archives de Montréal



Inondations de 1886
Source : Archives de Montréal

Nous savons que l'archiviste Conrad Archambault, qui a œuvré à la Ville de Montréal de 1914 à 1954, s'est particulièrement intéressé aux phénomènes paranormaux et surnaturels jusqu'à son décès au début des années 1980.

En consultant son fonds d'archives, nous avions souvent remarqué que celui que nous appelons familièrement Conrad effectuait des recherches sur les phénomènes inexpliqués. Bien qu'il n'ait pas préparé de rapport, il nous a laissé quelques notes, informations et images.

Voici quelques éléments qui laissent croire qu'une entité maléfique pourrait être derrière certaines hécatombes qu'a connues la ville :

- Le 16 septembre 1732, un tremblement de terre sème l'effroi à Montréal. La Sœur Duplessis de Sainte-Hélène témoigne : « Un séisme a provoqué une consternation inexprimable. La première secousse endommagea plus de 300 maisons, de nombreuses cheminées sont tombées, des murs fendus, des personnes furent blessées ; des averses de pierres se répandirent partout, comme jetées par des mains invisibles ; enfin il y avait un effroi si universel que les maisons ont été désertées, les gens ont dormi dans les jardins, les bêtes poussaient des cris perçants redoublant de ce fait les craintes des hommes. »
- En avril 1886, Montréal connaît sa pire inondation printanière. Du jamais vu ! Pointe Saint-Charles, Griffintown et la vieille ville sont ensevelis sous l'eau.
- En 1887, outre la digue, on construit aussi les stations de pompage Riverside et Craig qui, situées en bout de ligne du réseau de l'époque, permettent de pomper l'eau excédentaire dans le fleuve. Les inondations cesse.

Conrad Archambault s'est régulièrement intéressé à la station de pompage Craig au cours de sa carrière d'archiviste de la Ville… Serait-il donc possible que cet édifice ait été construit non pas pour pomper l'eau, mais pour contenir la Trouble-Fête ?

CATASTROPHES ET HÉCATOMBES… LA TROUBLE-FÊTE EN CAUSE ?

Source : Centre d'histoire de Montréal

La santé des Montréalais est menacée

À la fin du XIXe siècle, l'évacuation des eaux usées, l'élimination des déchets et des carcasses d'animaux morts, sans compter la pollution industrielle et les mauvaises conditions d'hygiène régnant dans les abattoirs et les laiteries, constituent toutes des risques accrus de mortalité pour les Montréalais. Les pitoires conditions de vie dans les habitations, jumelées à l'entassement, favorisent la propagation de maladies infectieuses. C'est ainsi que des épidémies, comme celle de la variole en 1885, pourront ravager des quartiers entiers. Mais le logement n'est pas seul responsable. La Trouble-Fête y serait-elle pour quelque chose…?



Canadian Illustrated News
Source : Centre d'histoire de Montréal



Source : Centre d'histoire de Montréal

Le grand incendie de 1852

Tous les efforts des pompiers volontaires montréalais pour stopper l'incendie de juillet 1852 sont vains. En effet, un malheureux hasard permet au feu de se propager et de détruire 1200 maisons. Était-ce encore une fois l'œuvre de La Trouble-Fête ?







375e de Montréal / 2017
1 août ·

L'événement Nova Stella - L'art d'être différents ensemble est un rassemblement artistique et festif invitant tous les amoureux de notre ville à célébrer le Montréal d'aujourd'hui et à imaginer, ensemble, celui de demain.

En soirée, vous pourrez voir des artistes comme Pierre Kwenders, Queen KA, Nomadic Massive, et bien d'autres!



201 K vues

J'aime Commenter Partager





375th Anniversary Information Service

As the festivities kicked off in late 2016, the Society for the Celebration of Montréal's 375th Anniversary set up a dedicated information team that operated seven days a week. The team responded to information requests from the public and was actively involved in conveying the Society's values. In parallel with these day-to-day tasks, the service also played an important role in mobilizing the public by assisting the programming and communications teams with their work.

The service was contacted

13,718 times

by e-mail and telephone

Communication Resources

To meet the public's needs, the Society set up the following resources:

+ A telephone line that citizens could use to speak with an agent quickly 10 hours a day, seven days a week during periods of intense activity
+ A local number and a toll-free number
+ A voicemail system where citizens could leave a message whenever the call centre was busy or closed, for a response within 24 hours
+ An e-mail address where citizens could leave a message for the Society

The information service's telephone number and the mailbox address were widely distributed in all of the Society's communication tools.

On-Trend Anniversary-Themed Products

To invite all Montréal buffs to pick up 375th anniversary souvenirs and sport the event's colours, the Society for the Celebration of Montréal's 375th birthday selected three promotional item suppliers following a 2016 call for tenders. In January 2017, the names of the three companies officially charged with developing the 375th anniversary collection were made public and the event's online boutique was launched.

The items in the official collection were designed to make consumers want to wear them with pride, without feeling like they were advertising the event. Since the Society does not have a commercial mandate, it opted for a business model that did not draw on public funds. Consequently, it worked with three companies, each with recognized expertise in its field. This business strategy made it possible to supply products and apparel from a variety of lines, sold through a network of specialized retailers.

On-Trend Anniversary-Themed Products

Three Québec businesses, RUDSAK, W COMMUNICATION and CRÉATIONS MANITOU, supplied various 375th-anniversary-themed products sold at the 375th anniversary online boutique and at suppliers' points of sale. This collection of 100% locally designed and produced items was tailored to every budget. Subsequent to the launch of the Spring/Summer 2017 Collection, a number of other products were introduced to round out the initial offerings.

The collection included a wide range of products, accessories and apparel, including mittens, toques and scarves with the 375th anniversary signature to keep festival-goers warm all winter long. The three collection lines were greatly appreciated for their quality and trendy designs, without being excessively promotional in nature. The collection paid tribute to Montréal and allowed Montréal enthusiasts to show their pride and sense of belonging on the occasion of the city's 375th anniversary.



1

1. RUDSAK PRODUCTS

THE THREE QUÉBEC BUSINESSES SELECTED:

RUDSAK

In business for over 20 years, RUDSAK is a Montréal brand known for its collections' inspiring design and simultaneously classic and edgy look. The brand is distinguished by its elegance, boldness and non-conformity, with a spirit and esthetic inspired by the arts, music and design—qualities that can be found in its 375th anniversary line.

W COMMUNICATION

A Québec company that specializes in designing and producing merchandise and intelligent promotional items, W Communication has earned a reputation for its creativity and quality. Drawing on its distinctive business approach and experience with large Québec companies, it showcases the hallmarks of Montréal in trendy products created especially for the 375th anniversary collection.

CRÉATIONS MANITOU

Créations Manitou boasts extensive experience of the tourism market and a well-established distribution network, solid assets that helped make the company's 375th anniversary collection available across Montréal.

Code Souvenir Montréal, an initiative of the Ville de Montréal's Bureau du design, also lent its support by showcasing Montréal's creativity for private and institutional buyers in its prestigious souvenir catalogue. Code Souvenir was an official Society supplier for promotional gifts.



PLACES DES ANGES - WE'RE ACTING OUT! © Yann Roy



More than 250 events to celebrate Montréal's vivacity



HOCHELAGA, LAND OF SOULS © Max Films, Marlène Gélineau Paillette



Montréal remembers

Montréal, the largest francophone city in Canada and largest francophone city in North America, celebrated the 375th anniversary of its founding, following thousands of years of Indigenous presence. We celebrated Montréal's history and heritage through events, encounters and performances that revealed the many facets of its culture, people and places, in history museums, interpretation sites as well as through many historic itineraries and other activities.



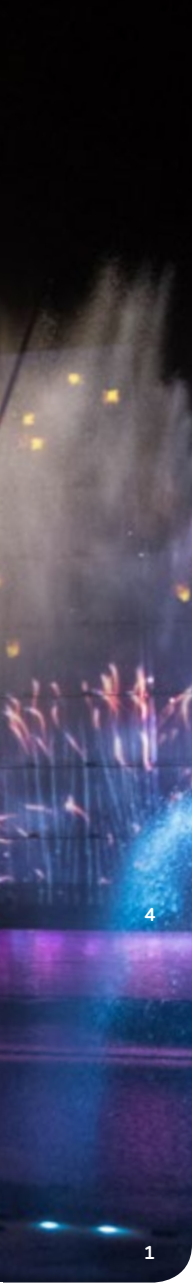
A spectacular show on water

that combined technology and poetry to tell the story of Montréal and its river

May 17 to September 2, 2017

KING EDWARD QUAY, OLD PORT OF MONTRÉAL

COMPAGNIA FINZI PASCA



More than 170,000 people filled bleachers to capacity to see Montréal AVUDO, a one-of-a-kind open-air multimedia show held at the King Edward Quay in the Old Port of Montréal, which highlighted moments in Montréal's history in dazzling, innovative and poetic style.

The 30-minute show, created and produced by the internationally renowned Compagnia Finzi Pasca, was simultaneously projected onto two backdrops. One, a gigantic water wall created by some 30 fountains installed in the river; the other, a wall of over 100 shipping containers that created a 50-metre-tall screen near the Conveyor Tower, which was covered in mesh to improve the quality of the projections.

From the construction of the Victoria Bridge to Expo 67 to the arrival of the first French colonists, the fires of 1721, the construction of the Lachine Canal in the 19th century or the first Stanley Cup win (1893), the show presented a series of moments, big and small, that forged the Montréal of today. The city's history was not told in chronological order, but through the poetic layering of archive images, illustrations and 3-D animations, with everything set to a beautiful soundtrack composed by Maria Bonzanigo and recorded with the Orchestre Métropolitain and the Petits Chanteurs du Mont-Royal.

The Montréal AVUDO shows were free of charge; spectators simply had to reserve their seats online.

Highlights

+ Despite the rain, which fell during nearly half of the 149 shows presented, there was an overwhelmingly positive response from the public to the performance. Two additional series had to be added to meet the enthusiastic demand of Montrealers and tourists.
+ Press coverage showcased Montréal on the international stage: from Mexico to Germany to France the reviews were glowing.
+ Daniele Finzi Pasca, who created and directed the show, was named "Personnalité de la semaine" (Personality of the Week) in the August 5, 2017 edition of La Presse.
+ It took three years of research to create the scenario, which pulled together dozens of anecdotes and highlight moments of Montréal's collective, cultural and industrial history. This astounding research project was available in podcasts, which were listened to between 1,000 and 1,500 times a week.
+ Thanks to Montréal AVUDO, the Old Port had a record number of visitors in 2017.

Beyond the celebrations

+ Creating this project required the collaboration of numerous partners. The work was carried out smoothly, productively and efficiently between all participants and relationships were established between different stakeholders, including between Québec's Indigenous population and the event's creative talent. The content was developed and validated by several members of the Mohawk community. It was sensitive work, carried out in the utmost of respect.
+ Montréal AVUDO received rave reviews from the foreign press: it was exceptional advertising to spark the interest of people around the globe to visit Montréal in the upcoming years.

1 and 2. © Jimmy Hamelin



Artists

The Compagnia Finzi Pasca has created some of the biggest international shows in the world, including La Vérità, Corteo, the shows for the closing ceremonies of the Turin and the Sochi Winter Olympics.



THE COMPAGNIE FINZI PASCA CREATIVE TEAM

Daniele Finzi Pasca: Cofounder—Author, stage director, producer and lighting co-designer

Julie Hamelin Finzi: Cofounder—Author of the project

Maria Bonzanigo: Cofounder—Musical direction and composition

Hugo Gargiulo: Cofounder—Stage design and fountain co-choreographer

Alexis Bowles: Production manager and lighting co-designer

Geneviève Dupéré: Research, Artistic director

Marc-André Goyer: Project manager and fountain co-choreographer

Antonio Vergamini: Cofounder—Production consultant

Davy Gallant: Sound co-designer, music producer, mixer and arranger

Roberto Vitalini: Video consultant

Fabio Lecce: Sound co-designer

Dave Bourdages: Technical director

Sylvain Béland: Technical coordinator

Guillaume Labelle: Assistant director, production

David Desrochers: Lighting co-designer

Matteo Verlicchi: Assistant stage design and artwork

Andree-Anne Gingras-Roy: Fountain co-choreographer

Adviser for First Nations History and Culture: Mederik Sioui

Other partners: Orchestre Métropolitain, Les Petits Chanteurs du Mont-Royal, Silent Partners Studio, Laser Quantum, Sonomar, Tammy Beauvais Design, Parks Canada, Pointe-à-Callière Museum, Village Québécois d'Antan, DestiNations



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Visibility

The advertising campaign rolled out in many different media and support media: print, web, radio and television, including buses that were painted with AVUDO images exclusively for the occasion.

AVUDO was covered on
121 occasions in
88 different media

UN SUCCÈS AUX GUICHETS POUR LE SPECTACLE MONTRÉAL AVUDO

« Le spectacle multimédia Montréal Avudo […] est l'un des grands succès de la programmation du 375e anniversaire de Montréal. »

VALÉRIE-MICAELA BAIN
RADIO-CANADA TÉLÉ – June 26, 2017

« MONTRÉAL AVUDO » : L'ART DE DOMPTER LES EAUX

« Un brasier qui prend naissance dans les eaux, c'est possible dans le conte onirique de la compagnie Finzi Pasca [...]. »

CAROLINE VIGEANT
TVA NOUVELLES – May 18, 2017

AVUDO : ÉCHEVELÉ, MAIS MAGNIFIQUE

« […] Finzi Pasca et son équipe (Hugo Gargiulo, Alexis Bowles, Marc-André Goyer et Geneviève Dupéré) ont réussi à créer un univers visuel époustouflant. »

JEAN SIAG
LA PRESSE – May 19, 2017

« Un des projets les plus créatifs parmi tous ceux destinés à célébrer le 375e anniversaire de Montréal. »

LE FIGARO – June 22, 2017



"Avudo was super cool!"

SUSAN MOSS
Facebook comment

"Saw it part last week, it's spectacular and very well done."

DANIEL SCHWARTZBERG
Facebook comment

1. © Martine Doyon | 2. © Yann Roy



expo 67

50 years later

In 1967, Montréal hosted a world fair that was about to change Montréal and Québec forever. To celebrate the 50th anniversary of this history encounter with the modern world, 14 exhibitions and activities were presented in major Montréal institutions and grouped together in the official programming for Montréal's 375th.

For Montréal's anniversary year, it was important to highlight an event that changed the face of the city and offered every generation the chance to relive this seminal moment in our history. Those who attended it the first time gave free rein to memories. Those younger took advantage of it to discover the invaluable legacy Expo 67 left behind in architecture, design, fashion and more. They were also able to appreciate the openness to the world that characterized this grand exhibition and to experience this great Montréal moment together.



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Highlights

- The Expo 67 – 50 years later passport was a hit with the public and even became a collector's item, much like the original one from 1967.
- The "umbrella" marketing campaign, which promoted the 14 events for Expo 67's 50th anniversary contributed to the success of the projects: the institutions that held the different exhibitions saw an increase in attendance numbers.
- Activities surrounding Expo 67's 50th were mentioned 187 different times in 107 different media.

Beyond the celebrations

- The mobilizing meeting that brought together participating institutions allowed them to present their project and created a great climate of collaboration under the leadership of Montréal's 375th.
- The Society for Montréal's 375th and its participating institutions shared their communication plan: this strategy allowed them to increase their promotional offer and reach the most people possible.

The Expo 67 – 50 years later passport

In tribute to the popular Expo 67 passport, the Society for Montréal's 375th created a new passport inspired by the original. This trendy "50 years later" version was free of charge and covered all of the official 375th programing for Expo 67's 50th anniversary. It contained archival photos of Expo 67 and the popular "visa s" that were stamped at each place visited, just like when people entered the Expo pavilions back in 1967. Thanks to an RFID chip on the back, passport holders could take advantage of offers and exclusive content. The new passport was offered in paper and electronic versions.

NUMBER OF PRINT PASSPORTS DISTRIBUTED: 15,000

NUMBER OF ELECTRONIC PASSPORTS DOWNLOADED: 7,600

1. EXPO 67 LIVE © Jean Faugère | 2. PASSEPORT EXPO 67 - 50 ANS © Stéphanie Hauschild



2



Mode Expo 67

March 17 to October 1, 2017

MCCORD MUSEUM

Amid the effervescence of the 60s, Expo 67 wanted to promote its optimistic and forward-looking world view. The message resonated with the fashion milieu: young designers and manufacturers seized the opportunity to create new projects and take advantage of this exceptional window onto the world. Mode Expo 67 evokes this turning page in Montréal fashion.

117,634 PEOPLE VISITED THE EXHIBITION

Expo 67 Mission Impossible

Premiere on April 25, 2017

THÉÂTRE MAISONNEUVE, PLACE DES ARTS

Productions de la ruelle

Thanks to unprecedented access to over 80,000 archival documents, along with uncensored accounts by the movers and shakers, the documentary Expo 67 Mission Impossible allowed people to experience the nail-biting countdown to the grand opening on April 28, 1967. To achieve this, the challenges were colossal: build an island, a subway tunnel, 27 bridges as well as 847 buildings in only three and a half years. The documentary also recognizes the exceptional contribution of the makers of Expo 67, particularly Chief of Advertising Yves Jasmin, and businessman Philippe de Gaspé Beaubien II.

Echo 67

April 27, 2017 to December 1, 2019

THE BIOSPHERE, ENVIRONMENT MUSEUM

Echo 67 looks back at the environmental and cultural legacy of the world fair. Expo 67 was one of the first events to discuss environmental issues, and the geodesic dome that surrounds the Biosphere is one of the rare Expo 67 pavilions still standing. The dome, designed by Buckminster Fuller, a forefather of sustainable development, has become an enduring symbol of the exposition.

62,077 PEOPLE VISITED THE BIOSPHERE EXHIBITIONS IN 2017

Montréal in the 60s, an era of change

April 22 to May 6, 2017

HALL OF HONOUR, MONTRÉAL CITY HALL

The exhibition featured photographs taken from the Archives de Montréal that showcased the city's desire to embrace the modern world with massive work projects that now form part of the Montréal landscape: the new métro, soaring skyscrapers and now iconic structures and sites such as Place des Arts and Place-Ville-Marie.

1,562 PEOPLE VISITED THE EXHIBITION

Expo 67 – A world of dreams

April 26 to October 8, 2017

STEWART MUSEUM

The Stewart Museum presented an immersive multimedia experience inspired by the technological innovations and the soaring dreams that came to life during the Expo Universal Exhibition. It highlighted the era's grandiose and utopic vision, as illustrated by the scale of the landmark Habitat 67 project or the technological savvy of the National Film Board (NFB), precursor to numerous audiovisual leaps, particularly in its Labyrinth pavilion, one of the huge attractions of Expo 67. The exhibition was created from NFB and Radio-Canada archives.

42,192 PEOPLE VISITED THE EXHIBITION

Expo 67 Live

September 18 to 30, 2017

ESPLANADE, PLACE DES ARTS

National Film Board

Drawing inspiration from Expo 67's multiscreen films (We Are Young, In the Labyrinth, A Time to Play), project creator Karine Lanoie-Brien designed a fascinating film island: many projectors simultaneously projecting archive images on giant screens installed on the outside walls of the Maison symphonique and the Salle Wilfrid-Pelletier at Place des Arts. Spectators could then visit iconic Expo 67 places and immerse themselves in the ambiance of some pavilions, on a scale that reflected the reality of the times. A unique blast to the past!

18,782 PEOPLE ATTENDED ONE OF THE 52 SHOWS

EXPO 67 LIVE © Jean Faugère

Habitat 67 vers l'avenir / The Shape of Things to Come

June 1 to August 13, 2017

CENTRE DE DESIGN, UQAM

When Habitat 67—a pioneering housing complex by architect Moshe Safdie — was built, it captured the imaginations of people worldwide, became an icon of Expo 67 and a source of pride for Canada. In addition to featuring other projects by Moshe Safdie and models of housing projects of the future, the exhibition presents the idea for Habitat 67, its development, its evolution and its influence on modern world architecture.

3,854 PEOPLE VISITED THE EXHIBITION

Expo 67: The Place To Be

June 9 to October 29, 2017

OUTDOOR EXHIBITION ON MCGILL COLLEGE AVENUE

McCord Museum

Through an exceptional installation of photos taken between 1966 and 1967 by photographer and documentary filmmaker Jean-Louis Frund (at the request of Maclean's magazine), visitors could immerse themselves in the ambiance of the Expo 67 site. The 24 photographs showcased the amazing architecture of many Expo 67 pavilions and illustrated the effervescence of this magical site created on islands that engineers built literally in the St. Lawrence River.

La Balade pour la Paix

June 5 to October 29, 2017

SHERBROOKE STREET, BETWEEN THE MONTREAL MUSEUM OF FINE ARTS AND THE MCCORD MUSEUM

Montreal Museum of Fine Arts

Sherbrooke Street was turned into a veritable open-air museum, where people could leisurely stroll and admire 72 works of art by 43 artists that conveyed a message of peace, which echoed the universal values of humanism, tolerance and openness behind Expo 67. In total, 30 sculptures and 42 photos by Canadian and international artists dotted this 1-km route.

229,300 ESTIMATED VISITORS

Explosion 67 – Youth and Their World

June 16, 2017 to September 2, 2018

CENTRE D'HISTOIRE DE MONTRÉAL

The Centre d'histoire de Montréal was on a hunt to find souvenirs from people who were 11 to 21 years old in 1967. Its exhibition gives visitors a slice of life during the times, showcasing the experiences and "firsts" of teens and young adults at the Montréal World Fair as well as the turbulent years that followed. Visitors could relive or discover a city and a Québec society teeming with energy. The highlight of the exhibition was a 4-minute-long virtual minirail ride equipped with binoculars and surround sound system.

18,570 PEOPLE VISITED THE EXHIBITION

Revolution

June 7 to October 9, 2017

MONTREAL MUSEUM OF FINE ARTS

This innovative and immersive exhibition, organized in partnership with London's prestigious Victoria and Albert Museum, plunged visitors into streets of London, the heart of the May 1968 demonstrations in Paris, the Summer of Love in San Francisco, the festival ambiance of Woodstock, the Osstidcho and, of course, Montréal's Expo 67.

Close to 700 works and objects bore witness to the social and cultural climate of the times, with a soundtrack featuring musical hits from and around the world and Québec, and excerpts from seminal films and interviews with iconic figures.

156,288 PEOPLE VISITED THE EXHIBITION

In Search of Expo 67

June 21 to October 1, 2017

MUSÉE D'ART CONTEMPORAIN DE MONTRÉAL

In search of Expo 67 brought a brand-new and original perspective to the major issues addressed by the Montréal World Fair. Consisting of 19 works by contemporary Québec and Canadian artists, including 16 new works, the exhibition highlighted the great creative liberty given to the artists, architects, filmmakers and designers who took part in the original exhibition. The exhibition gave contemporary artists, who were asked to create works especially for the occasion, the chance to dig deep into archives and history and reinvent the Expo 67 spirit through a modern approach and lens.

107,135 PEOPLE VISITED THE EXHIBITION



Cité Mémoire : tableau sur le thème d'Expo 67

Starting May 23, 2017

AT THE CORNER OF MCGILL STREET AND SAINT-MAURICE STREET

Montréal en Histoires

A tableau evoking Expo 67 was included in Cité Mémoire, a unique circuit of 20 outdoor projections across Old Montréal that are loosely inspired by Montréal's history. The project was created by Michel Lemieux and Victor Pilon, in collaboration with Michel Marc Bouchard.

Terre d'expériences

June 21 to October 29, 2017

PARC JEAN-DRAPEAU

Société du parc Jean-Drapeau

Visitors were invited to look back at the history and evolution of the Expo 67 site using virtual and augmented reality technologies. Everyone had the chance to discover or rediscover the history, experience the major events that took place there and see what the future holds through the park's renovation projects.

14,492 PEOPLE SAW THE EXHIBITION

EXPO 67 : LA MÉMOIRE TOUJOURS VIVE UN DEMI-SIÈCLE PLUS TARD

« Le 50e anniversaire d'Expo 67 ne passera pas inaperçu : la programmation officielle du 375e anniversaire de Montréal prévoit 14 événements consacrés à l'anniversaire de l'Exposition universelle. »

LA RÉDACTION
LE DEVOIR – April 22, 2017

"… To mark the 50th anniversary of Expo 67 this week, the city of Montreal is offering a free passport that grants residents and tourists access to 14 continuing or coming events celebrating the exposition throughout the city."

JESSE FEITH
MONTREAL GAZETTE – April 23, 2017

LE 375e ANNIVERSAIRE DE MONTRÉAL LANCE UN PASSEPORT MODERNISÉ D'EXPO 67, 50 ANS PLUS TARD

« Un nouveau passeport branché et gratuit sera offert pour quatorze événements de la programmation officielle du 375e anniversaire de Montréal [soulignant] le 50e anniversaire de l'Expo 67. »

LA RÉDACTION
QUI FAIT QUOI – April 25, 2017

LA MODE À EXPO 67

« À l'occasion des 50 ans d'Expo 67 et des célébrations du 375e de Montréal, le Musée McCord a eu l'idée originale d'aborder l'événement grandiose sous le thème de la mode avec sa nouvelle exposition Mode Expo 67. »

ANDREW MCNALLY
LE JOURNAL DE MONTRÉAL – March 21, 2017

HABITAT 67 : REDÉCOUVRIR UNE ICÔNE

« Habitat 67, seul souvenir d'Expo 67 demeuré vraiment intact, était aussi, depuis tout ce temps, le plus inaccessible. Plus maintenant : des visites guidées permettent de parcourir cet édifice unique, et une exposition au Centre de design de l'UQAM en fait découvrir l'histoire, de même que la vision de son créateur, l'architecte Moshe Safdie. »

MARIE-CLAUDE DUCAS
VOIR – June 3, 2017

1. CITÉ MÉMOIRE : TABLEAU SUR LE THÈME D'EXPO 67 © Jean-François Lemire

Cité Mémoire

Four new tableaux presented since May 23, 2017

OLD MONTRÉAL

Produced by Montréal en Histoires

AN ITINERARY OF OUTDOOR PROJECTIONS ACROSS OLD MONTRÉAL

Loosely inspired by the people and events that marked Montréal's history, Cité Mémoire offers a poetic and whimsical look at the city through some 20 tableaux that spring to life at night through images, words and music on the walls, streets, ground and even trees of the old city.

The free Montréal en histoires mobile app made the Cité Mémoire experience even more memorable by giving users access to audio content in four languages: French, English, Spanish and Mandarin.

Artists

Cité Mémoire was created by Michel Lemieux and Victor Pilon in partnership with Michel Marc Bouchard.

Cité Mémoire was seen by more than

500,000 people

4 NEW `CITÉ MÉMOIRE' INSTALLATIONS UNVEILED FOR MONTREAL'S 375TH BIRTHDAY

"While the interactive content offers new experiences for Montrealers and tourists alike, the real purpose of the project is to display Montreal's unique and diverse history through the eyes of artists."

MAX KALINOWICZ
GLOBAL NEWS – May 23, 2017

LE VIEUX-MONTRÉAL PREND VIE



« À Montréal, [...] je vois le passé de la ville ancienne surgir des murs aveugles (Cité Mémoire) [...] et... ma mère, doucement, devient québécoise sans y avoir jamais mis les pieds!!!! »

ALEXANDRE JARDIN – ÉCRIVAIN

Beyond the celebrations

+ Montréal en Histoires worked with many partners from the cultural, museum, arts and tourism sectors as well as many local stakeholders in Old Montréal.
+ By sharing Montréal's history, Cité Mémoire contributed to educating, promoting and conserving our history and our collective memory. Cité Mémoire also expressed residents' pride in being Montrealers and strengthened their sense of belonging to the city. Lastly, Cité Mémoire gave the city a set of unique technological equipment.
+ Cité Mémoire leaves behind an invaluable cultural, artistic and historical legacy.

«Le plus grand parcours de projection vidéographique narratif au monde s'offre au public. Rarement la créativité n'aura aussi bien côtoyé l'histoire.»

MARIO GIRARD
LA PRESSE – May 21, 2017

1. CITÉ MÉMOIRE © Jean-François Lemire

Encounters in New France

May 19 to 22, 2017

OLD MONTRÉAL

Produced by the Pointe-à-Callière, Montréal Archaeology and History Complex

DAY-TO-DAY CITY LIFE UNDER THE FRENCH REGIME

As part of the celebrations for Montréal's 375th and the Pointe-à-Callière Museum's 25th, Encounters in New France re-created an impressive outdoor site that included a French market with real products, a military camp, a fur trading post, a First Nations encampment, a village of artisans, stages where musicians performed, storytellers and singers as well as play zones for children and families. Visitors also had the opportunity to meet the different communities that have contributed to Montréal's development and to discover the ties that bind them together.

Artists

Over 200 artists, artisans and heritage interpreters participated in the event. Their passion for history and public heritage was infectious. They paid particular attention to justly representing and showcasing Indigenous communities, who shared their rich arts and traditions.

More than
112,000 visitors



1

« Ce fut merveilleux. Merci aux concepteurs et organisateurs. Quelle magnifique initiative. »

MARCEL BARTHE
Facebook comment

Beyond the celebrations

This unifying initiative created ties with other organizations dedicated to sharing the heritage and history of New France. These partnerships showcased the dynamism of Montréal's cultural institutions and ensured that their missions were shared with a wide public audience. The Public Market, for its part, will return in 2018.

LA VILLE COMME AU TEMPS DU RÉGIMENT

« D'un étal à l'autre, entre bêtes, vivres et marchandises, l'immersion est complète et permet de mieux comprendre la réalité de la ville et de ses marchands urbains sous le régime français. »

ÈVE MARTEL
BLOGUE TOURISME MONTRÉAL – May 17, 2017

RENCONTRES EN NOUVELLE-FRANCE : UNE PLONGÉE DANS L'HISTOIRE DU RÉGIME FRANÇAIS

« Une ambiance historique et festive destinée à instruire et divertir petits et grands. »

ISABELLE DELORME
BLOGUE MAUDITS FRANÇAIS – May 19, 2017

1. ENCOUNTERS IN NEW FRANCE © Pointe-à-Callière, cité d'archéologie et d'histoire de Montréal

Aura

Starting March 21, 2017
NOTRE-DAME BASILICA OF MONTRÉAL
La Fabrique de la paroisse Notre-Dame de Montréal

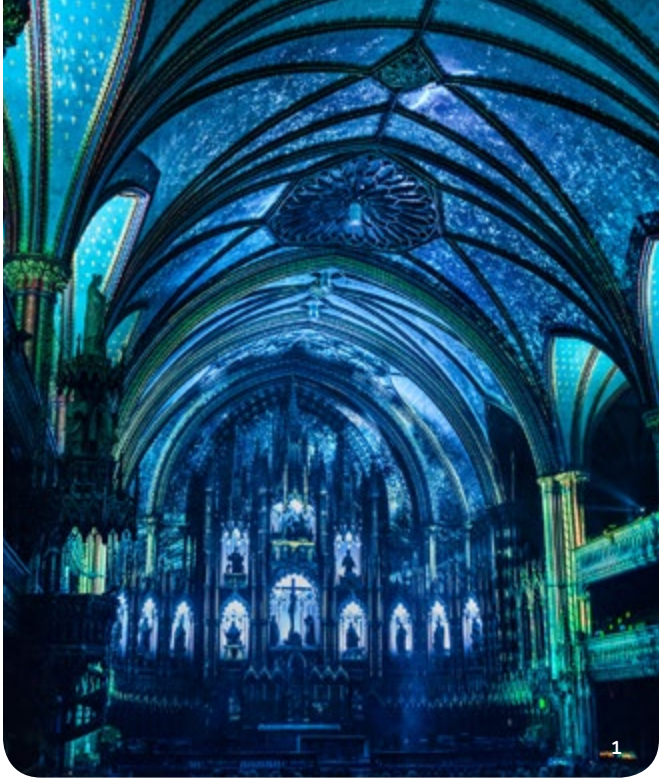
AN ILLUMINATING EXPERIENCE AT THE HEART OF THE BASILICA

The goal of this innovative and artistic project was to create a permanent world-calibre multimedia experience showcasing the beauty of the Notre-Dame Basilica. Mission accomplished all around, with an awe-inspiring show that highlights the architectural, heritage and historic wealth of this gem of a building!

The experience starts with a path of lights that allows the public to see the basilica's works in a new light. After, they are progressively immersed in a spectacular sound and light show that takes visitors to the heart of Notre-Dame. Light, orchestral music and breathtaking architecture come together to create a dazzling, three-act multimedia show.

AURA was created for a public composed primarily of tourists that visit Old Montréal. Adult and seniors make up around 77% of the clientele base, while students and families represent 18%.

Performances will continue in 2018.



1

From March 21 to December 31, 2017

341 shows
186,000 spectators

"Amazing spectacle of lights #aurabasilique ✨"

LEESA BUTLER
Facebook comment

"Gorgeous"

CLAUDE EL BARHI
Facebook comment

AURA TO HIGHLIGHT BASILICA'S EXQUISITE ART, ARCHITECTURE

"Montreal's 375th birthday has become a showcase for a homegrown international success story that churns out memorable experiences."

ANDY RIGA
MONTREAL GAZETTE – March 1, 2017

DÉLUGE EN SONS ET LUMIÈRES

« Arrimé au 375e anniversaire de Montréal, ce spectacle roulera dix ans. Attirer avec lui les visiteurs et les Montréalais devant les splendeurs de ce temple néogothique n'est pas plus mal, remarquez. Et le spectacle en jette. Ça, c'est sûr. »

ODILE TREMBLAY
LE DEVOIR – March 23, 2017

1. AURA © Moment Factory

Hochelaga, Land of Souls

World premiere on September, 2017
In theatres on January 19, 2018

34 MOVIE THEATRES IN QUÉBEC

A Max Films production

AN EPIC STORY SPANNING 750 YEARS OF HISTORY

A violent storm opens a huge sinkhole in Montréal's Percival Molson Stadium during a football game, which is subsequently interrupted. Within hours, the stadium becomes a protected archaeological site, with decades of history just underfoot. Mohawk archaeologist Baptiste Asigny (portrayed Samian) conducts an excavation to discover multiple generations that occupied the site and their hidden secrets. Baptiste is determined to uncover what he has always been looking for: remnants of the village of Hochelaga, where his Iroquois ancestors welcomed Jacques Cartier in October 1535.

Hochelaga, Land of Souls retraces 750 years of history from a single location where the souls of all ages and cultures converge, despite the centuries that separate them.

A film by François Girard (Thirty Two Short Films About Glenn Gould, Silk, The Red Violin), represented Canada for best foreign-language film in the race to the Oscars. It received eight nominations and took home four trophies at the Canadian Screen Awards.

Artists

The film starred Samian, Tanaya Beatty, Sébastien Ricard, David La Haye, Gilles Renaud, Emmanuel Schwartz and Tony Nardi.

HOCHELAGA, TERRE DES ÂMES IS CANADA'S FOREIGN-LANGUAGE OSCAR CONTENDER

"François Girard's Hochelaga, terre des âmes will represent Canada in the Oscar race for the category of best foreign language film. The drama, spanning 750 years in the history and prehistory of Montreal all the way back to the Iroquoian village from which the film takes its name, had its world première at the Toronto International Film Festival this month."

T'CHA DUNLEVY
MONTREAL GAZETTE – September 25, 2017



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"Amazing!!!!! Absolutely loved it."

BAILY WATSON
Facebook comment

HOCHELAGA, TERRE DES ÂMES : RÉUSSITE HISTORIQUE

« Les points forts du film sont la cinématographie impressionnante, les costumes et les décors riches et les histoires, à travers les siècles, qui bouleversent. Ceci est un film d'ampleur qui réussit très bien son pari de marier l'histoire à l'émotion. »

VALÉRIE THÉRIEN
VOIR – January 17, 2018

« J'ai vu le film à l'avant-première en septembre 2017. Dans la salle pleine, tout le monde retenait son souffle, car l'attente du film était qu'il devait être aussi bon que la bande-annonce.

J'ai été ravie. C'est un film qui nous permet de réécrire notre histoire, pas celle qui nous a été enseignée. J'ai été charmée par les images de Montréal à son état d'origine, sans son urbanisation mais combien vivante avec sa nature et la présence des Premières Nations. Le film m'a fait du bien, car enfin nous pouvions nous permettre de penser qu'au-delà des alliances nécessaires de subsistance entre les Autochtones et les Français, il y avait de vraies histoires d'amour. J'aimerais aussi souligner le travail remarquable du jeu d'acteur de Samian. Son interprétation de qui est un Autochtone en 2017 était à mes yeux très juste. C'est un film à revoir. »

PASCALE MCDOUGALL – ORGANISME KINA8AT

1. HOCHELAGA, LAND OF SOULS © Max Films, Marlène Gélineau Paillette

De Ville-Marie à demain

September 7 to 12, 2017
SALON URBAIN, PLACE DES ARTS
An exhibition organized by Gestion Villes du Futur

375 YEARS OF ARCHITECTURE AND URBAN DEVELOPENT IN MONTRÉAL

This major exhibition featured 3-D models, panels and virtual presentations showing key buildings and major infrastructure projects that have marked Montréal's history. Above all, De Ville-Marie à demain offered visitors the chance to explore the architectural heritage of Montréal's past as well as the city's present and future.

The De Ville-Marie à demain was an exhibition teeming with discoveries and featured a wealth of models and documents rarely before seen by the public. Many architecture, urban planning and history buffs, people who love Montréal as well as passersby were able to take in the exhibition and enjoy the city's architectural wealth and its unique development.

The creative team behind Living Connections, the unique Jacques Cartier Bridge lighting concept led by Moment Factory, presented the model of the illuminated bridge. The model was fed the same live data used to activate the "real" Jacques Cartier Bridge for the exhibition.



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Beyond the celebrations

To create this exhibition, the 375th team brought together many important architecture firms that normally do not work together and convinced them to create special content on Montréal's architectural heritage. The exhibition deepened Montrealers' historical knowledge and strengthened the sense of civic pride by celebrating the rich architectural history and heritage of the city.

« Très belle exposition avec de fabuleuses maquettes dont celle de l'illumination du pont Jacques-Cartier ou bien des pavillons de l'expo 67 avec des méga block »

LUC GILLEN
Facebook comment

« Une exposition qui va intéresser tous les amateurs d'architecture. »

FRANCINE GRIMALDI
SAMEDI ET RIEN D'AUTRE, ICI RADIO-CANADA PREMIÈRE – September 9, 2017

"If a city is akin to a living organism, its architecture is its spine, and as Frank Gehry, architect says, "architecture should speak of its time and place but aspire to be timeless". That is what inspired the organisation of the major exhibition DE VILLE-MARIE À DEMAIN."

THE SUBURBAN – September 10, 2017

 1. DE VILLE-MARIE À DEMAIN © A. J. Gentile

Camillien Houde, « le p'tit gars de Sainte-Marie »



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August 22 to September 2, 2017
ESPACE LIBRE
Production: Espace Libre

A TRIBUTE SHOW TO "MONSIEUR MONTRÉAL"

Each season, Espace Libre features a "neighbourhood show"; that is, a performance directed by professional artists with neighbourhood residents participating. This initiative allows the public to familiarize themselves with the performing arts while allowing artists to mine the exploratory potential of Espace Libre and Centre-Sud.

To celebrate Montréal's 375th, Espace Libre and the Nouveau Théâtre Expérimental featured a play dedicated to Camillien Houde, a.k.a. "Monsieur Montréal" or "le p'tit gars de Sainte-Marie", the first Québec politician from an underprivileged neighbourhood who embodied the great populist trend in municipal and provincial politics. Portraying both his personal and political journey, it recounted the story of the human experience during the turbulent 20th century.

The show was such a huge success among the public and critics that there will be repeat performances offered during the upcoming theatre season.

Artists

The original text was written by Alexis Martin with staging by Daniel Brière and Geoffrey Gaquère

With the actors: Josée Deschênes, Johanne Haberlin, Pierre Lebeau, Jacques L'Heureux, Didier Lucien and Evelyne Rompré, accompanied onstage by 20 citizens/actors.

1,600 people
attended the show

Beyond the celebrations

The play brought together citizens, community and educational organizations, artists and cultural partners, private partners as well as sponsors and granting agencies.

Given the enormous success of this neighbourhood show, Espace Libre will offer a new performance to families in the borough as well as their friends and the public. Lastly, Alexis Martin's text, published at Hamac, has greatly contributed to the dramaturgy of Québec.

« C'est une vraie leçon d'histoire que nous servent Alexis Martin et ses complices en traçant le portrait de Camillien Houde à Espace libre. Un cours d'histoire montréalaise 101 fort bienvenu à une époque où le fascisme tranquille joue au cheval de Troie avec la démocratie. »

MARIO CLOUTIER
LA PRESSE – August 26, 2017

« ... C'est assez rare qu'on ait l'occasion de profiter d'autant de générosité. [...] Dans le 375e, il y a eu beaucoup d'activités gratuites, mais dans celles présentées par des Montréalais, c'est sans doute, peut-être, celle qui est la plus surprenante. »

MARIE-CHRISTINE BLAIS
DESSINE-MOI UN DIMANCHE, RADIO-CANADA PREMIÈRE – August 27, 2017

1. PIERRE LEBEAU ET CAMILLIEN HOUDE © Gabrielle Desmarchais

Paul à Montréal

Follow the panels!

August 12 to December 10, 2017
PLATEAU-MONT-ROYAL
Les Éditions de la Pastèque

TWELVE GIANT COMIC STRIP PANELS ON THE PLATEAU-MONT-ROYAL

Shining the spotlight on the celebrated character Paul by cartoonist Michel Rabagliati, Paul à Montréal offered visitors the chance to follow an urban itinerary composed of 12 giant comic strip panels dotted throughout the Plateau Mont-Royal neighbourhood. Thanks to its artistic and historic qualities, this large-scale narrative and interactive story turned out to be an incredibly fun and educational treasure hunt for participants.

A poster campaign, a web site mapping the geolocated itinerary as well as a pamphlet available at a number of stops allowed the public to discover this creation. The character of Paul, much loved in the Québec comic world, drew highly enthusiastic crowds.

Artists

Michel Rabagliati is a key figure in Québec cartoons and his visibility extends far beyond our borders. Recipient of the Prix des libraires du Québec in 2007, he was also the first Canadian to win the Prix du public Fauve FNAC-SNCF for his *Paul à Québec* album at the renowned Festival international de la bande dessinée d'Angoulême. Paul was also adapted for film in 2015; the character of Paul was played by François Létourneau.

More than
10,000 visitors
came to see it



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« J'ai fait le parcours et me suis amusée beaucoup ! J'ai acheté le livre. Quel beau cadeau à se faire. J'adore ! »

PUBLIC COMMENT

Beyond the celebrations

+ Les Éditions de la Pastèque has created and published a book out of the *Paul à Montréal* panels, and it has ranked among the top sellers in bookstores ever since it was released. A total of 15,000 copies were printed and everything points to more being printed.
+ During the Salon du livre de Montréal in November 2017, it was warmly received by the public and the itinerary received glowing reviews.
+ The Plateau-Mont-Royal borough recuperated the giant panels and will be giving them a second life in the near future.

CARTOONIST MICHEL RABAGLIATI UNVEILS PAUL À MONTRÉAL PROJECT, PART OF CITY'S 375TH CELEBRATIONS

"Acclaimed Quebec cartoonist Michel Rabagliati unveiled his Paul à Montréal project on Thursday. The project is part of Montreal's 375th anniversary celebrations."

FRANÇOIS LAUZON
MONTREAL GAZETTE – August 10, 2017

UN PARCOURS URBAIN SIGNÉ RABAGLIATI

« Depuis les débuts de la série Paul, Montréal, ses lieux et ses attraits ont toujours eu une place importante dans l'œuvre de Michel Rabagliati. Et pour cause ! Ce natif de Rosemont est un amoureux de sa ville. »

ANDRÉ DUCHESNE
LA PRESSE – August 10, 2017

1. © Michel Rabagliati

Fort de Ville-Marie – Pavillon Québecor

Starting May 27, 2017

POINTE-À-CALLIÈRE, MONTRÉAL ARCHAEOLOGY AND HISTORY COMPLEX

WHERE MONTRÉAL BEGAN

It was here that Paul de Chomedey de Maisonneuve and Jeanne Mance founded Ville-Marie in 1642 and Governor Louis-Hector de Callière built his home in 1695. The site was discovered in January 2000, when Pointe-à-Callière acquired property near the museum's main building, dating back to the 19th century. Work carried out on the site by the Pointe-à-Callière Archaeological Field School in partnership with the Université de Montréal, from 2002 to 2014, unearthed remnants of Fort de Ville-Marie and the Château De Callière. Information collected over the course of the excavation gives us greater insight into the city's beginnings today.

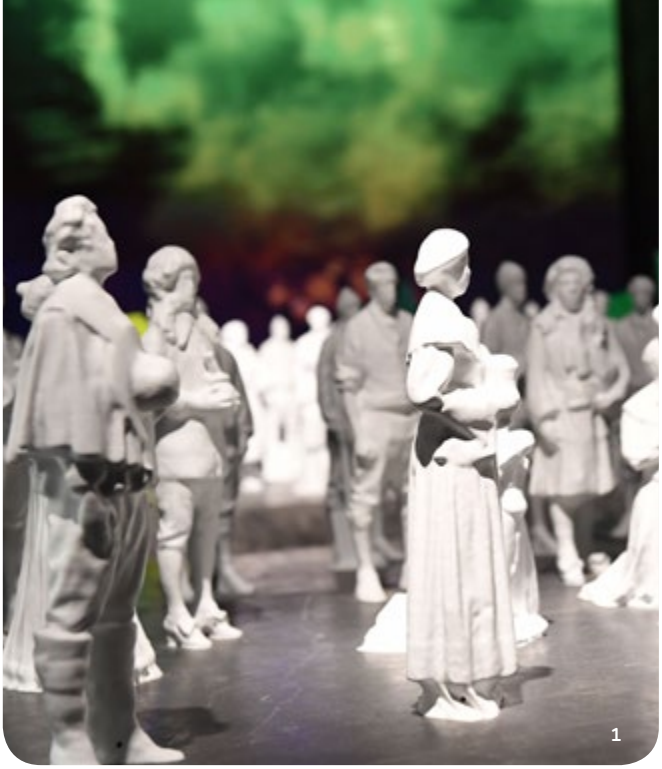
In addition to showcasing Fort Ville-Marie, the museum features the collector sewer, the first of its kind in the country, which links the new Fort de Ville-Marie–Québecor Pavilion to the museum's main building underground. Built between 1832 and 1838, this is a masterwork of civil engineering and the only one of its kind in North America. The collector sewer will become the backbone of the Montréal Archaeology and History Complex over the years.

Built with funding from the Ville de Montréal, the new pavilion, which highlights remains of Fort Ville-Marie and the first collector sewer, is the city's most important heritage legacy for Montréal's 375th anniversary. Pointe-à-Callière has celebrated this anniversary in tandem with the museum's 25th anniversary.

Between May 20 and June 20, 2017, more than

200,000 people

visited the Pointe-à-Callière Museum, AN ALL-TIME RECORD TO DATE



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« À visiter! Fort Ville-Marie à Pointe-à-Callière! »

ESCAPADES ET VOYAGES DE NATHY
Facebook comment

« Wow! Superbe! »

DANIELLE TREMBLAY
Facebook comment

ET LE FORT DE VILLE-MARIE SORTIT DE TERRE

« Le résultat d'une quinzaine d'années de fouilles archéologiques qui auront permis de nous éclairer sur la grande aventure montréalaise. »

HÉLÈNE ROULOT-GANZMANN
LE DEVOIR – April 22, 2017

FORT DE VILLE-MARIE, LÀ OÙ TOUT A COMMENCÉ

« Peu de villes ont la chance de connaître le lieu exact de leur fondation. À Montréal, c'est au fort de Ville-Marie que tout a commencé. Après presque 15 ans de fouilles archéologiques, le musée Pointe-à-Callière a inauguré les vestiges de ce lieu majeur de l'histoire de la ville le 17 mai. Le jour du 375e anniversaire de la métropole. »

KATIA TOBAR
ÉCHOS MONTRÉAL – October 26, 2017

1. FORT DE VILLE-MARIE © Pointe-à-Callière, Montréal Archaeology and History Complex

MTL

April 13 to June 29, 2017
TÉLÉ-QUÉBEC
Zone3

TÉLÉ-QUÉBEC JOINS IN!

During 375th festivities, Télé-Québec aired MTL, a live documentary series hosted by history buff Jean-Philippe Wauthier. For the 12 episodes, the host, accompanied by various celebrities, artists, historians, urban planners, sociologists and more, sets out to find what defines Montréal's DNA. By employing engaging visuals and a decidedly modern approach and tone that appealed to a large audience, MTL shared stories both big and small of Montréal—that of the people and the city—through archives and meetings in important locations. With this unique approach, MTL wove us through the past and present of the vibrant city we know today. The series took many viewers down memory lane and sparked the imaginations of many others about the many different facets of our dynamic city.

On the heels of this unequivocal success, Zone3 is working on another documentary series, this time based on the history of Québec.

Invited guests

Yann Perreau, Stefano Faita, Gabriel Nadeau-Dubois, Geneviève Borne, DJ Champion, Pierre Verville, Justin Trudeau, Normand Laprise, Vincent Gratton, Louis-Jean Cormier, Denis Coderre, Michel Rivard, Denis Gagnon, Denise Filiatrault, Cœur de pirate, Julie Payette, Dominique Michel, Mado Lamotte, Michel Tremblay, Emmanuel Bilodeau, Patrick Carpentier, Dany Laferrière, Geoff Molson, Mehdi Bousaidan, Brendan Kelly, Vivian Barbot, Kent Nagano, Laurence Nerbonne, Arnaud Granata, Catherine Mathys.

« Je CAPOTE sur la série MTL! L'Histoire, c'est pas plate pantoute! Pourquoi attendre les anniversaires pour célébrer en grand? #mtlsérie »

MARIE-CLAUDE LAMOTHE
Twitter comment



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THE MOST WATCHED documentary series on Télé-Québec

300,000 viewers on average

MTL À TÉLÉ-QUÉBEC : UN BIJOU DE SÉRIE POUR (RE) DÉCOUVRIR MONTRÉAL

« C'est ce soir […] que débute la formidable série documentaire MTL, à Télé-Québec, qui se laissera dévorer par quiconque s'avère le moindrement curieux de la métropole et son passé. Jean-Philippe Wauthier est à la barre de cet intéressant rendez-vous, produit par Zone 3, où on survole l'histoire de Montréal de manière ludique et colorée. »

MARIE-JOSÉE ROY
HUFF POST QUÉBEC – April 13, 2017

1. DJ CHAMPION, GENEVIÈVE BORNE AND JEAN-PHILIPPE WAUTHIER, MTL © Zone3

Montréal, toute une histoire !

Starting May 3, 2017
MAISON SAINT-GABRIEL



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A HISTORIC AND FUN ITINERARY ALONG THE ST. LAWRENCE RIVER

Located along the banks of the St. Lawrence River, the boroughs of Sud-Ouest, Verdun, LaSalle and Lachine share a common history that is linked by proximity, agriculture, the river and industrialization. Thanks to their vibrant museums and municipalities, these shores are also cultural hubs teeming with life and places that deserve to be showcased in an original fashion for Montréal's 375th anniversary celebrations.

In collaboration with the Maison Nivard-De Saint-Dizier, the Fleming Mill, the Musée de Lachine as well as the boroughs of Sud-Ouest, Verdun, LaSalle and Lachine, the Maison Saint-Gabriel created a free mobile app for the occasion. It features a historical and entertaining 17-kilometre-long itinerary that allows people to discover each borough's local history through 62 points of interest.

The app was downloaded more than
1,000 times
since the first month

"Enjoy "Montréal, toute une histoire!" while staying in temporary housing in Montreal."

GESTHAB ROMANO HOULE
Facebook comment

Beyond the celebrations

+ The project was planned with a view of making it available to visitors for the next five years at least. The solid signage panels were built to last and communication tools were all created with a long life in mind.
+ The web page www.montreal-histoire.com, created in French and in English, includes an overview of the app and how to download it via Google Play and Apple Store.
+ The app features content that shines the spotlight on the history of Montréal and Québec, and can be easily downloaded.
+ The participation of the four boroughs highlights this section of the Ville de Montréal, its landscapes, history, heritage, historical figures and dynamic cultural life.

UN VOYAGE DANS LE TEMPS AU BOUT DES DOIGTS

« L'application est bien loin de prendre la forme d'un cours d'histoire transposé à la technologie moderne. Elle fait découvrir des aspects inconnus de la plupart des résidents, ou des lieux dont seuls les plus âgés se souviennent… »

ANDRÉANNE MOREAU
JOURNALMETRO.COM – May 4, 2017

LES QUARTIERS EN FÊTE POUR LE 375e ANNIVERSAIRE DE MONTRÉAL

«… On prend la direction de la Maison Saint-Gabriel […] pour une balade de 17 km menant à 60 points d'intérêt […]. Ceci, afin de mieux comprendre comment la ville s'est construite sur les berges du Saint-Laurent. Mais oui, vous avez le droit de ne pas faire la balade d'un seul coup ! »

ANDRÉ DUCHESNE
LA PRESSE – July 11, 2017

1. LES CAGEUX DANS LE FEU DE L'ACTION © Arrondissement de LaSalle

Montréal au fil du temps : cherche et trouve

In bookstores on November 4, 2016
Bayard Canada

This fun and educational book features nine illustrations by Marie Bilodeau depicting Montréal at key dates in its history. Young readers can flip through for a peek at the landscapes and major monuments during important periods in the city's timeline. Buildings and monuments are hidden in each illustration in the style of popular "seek and find" books. Ages 7 and up.

MTL : ça se discute

April 7, 2017
TÉLÉ-QUÉBEC
Les productions Bazzo Bazzo

EVENTS THAT HAVE CHANGED AND SHAPED MONTRÉAL

A week before airing the series MTL, host Marie-France Bazzo invited prominent public figures and experts to the Télé-Québec studios to share their views on Montréal's past. Major topics covered were those that marked the evolution of the city and can still be felt to this day: corruption, the economy, assimilation, transportation, culture and more.

Invited guests

Jean-François Nadeau, Évelyne Ferron, Jean-Claude Germain, Louis-Georges Harvey, Kathleen Lévesque, Mathieu Lapointe, René Vézina, Mario Polèse, Laurent Turcot, Rabii Rammal, Myriam Wojcik, Anne Lagacé Dowson and Francine Lelièvre.

Beyond the celebrations

+ The show will be available online until December 31, 2021, on Télé-Québec's web site.

Nuit blanche 67

March 4 to 5, 2017
VARIOUS LOCATIONS
Nuit blanche à Montréal

A NIGHT BRIDGING YESTERDAY AND TODAY!

The 14th edition of Nuit blanche à Montréal was a huge success. Organized around the theme of 1967, the year Expo was held, it featured no less than 213 fun-filled activities citywide. And despite the biting cold, around 300,000 people took part!

« Du quartier des spectacles au Mile-End, en passant par le Vieux-Montréal et Hochelaga-Maisonneuve, les oiseaux de nuit ont pu profiter de plus de 200 activités aux quatre coins de la ville. »

FLORENCE SARA G. FERRARIS, ANNABELLE CAILLOU
LE DEVOIR – March 11, 2017

« Une nuit très colorée!! :D »

YFE QUÉBEC
Facebook comment

D'hier à Montréal

June 4 to July 23, 2017
HISTORIA
IPROD Média

Historia celebrated Montréal's 375th anniversary with the show D'hier à Montréal, hosted by Isabelle Maréchal. Réal Béland, Lise Dion, Guylaine Tremblay, Denis Bouchard, Denis Coderre and Marc Hervieux revisited their favourite neighbourhoods and shared their passion for the city.



NUIT BLANCHE À MONTRÉAL « 1967, ANNÉE DE L'EXPO » - VITRAIL ET VODKA © Benoit Rousseau



ONISHKA - JE ME SOUVIENS © Adrian Morillo



Montréal Indigenous

The Society for Montréal's 375th presented programming that reflected an inclusive and unifying vision of history. With the editorial line of "building bridges" always top of mind, the Society wanted to acknowledge and celebrate the presence of the Indigenous, their rich cultural heritage and their contribution to the city's development. Through many major gatherings, the 375th provided us with unique insight into how the knowledge, innovations and culture of the Indigenous people have shaped Montréal's heritage.

Indigenous ingenuity

October 12, 2017, to March 25, 2018
MONTRÉAL SCIENCE CENTRE
Production: Montréal Science Centre

AN INTERACTIVE ADVENTURE

The ingenuity of Indigenous peoples across North America is all around us. The public was able to see just how much the science of the First Nations peoples is still with us today through this interactive quest. With a bear and trickster as their guides, visitors were invited to take part in a virtual canoe race, build an igloo, test a kayak's centre of gravity, and discover interactive frescoes. Participants observed nature, listened to knowledge bearers, experimented with scientific principles, and transmitted and shared their experiences with others.

With more than
100,000 visitors,
target attendance numbers were well exceeded

"We were very impressed with the exhibition. It is definitely an exhibit that we would like to bring to Saskatchewan and I'm sure other science centres will want to do so as well."

SANDY BAUMGARTNER
Chief Executive Officer
Saskatchewan Science Centre



Beyond the celebrations

+ A collaborative process was developed with Indigenous communities for the launch of the project and will continue for another two years.
+ The McGill University team created a web site showcasing the exhibition and the Climate Tactics interactive game. It is available online on the Montréal Science Centre web site on its Games and Experiments page.
+ The exhibition will be touring major Canadian cities.

GÉNIE AUTOCHTONE : DÉCOUVRIR LA CULTURE PAR LA SCIENCE

« Découvrir les innovations et les objets inventés par les Premiers Peuples tout en plongeant dans les cultures et les valeurs autochtones [...]. En expérimentant, le visiteur apprend aussi l'histoire des Premiers Peuples. On se sert par exemple de la construction d'un faux igloo non seulement pour apprendre les principes qui lui permettent de tenir en place, mais aussi l'histoire et la géographie liées au peuple inuit. »

MARIE-LAURE JOSSELIN
ICI RADIO-CANADA – December 26, 2017

L'EXPOSITION GÉNIE AUTOCHTONE AU CENTRE DES SCIENCES DE MONTRÉAL

« J'ai beaucoup aimé l'angle scientifique de l'exposition ainsi que l'initiation au vocabulaire utilisé par ces habitants du Grand Nord. »

ÈVE CHRISTIAN
RADIO-CANADA – ZONE JEUNESSE – November 9, 2017

Vélo Paradiso

May to October 2017

IN MONTRÉAL'S 19 BOROUGHS

August 4, 2017 - ON THE PLACE DES FESTIVALS MAIN STAGE

Wapikoni mobile

FREE OUTDOOR SCREENINGS OF FIRST NATIONS SHORT FILMS

Special projector bikes built to show open-air screenings worked their magic in Montréal's parks and public spaces all summer long. They offered five to 10 outdoor projections each week in the neighbourhoods showcased in the five films. Despite a rainy summer, Wapikoni succeeded in organizing 163 outdoor screenings in 81 different locations that were attended by some 6,500 spectators. The films presented the works of five Indigenous artists chosen by Musique nomade, who were then paired with five Montréal artists from diverse cultural backgrounds. The duos composed songs with "encounters" as their theme, which were performed for original films that shone the spotlight on the five selected neighbourhoods.

The screenings presented contemporary First Nations works; that is, a collection of the best Wapikoni shorts and videos.

In addition to celebrating Montréal's 375th and its neighbourhoods, the goal of this initiative was to encourage dialogue and creative partnerships between Indigenous and Montréal artists from different cultural backgrounds as well as showcase original works in popular public spaces. It was a unique and creative initiative that promoted meaningful discussion, with a jumping-off point of projections from innovative, made-to-measure bicycles.

Artists

Musique nomade paired five Indigenous artists with five Montréal artists from different cultural backgrounds: Random Recipe and Natasha Kanapé Fontaine, La Bronze and Esther Pennell, SoCalled and Shauit, Dramatik and Matiu, Sunny Duval and Laura Niquay.



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« C'est une magnifique idée, magnifiquement réalisée et j'espère que c'est le début d'une grande aventure qui reviendra chaque année. »

MARIE-ÈVE BÉLANGER
Facebook comment

Beyond the celebrations

The Paradiso bikes built for this initiative leave behind a tangible legacy for the Society for Montréal's 375th and the Ville de Montréal. They are tools that help promote awareness, bring people together and encourage dialogue. Wapikoni received numerous invitations and requests to organize screenings with Vélo Paradiso during the summer of 2018.

This program also fulfils a desire to bring Indigenous peoples and the Montréal public together. Providing a window onto the reality of young Indigenous people and their cultures, Vélo Paradiso contributes changing perceptions by breaking the cycle of prejudice and indifference. Through artwork and its unique approach, it cultivates a much needed rapprochement of cultures.

VÉLO PARADISO : CINQ DUOS ÉTONNANTS, FORMÉS D'ARTISTES QUÉBÉCOIS ET AUTOCHTONES

« L'initiative de créer ces réunions est belle, le résultat, lui, est étonnant. Les cinq chansons sont à la fois inventives, entraînantes et franchement… bonnes ! De toute évidence, les artistes ont eu un malin plaisir à mixer leurs univers, leurs bagages et leurs expériences personnelles. On y sent tout l'amour de la musique et la soif de créer pour se rapprocher de l'autre. »

FRANÇOIS MARCHESSEAULT
ICI MUSIQUE – June 15, 2017

1. VÉLO PARADISO © Charles Mercier

Indigenous contemporary scene

June 1 to 9, 2017

THÉÂTRE LA LICORNE, DARLING FOUNDRY, MONTREAL MUSEUM OF FINE ARTS, CENTAUR THEATRE AND THE WILDER BUILDING

Onishka Productions

RECONCILIATION

Indigenous Contemporary Scene (ICA) offers a forum for artistic and critical exchange in a festival-like setting, produced by Onishka Productions. Envisioned by Émilie Monnet, multidisciplinary Indigenous artist and Artistic Director of Onishka Productions, this event has been a platform for the dissemination of performing arts and installations by Indigenous artists since 2016. ICA also offers spaces for meeting and dialogue that bring together Indigenous artists from diverse disciplines. With the ICA, Onishka has built bridges between different nations, incited new collaborations and continued to promote the wealth of creative talent of Indigenous artists.

This year, thanks to the 375th, Onishka was able to present a new edition of the ICA in Montréal. For the occasion, the entire program was built around the theme of reconciliation. Four shows and a day of dialogue played to a full house and sparked intense media coverage.



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Artists

Je me souviens: Buffalo Hat Singers, Marco Collin, Nadia Myre and Joanna Nutter, Ange Loft and ReCollection Kahnawake Collective, Carlos Riviera, Nina Segalowitz and Meky Ottawa

This time will be different / TTWBD: Lara Kramer and Émilie Monnet

PIRITI: Skeena Reece, Charles Koroneho, Walter Scott, Laura Ortman, with the collaboration of AM (Sébastien Aubin and Caroline Monnet)

Reckoning / Moment de vérité: Tara Beagan, Andy Moro, Jonathan Fisher, Brandon Oakes, Marcel Petit, Julie Tamiko-Manning and Charles Bender.

Beyond the celebrations

A francophone, anglophone and Indigenous audience attended the shows, which met one of the goals set out by Onishka Productions: to build bridges and create dialogue. This social mix was not only evident in the crowd, but also in the artists, giving spectators the opportunity to appreciate the diversity and creative power of Indigenous peoples.

We can already confirm that there will be other editions of *Indigenous Contemporary Scene*

« 7 juin 2017, #MAC, avec Charles Koroneho et Elisapie. 🔥 ❤️ »

NKANAPÉ FONTAINE
Facebook comment

SPECTACLES ET CONVERSATIONS « SCÈNE CONTEMPORAINE AUTOCHTONE » : COUREZ-Y !

« Vendredi, j'ai vu *Je me souviens* au Théâtre de la Licorne. C'est un rassemblement de 7 performances où les artistes parlent de l'impact de certaines politiques dans leur vie et surtout, dans leur quête d'identité. J'ai été saisie par les témoignages, parce que je suis toujours plus touchée quand ça vient des personnes directement impliquées. »

ANNIE-CLAUDE LAMARCHE
TPL.COM – June 5, 2017

1. RECKONING - CENTAUR THEATRE © Adrian Morillo

Tomorrow people

February 4 to March 18, 2017
OBORO CENTRE
Skawennati

SOLO EXHIBITION BY ARTIST SKAWENNATI

The exhibition *Tomorrow People* opened at OBORO in 2017 was dedicated to Indigenous artists from the range of nations across the land now known as Canada. Skawennati was invited to kick off this special program. A Kanien'kehá:ka (Mohawk) artist from Kahnawà:ke, whose work and involvement have been at the heart of OBORO for over 20 years, Skawennati has actively contributed to defining this special year.

With Tomorrow People, Skawennati introduces a stimulating "thinking path" which integrates the symbolism of an ancestral and modern culture. She offers traces of recognizable metaphors, while finding cracks in the Cartesian vision of linear time. By rethinking fundamental Haudenosaunee (Iroquois) philosophies behind the story of creation and the Ohen:ton Karihwatehkwen (*Thanksgiving Address*), Skawennati playfully reappropriates the supernatural powers of the Ancients, which take the shape of avatars in cyberspace.

The *Tomorrow People* exhibition struck a chord not only with OBORO fans, the arts milieu and partners, but also college and university students, community organizations, a group of young sponsors, tourists and members of the public. The success of the exhibition exceeded expectations.

TOTAL TURNOUT: 790 VISITORS

Artist

Skawennati perpetuates an immaterial heritage by reinterpreting it with tools of modern technology. With Tomorrow People, the artist inverts traditional readings of time and space in a playful and non-linear fantasy world.



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« L'art de Skawennati est révélé dans ses dimensions militante et éducative. »

SYLVAIN MICHAUD
Facebook comment

Beyond the celebrations

The exhibition *Tomorrow People* placed Indigenous art in a current context, which sparked the interest of many different groups, whether within the Indigenous community itself or in the arts community, or citizens of nearby neighbourhoods, through visits by community groups or employment training groups. Students from Kiuna College got to know the OBORO Centre and returned there for other activities. As well, bridges were built between Art Souterrain, the ELLEPHANT gallery and the Concordia University AbTec (Aboriginal Territories in Cyberspace) research group.

For posterity, a video of the exhibition was produced for the Society for Montréal's 375th; a booklet by Jolene Rickard was also published. The exhibition was also documented through photos and descriptive elements.

UNE INCURSION DANS LE MONDE VIRTUEL DE SKAWENNATI

« Dans le récit traditionnel, tout débute dans le Monde du ciel. C'est donc là que nous amène Skawennati, qui a recréé à sa manière un village ancien iroquois [...]. Mais elle a imaginé ce Monde du ciel sur une autre planète. Ses personnages sont des extraterrestres humanoïdes technologiquement avancés. »

ANNE-MARIE YVON
RADIO-CANADA.CA – February 6, 2017

1. LE MONDE DE DEMAIN © Paul Litherland

5th edition of the mixed arts festival

June 16 to 18, 2017
PLACE ROYALE AND PLACE JACQUES-CARTIER
Sacred Fire Productions

RECONCILIATION THROUGH ART

This free multidisciplinary show featured a full program that included a pop-up art gallery, a photo exhibition, the screening of the film *Angry Inuk*, from director Alethea Arnaquq-Baril, workshops as well as breathtaking music performances featuring artists from many Indigenous and non-Indigenous nations from Montréal's vibrant cultural fabric.

In order to build bridges between cultures, visitors were invited to explore cultural mediation activities on a wide range of subjects, including the Great Peace treaty, the significance of hoop dances or the making of a talking stick. This gave them the opportunity to become acquainted with the wealth of Indigenous cultures and appreciate their past, present and future contributions to Montréal.

More than 8,450 people attended the activities.

Artists

Casper Lomayesva and The 602 Band, Florent Vollant and guests Zachary Richard, Vincent Vallières and Maten, Akawui, Mariame Bloom, Sinquah Family Dance Troupe, photographer Nadya Kwandibens and close to 40 artists and artisans.

In total, 47 artists from different disciplines and over 14 Indigenous nations from Québec, Canada and the United States were present.



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AGENDA DU WEEK-END

« Jusqu'à dimanche, dans le Vieux-Montréal, on pourra retrouver l'esprit autochtone. On nous propose (gratuitement) une galerie d'art éphémère, une exposition photo, des ateliers et des spectacles musicaux. »

Danielle Choquette
JOURNAL DE MONTRÉAL – June 15, 2017

JE SORS, JE RESTE

« Événement coup de cœur, à ne pas manquer ! »

ARIANE LABRÈCHE
JOURNAL DE MONTRÉAL – June 16, 2017

« Merci! J'ai beaucoup apprécié les performances de danse! »

TAALA DANCE
Facebook comment

« Ce fut une excellente expérience passée avec vous. Des organisateurs, bénévoles et artistes en or. Merci pour tout. »

STÉPHANE MARCEAU
Facebook comment

Muliats

July 4 to 15, 2017

SALLE JEAN-CLAUDE GERMAIN,
THÉÂTRE D'AUJOURD'HUI

Productions Menuentakuan

SETTING THE STAGE FOR A MEANINGFUL MEETING

Muliats recounts the story of an Innu from Mashteuiatsh who decides to leave his reservation to live in Montréal, where he meets a young non-native man from the city. Taken momentarily aback by the shock of their cultural differences, they move forward, driven by natural curiosity, understanding the beauty of each other's differences and seeking to reconcile their cultural identities. *Muliats* defines the shared dialogue of artists from different backgrounds: Innu, Huron-Wendate, Attikamekw, Abenaki and non-Indigenous.

After touring many reservations and performing *Puamun* and *Menuentakuan* at the Maison de la culture Maisonneuve, Productions Menuentakuan created *Muliats* in order to create a platform for the voices of the Indigenous people about social issues that we all share.

Over the course of the nine shows, the Indigenous and non-Indigenous audiences were invited to "make Menuentakuan" (an Innu word which means "Have tea, learn to get to know oneself through respect and friendship). These exchanges allowed participants to both discuss the issues in the play and encourage discussion between the diverse audience members overall. The show's objective was to highlight the reality of Indigenous people living in Québec that does not dwell in self-pity or victimization, which appealed to both Indigenous and non-Indigenous members of the audience.

Muliats gave the Montréal public the chance to make meaningful contact with a culture that seems far away despite its presence on the land. Many people left these encounters with enough tools to reassess their prejudicial outlooks that non-Indigenous people in Québec often have towards Indigenous people.



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« À voir absolument! »

LYNN LAHAIE
Facebook comment

Artists

Muliats is a text written by a collective made of two authors from the Innu nation (Marco Collin and Natasha Kanapé Fontaine), an author from the Wendate nation (Charles Bender) and two non-Indigenous authors (Christophe Payeur and Xavier Huard).

The sound and light concept was created by Alexandre O'bomsawin from the Abenaki nation, stage design by Xavier Mary, lighting by Francis Hamel and staging by Xavier Huard.

Among the actors, three belong to the Innu nation (Marco Collin, Soleil Launière and Étienne Thibeault), while the fourth is non-Indigenous (Christophe Payeur).

MULIATS : THÉÂTRE D'ÉTÉ IDENTITAIRE

« L'œuvre du collectif Menuentakuan crève joyeusement l'abcès du colonialisme et propose un échange original entre les peuples. »

ARIANE LABRÈCHE
JOURNAL 24 HEURES – July 4, 2017

MULIATS : À TABLE

« Cette pièce tente autant de cerner les enjeux de la rhétorique autochtone que d'ouvrir les valves du dialogue. »

JÉRÉMY LANIEL
VOIR – July 17, 2017

1. MULIATS © Centre du Théâtre D'aujourd'hui



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Ioskeha and Tawiscara: the great game of creation

August 3 and 6, 2017
PLACE DES FESTIVALS
Produced by Land InSights

A RITUAL COMES ALIVE IN THEATRE

Two quarreling brothers, two titans who emerge in the heart of Montréal, come face to face to see who will preside over the creation of the world. Place du Makusham, also known as Place des Festivals, was lit up by this unique play and liturgy that echoed the great legend of the land.

The Great Game of Creation was inspired by the myth of the fight between twin brothers born of the sky goddess. An allegory about light and darkness, creation and destruction, it is both universal and specific to the First Nations peoples who have passed it down from generation to generation. In 2017, for Montréal's 375th, the Indigenous people offered it to us as a gift.

Artists

Concept: André Dudemaine
Directed by: Pierre-Paul Savoie
Set design: Michel Marsolais, guided and inspired by Christine Sioui-Wawanoloath
Music: DJ Ziibiwan (Ziibiwan Rivers), Buffalo Hat Singers and Sedalia Fazio
Traditional dancers: Sam Ojeda and Kawerashatste McComber
Artistic direction/staging: Jocelyn Sioui
Giant marionettes created in Productions Yves Nicol workshops

 1. ZIIBIWAN RIVERS © Mario Faubert | 2. IOSKERA ET TAWISCARA : LE GRAND JEU DE LA CRÉATION © Mario Faubert

Pow Wow Montréal

May 6 and 7, 2017
VERDUN AUDITORIUM
The Red Urban Project

A CELEBRATION FOR THE 375TH AND MANY YEARS TO COME!

Pow Wow Montréal is a traditional celebration that has taken place each spring in Montréal since 2014. Montréal, or Tio'tia:ke, as the local Kanien'kehá:ka (Mohawk) population calls it, is home to many Indigenous nations today. Pow Wow Montréal gives the urban Indigenous population a meeting place to celebrate life at the heart of the city.

The 2017 edition of Pow Wow Montréal offered a special opportunity for Indigenous and non-Indigenous people to come together. The goal of this unifying event is to honour, promote and celebrate Indigenous cultures through music, song, dance, crafts, food and more.

Artists

Pow Wow Montréal welcomed many Indigenous artisans and craftspeople from across Canada and the United States.

8,350 people
participated in the Pow Wow in 2017, making it the biggest edition to date



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"My family came to the Pow Wow today. We were in awe of the power and beauty. My 7-year old: "the drums make my heart beat faster" ❤️ "

JENNIFER DONNER
Facebook comment

"Great job everyone! Wonderful to see everyone come together."

KELLY JOHNSON
Facebook comment

Beyond the celebrations

+ The very essence of Pow Wow lays in its spirit of sharing, coming closer and celebrating Indigenous cultures. On every level, Montréal Pow Wow 2017 was a resounding success.
+ Its unparalleled success attests to its pertinence and hints of other editions to come.

1. POW WOW MONTRÉAL © Red Works Photography

Indigenize Montréal

October 16 to 25, 2017
HALL VIGER, PALAIS DES CONGRÈS DE MONTRÉAL
Montréal Autochtone

MONTRÉAL, CITY OF RECONCILIATION

Indigenize Montréal is a public exhibition presented as part of the World Design Summit, which aims to bring greater awareness of Indigenous cultures through design and architecture. It offered the public a chance to explore how the presence of Indigenous culture can be incorporated and ensured in the city's public spaces.

The theme *Elsewhere* and Here was chosen to showcase existing examples of how Indigenous cultures have been integrated into public spaces of different cities and communities here in Canada, North America and the world. The goal of the exhibition was to propose and transpose these achievements into Montréal's urban environment. The section *Elsewhere* featured research on best indigenization practices in cities and public spaces around the globe, while the Here section presented think-tank findings on the process of intercultural and interdisciplinary co-design by a committee composed of Indigenous and non-Indigenous peoples in Montréal.

TURNOUT: 1,500 VISITORS

« Encore demain pour voir cette expo gratuite… Pour réfléchir, agir »

SOPHIE SURANITI
Facebook comment



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Beyond the celebrations

Reconciliation between Indigenous peoples and non-native populations is a complex process. Encouraging discourse on how Indigenous cultures are represented in design and architecture sparked an inclusive dialogue that was entirely in the spirit of the 375th's editorial line and the World Design Summit.

This initiative allowed Montréal to build bridges with Indigenous design and architecture communities around the globe. Partnerships with architecture firms, the McCord Museum, UNESCO and, of course, the World Design Summit were also created.

PUT AN INDIGENOUS FACE ON URBAN DESIGN, GROUP URGES

"Native Montreal exposition showcases world-class architecture in hopes that cities will do a better job showcasing Canada's Indigenous heritage."

ALLAN WOODS
TORONTO STAR – October 20, 2017

ET SI MONTRÉAL S'AUTOCHTONISAIT ?

« [L'exposition] explore comment la culture autochtone s'exprime dans l'architecture des centres culturels, des écoles et autres établissements publics de la Colombie-Britannique, de la Nouvelle-Zélande et même de Taïwan, et… on en a plein la vue ! »

CAROLYNE PARENT
LE DEVOIR – October 21, 2017

1. INDIGENIZE MONTRÉAL © Centre de développement communautaire autochtone de Montréal

10th anniversary of the UN Declaration on the Rights of Indigenous Peoples

September 12 and 13, 2017
PALAIS DES CONGRÈS AND OLD PORT OF MONTRÉAL
Assembly of First Nations Québec-Labrador (AFNQL)

TWO DAYS OF ACTIVITIES CELEBRATING INDIGENOUS CULTURE

On September 13, 2007, the UN General Assembly adopted the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), which established a universal framework of minimum standards for the survival, dignity and well-being of some 370 million Indigenous people in over 90 countries worldwide. In celebration of this 10th anniversary, the Assembly of First Nations Québec-Labrador (AFNQL), in partnership with the Ville de Montréal and the Canadian Commission for UNESCO, organized a series of fun and educational activities in Montréal—unceded Kanien'keha:ka (Mohawk) traditional territory. Panel discussions, interactive workshops, concerts, artistic performances and Indigenous gastronomy were all part of this historic and international gathering.

The AFNQL, the Ville de Montréal and the Canadian Commission for UNESCO gave the celebration a very positive review. It offered participants the chance to explore the vitality of all Indigenous cultures and engage in meaningful exchanges on the challenges facing Indigenous peoples from here and afar. The meetings were enhanced by the presence of key players who had these crucial issues at heart. Implication and involvement, among others, were named as necessary measures to be taken to foster greater respect for Indigenous peoples. This overview of the First Nations reality highlighted the importance of this historic declaration as well as the need to promote dialogue to foster healthy relationships from nation to nation and ensure that reconciliation is successful.



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In addition to the conferences and panel meetings on the various challenges facing Indigenous peoples, this world-class meeting featured a variety of vibrant performances by different cultures on an outdoor stage. The show, which was entitled The Voice of Nations, was watched by a captive crowd on the evening of September 13, at the Jacques-Cartier Quay in the Old Port of Montréal.

Artists

Buffalo Hat Singer, Florent Vollant, The Jerry Cans, Pé Na Rua, Maissa Camara, Whakatopu Kotahi, DJ Ziibiwan, Samian, Tundra Circus, Moose Town Singers, Suvd, Intikilla!, Natasha Kanapé Fontaine, Tomas Furey, Moe Clark, Nina Segalowitz, Chloé Sainte-Marie, Joséphine Bacon, Andrée Levesque-Sioui, Sandrine Masse-Savard

DES DROITS À CONNAÎTRE ET À METTRE EN VALEUR

« La Déclaration mérite d'être connue et la population du Québec a besoin de comprendre ce qu'elle signifie pour nos peuples. Nous nous devons de souligner la contribution des personnes qui ont travaillé sans relâche pour permettre son adoption par l'ONU. En célébrant la Déclaration, nous mettons aussi en valeur nos cultures, notre diversité et notre profonde conviction pour l'autodétermination de nos peuples. »

ZACHARIE GOUDREAULT
JOURNAL MÉTRO – September 20, 2017

« Une superbe soirée entre les peuples et entre nous 🙂 sous l'un des beaux ciels de Montréal ! »

HENRI CHARLES B
Facebook comment

1. LA VOIX DES NATIONS © Myriam Baril Tessier

Native Art • Culture Evenings 375th



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May 4, June 1, September 7, October 5, November 2 and December 7, 2017

CAFÉ-BAR L'ESCALIER

First Nations Circle of UQAM

INDIGENOUS MONTRÉAL ARTISTS WELCOME NON-INDIGENOUS ARTISTS!

Since 2010, the First Nations Circle of UQAM has been organizing the Native ART • CULTURE Evenings, which are monthly meetings that aim to unite Montréal's Indigenous residents and build bridges with non-Indigenous citizens. Music and performing arts showcasing the cultural wealth of Québec's 11 Indigenous nations are presented.

To celebrate Montréal's 375th, the Circle featured cultural meeting evenings between Indigenous artists and artists from diverse backgrounds living in Montréal. These evenings were opportunities for cultural crossovers and exceptional sharing between all of the artists.

The meetings, which took place in a fun and relaxed ambiance, far from official political speeches, encourage interpersonal and artistic exchanges, while providing an opportunity for everyone to share, reflect and respect one another. Since their creation, these evenings have become must-attend events for dialogue between Indigenous and non-Indigenous peoples in Montréal.

Artists

The 375th Native ART • CULTURE Evenings were hosted by Kiki, also known as Iamskywoman (Anna-Khesic Khway Harper).

The resident DJ for these evenings was DJ Señor Kiko.

Invited artists: Lejo Daza, Yecto, Charles Bender, Xavier Huard, Daybi, Jamie-Lee, DJ Roundeye, Léa Touzé, Dominique Soulard, Éric Breton, Shauit, Louis-Karl Picard-Sioui, Trópico Bravo, Laurent McKenzie and JM Wizenne.

Around
1,350 people
participated

Beyond the celebrations

These evenings offer Montréal a legacy of sharing between Indigenous peoples and the entire Montréal population as well as a better understanding of First Nations cultures in Québec. As well, recordings of the evening will be used as tools to fight racism and discrimination toward Indigenous peoples. The establishment of a professional network that brings together Indigenous and non-Indigenous artists is also a positive outcome of these evenings.

The organization of these evenings met the expectations of the public, which was happy to be able to attend arts performances that involved the collaboration of Indigenous and non-Indigenous peoples.

« Cet événement fait partie du TOP des meilleures activités à découvrir sur So Montréal ! »

SO MONTRÉAL
Facebook comment

 1. NATIVE ART • CULTURE EVENINGS 375TH © Ohomisiw | 2 AND 3. FÊTE DE SAGABONE © Mathieu Rivard

Fête de Sagabone

June 3, 2017
MONTRÉAL BOTANICAL GARDEN
Kina8at

For the very first time, the Grand Ceremony of Sagabone, an ancestral Indigenous celebration, took place in Montréal. This great gathering symbolizes renewal and offered participants an extraordinary opportunity to discover Indigenous culture through a number of activities, including the Calumet of the Great Peace traditional ceremony, one of the highlights of the day. The ceremony was carried out using the original peace pipe used when the Great Peace was signed in 1701. It was taken out of the Maison Saint-Gabriel for this one-of-a-kind occasion.


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THE GIANTS - ROYAL DE LUXE © Yann Roy



Montréal ignites

Throughout 2017, we celebrated Montréal in all its craziness, extravagance, exuberance and flamboyance with blockbuster cultural and artistic events held in the streets and parks, on the mountain and on the river. Amid the festivals were exhibitions, performances in concert halls or under the sun or stars, culinary gatherings and television programs, where thousands of artists, creators and artisans gave full rein to their talent, leaving us dazzled in their wake. Montréal's soul shone through its rich culture.



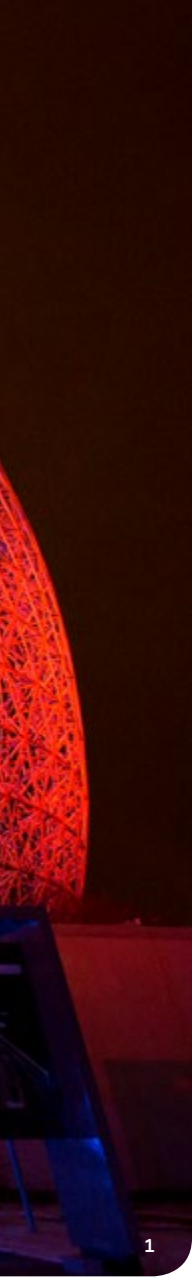
montréal lights up

Let the celebrations begin!

Starting
December 11, 2016
COUNTRY-WIDE AND CITY-WIDE

The 375th anniversary celebrations kicked off on December 11, 2016 with Montréal lights up, the illumination of the city's iconic landmarks. At 8 p.m. two special television shows—one francophone, the other anglophone—presented an overview of the programming for the upcoming celebrations.

At exactly 9:30 p.m., the city shone with light from end to end: from Mount Royal to the Biosphère to monuments and buildings downtown and in the boroughs, Montréal glowed and glittered!



The major francophone and anglophone television networks team up to kick off the celebrations

Montréal s'allume

RADIO-CANADA, TÉLÉ-QUÉBEC, TVA, V

Producer: Vivianne Morin

Television was the medium chosen to invite the public to come celebrate. On December 11, 2016, at 8 p.m., Montréal lights up, a special 90-minute variety show, was simultaneously aired on the four major francophone channels: Radio-Canada, Télé-Québec, TVA and V and live on their respective digital platforms or later on catch-up.

Thanks to a series of music performances, comedy sketches, reports, anecdotes, stories and surprises, viewers had the chance to see a creative, modern, funny and inclusive Montréal. A Montréal that united people, with more than 100 celebrities and artists coming together, much like the four television networks, to make our city shine.

Artists

Director: Serge Postigo

Among the over 100 celebrities present were Stéphane Archambault, Christian Bégin, Patrice Bélanger, Boogat, Mehdi Bousaidan, Louis-Jean Cormier, Cœur de pirate, Robert Charlebois, Marie-Michèle Desrosiers, Céline Dion, DJ Champion, Mélissa Mollen Dupuis, La Bronze, Lara Fabian, Patrick Huard, Ian Kelly, Charles Lafortune, Patrice L'Écuyer, Jean Leloup, Les Cowboys Fringants, Les sœurs Boulay, Marie Mai, Mariana Mazza, Ariane Moffatt, Kent Nagano, Random Recipe, RBO, Ginette Reno, Michel Rivard, Karine Vanasse and Mariloup Wolfe.

Montréal Lights Up

CBC AND CTV

Production Zone3

Anglophone viewers had the chance to watch Montréal Lights Up, a special 30-minute show hosted by Ben Mulroney, which was broadcast on December 11 at 11 :30 p.m. on the CBC and CTV networks and CTV's digital platform live and on catch-up. In addition to providing a sneak peek of the programming for Montréal's 375th anniversary celebrations, this special variety show payed glowing tribute to our city.

An array of artists and celebrities dear to Montrealers joined the party to celebrate Montréal during this great unveiling of the festivities, including Céline Dion, Mutsumi Takahashi, Oliver Jones and Sonali Karnic.

1. BIOSPHÈRE © Martine Doyon | 2. AURORES MONTRÉAL © Martine Doyon



Highlights

+ The Montréal Lights Up show was a success, with approximately 2 million people tuning in to watch it.
+ The spirit of collaboration between the four francophone and two anglophone broadcasters was outstanding: by accepting to simultaneously air a special show on the network and promote it, everyone acknowledged the importance of the event, and it added heft to the launch of the celebrations. Radio-Canada and CBC also shared the programming with people across the country by airing their respective show on the pan-Canadian networks.
+ There was a social media reach of over 1.2 million impressions and strong trending on Twitter throughout the evening of December 11
+ A social community showed above-average engagement: 2.29% over a 1% average.
+ More than 14,000 downloads of the mobile app in a single night, making it Canada's number 1 app during a 24-hour period.
+ 20,000 web site visits site in a single evening

Beyond the celebrations

+ Based on the reactions and responses of a pre-broadcast focus group, the show achieved an important objective: sparking a sense of pride in Montréal. This sense of pride was also expressed on social media while the show was being aired.
+ According to the numerous comments expressed on social media, people loved how a few major city annoyances were humorously dealt with. Viewers appreciated our ability to poke fun at ourselves, particularly when it came to orange traffic cones and road repair and construction sites in the city's streets. It was clear proof of Montrealers' good sense of humour.

« On chiale souvent contre la ville, mais nous les Montréalais, maudit qu'on l'aime notre ville! Bonne fête Montréal, on t'aime 😘 »

JOANNE JOURDAIN-ORCHERD
Facebook comment











MONTRÉAL S'ALLUME POUR SES 375 ANS LA PROGRAMMATION A ÉTÉ DÉVOILÉE DANS UN SPECTACLE

« Faits historiques, humour, anecdotes, c'était la recette de l'émission "Montréal s'allume !" diffusée hier et qui annonçait la programmation complète des célébrations du 375e de Montréal. "Le Stade olympique, symbole fort de Montréal [...] dont la construction a coûté 796 % de plus que prévu, médaille d'or, d'argent et de bronze pour les dépassements de coûts", a lancé avec humour Patrice L'Écuyer, lors d'une visite en autobus de la ville. [...] Les capsules humoristiques étaient entrecoupées de prestations musicales et de reportages pour décrire un Montréal divers et varié. Les vedettes étaient aussi au rendez-vous puisqu'une centaine d'artistes ont raconté la raison de leur amour et leurs meilleurs souvenirs sur la métropole. »

CAMILLE GAÏOR
JOURNAL DE MONTRÉAL – December 12, 2016

MONTRÉAL S'ALLUME : LE 375e FÊTÉ EN SKETCHS ET EN CHANSONS

« Des blagues de cônes oranges, des performances musicales et de nombreuses déclarations d'amour à Montréal ont marqué le coup d'envoi des festivités du 375e anniversaire de la ville lors de Montréal s'allume, une émission spéciale diffusée en simultané sur quatre chaînes, dimanche soir. »

MARIE-LISE ROUSSEAU
JOURNAL MÉTRO – December 12, 2016

MONTRÉAL S'ALLUME SUR SIX RÉSEAUX CE DIMANCHE

« Les personnalités québécoises n'ont pas attendu d'avoir les deux pieds en 2017 pour souhaiter "Bonne fête" à Montréal. Dimanche, elles seront une centaine à déclarer leur amour à la métropole, dans l'émission spéciale Montréal s'allume, qui marque le coup d'envoi des célébrations du 375e anniversaire de la ville. [...] Outre les débats politiques ou de très occasionnels rassemblements-bénéfices, rares sont les événements qui convainquent les réseaux de télévision québécois de faire front commun et de s'unir pour présenter simultanément une même production. »

MARIE-JOSÉE ROY
JOURNAL MÉTRO – December 12, 2016

1. ROBERT CHARLEBOIS © Karine Dufour | 2. LABONZE AND DJ CHAMPION © Karine Dufour | 3. STÉPHANE ARCHAMBAULT © Karine Dufour

Montréal's iconic landmarks and buildings illuminated

Aurores Montréal

December 11, 2016 to January 1, 2017
ON MOUNT ROYAL
Created and produced by Marc Séguin and 4U2C
Special collaboration of Les Amis de la Montagne conservation group

From December 11, 2016 to January 1, 2017, Mount Royal was host to the Aurores Montréal screenings, a work of art by Marc Séguin and 4U2C created exclusively for Montréal's 375th. The internationally renowned Québécois artist, considered on the forefront of Québec' contemporary art scene, teamed up with the 4U2C multimedia company to offer Montrealers a one-of-a-kind experience, turning the mountain into a backdrop for extraordinary projections that covered over 15,000 m^2 of the landscape.

Immense, contemplative and luminous, the frescoes offered people the chance to see moonrises, aurora borealis and other striking images. The poetry of Marie Uguay and Leonard Cohen, an integral part of the artwork, was projected on the mountain.

Highlights

+ Aurore Montréal was one La Presse's favourites in 2016: "A delight for the eyes and heart and proof, once again, of Montréal's creativity." - Nathalie Pétrowski, La Presse, December 17, 2016.
+ Journalist Luc Boulanger from La Presse qualified Aurores Montréal as "a major public artwork" (La Presse, December 9, 2016)
+ The public was keenly interested in this work of art and there were numerous requests for information about it.

Beyond the celebrations

+ The close collaboration of different organizations and institutions was required to minimize potential impacts on the environment and ensure that the mountain's day-to-day activities ran smoothly. In its planning stages, Aurores Montréal was presented to the Table de concertation du Mont-Royal (Mount Royal Roundtable Discussion). On the heels of recommendations, projectors were moved so that people could still access the cross-country skiing trails.

1. AURORES MONTRÉAL © Martine Doyon | 2. BIOSPHÈRE © Martine Doyon | 3. SAINT-JOSEPH ORATORY © Martine Doyon | 4. OLYMPIC STADIUM © Martine Doyon





Illumination of the La Biosphère

Starting December 11, 2016
for the next 20 years
ÎLE SAINTE-HÉLÈNE
Created and produced by Yves Aucoin and 4U2C

The eve of Montréal's 375th anniversary, the 150th anniversary of Canadian Confederation and the 50th anniversary of Expo 67, provided the perfect moment to highlight the scale of this internationally renowned work by architect Richard Buckminster Fuller. The lighting of the Biosphère structure accented its incredible architectural qualities. The Biosphère—today an environmental museum—is now enhanced by slow changes of colour and intensity which continually transform the sphere. This gradual shifting of light occurs subtly and delicately, like the passing of time.

Beyond the celebrations

For the next 20 years, the Biosphère will remain a landmark that illuminates the nights of Montréal and a part of the South Shore. It is an important legacy project from Montréal's 375th anniversary.

Illumination of buildings in many Montréal boroughs

On December 11, 2016, Montréal was aglow from end to end of the island. Throughout downtown and in the boroughs, lights came on simultaneously to kick off the 375th festivities.

Illuminated on December 11, 2016

Montréal landmarks
+ Mount Royal
+ Biosphère
+ The Montréal Tower, Olympic Stadium
+ Saint-Joseph's Oratory

Downtown
+ Bank of Montreal
+ Tree at Place Dauversière
+ La Presse
+ Québecor
+ Sun Life Building
+ Tour Deloitte
+ 1000 de La Gauchetière
+ Complexe Desjardins
+ Place Ville Marie

Ville-Marie
+ Notre-Dame Basilica of Montréal
+ Place D'Armes

Rivière-des-Prairies–Pointe-aux-Trembles
+ Maison du citoyen
+ Bibliothèque de Rivière-des-Prairies
+ Windmill in Parc du Vieux-Moulin

Saint-Laurent
+ Borough Hall

Rosemont–La Petite-Patrie
+ Christmas tree and carousel at Place Shamrock

Lachine
+ Vieux-Lachine tout en lumière

Verdun
+ Borough Hall

Montréal-Nord
+ Mairie d'arrondissement

Ahuntsic-Cartierville
+ Sault-au-Récollet Church

LaSalle
+ Fleming Windmill

Le Sud-Ouest
+ Atwater Market

Beyond the celebrations

The incredible launch on December 11, 2016, at 9:30 p.m. was made possible thanks to the close collaboration and exceptional coordination of an array of participants: many building owners teamed up with 4U2C to ensure optimal synergy of efforts.

2







1

We fell in love!

May 19 to 21, 2017

DOWNTOWN AND OLD MONTRÉAL



Montréal's anniversary week rolled out in regal style with the Giants, who enchanted the city with their grandiose presence and touching magic. They literally seduced everyone: a record crowd of 622,000 spectators watched them along their route and in their day-to-day activities. A production created exclusively by the French company Royal de Luxe for the 375th, the Giants were the biggest street theatre event ever in Montréal history.

A story that unfolded over three days

As the Giants made their way through the city, they told a story: a Deep Sea Diver, who hunts for treasures in the river bed of the St. Lawrence River, invites his niece, the Little Giant-Girl and by her dog Xolo, to join him in Montréal for a celebration. For three days, spectators followed them along the different stages of their journey as they looked for one another, when they finally united, then as they walked together in a parade and lastly, as they bid farewell to the crowds.

More than larger-than-life marionettes

The 11-metre-tall Deep Sea Diver, the 6-metre-tall Little Giant-Girl and the horse-sized dog Xolo, moved through Montréal's streets with the help of cranes at a speed of about 2.25 km/h.

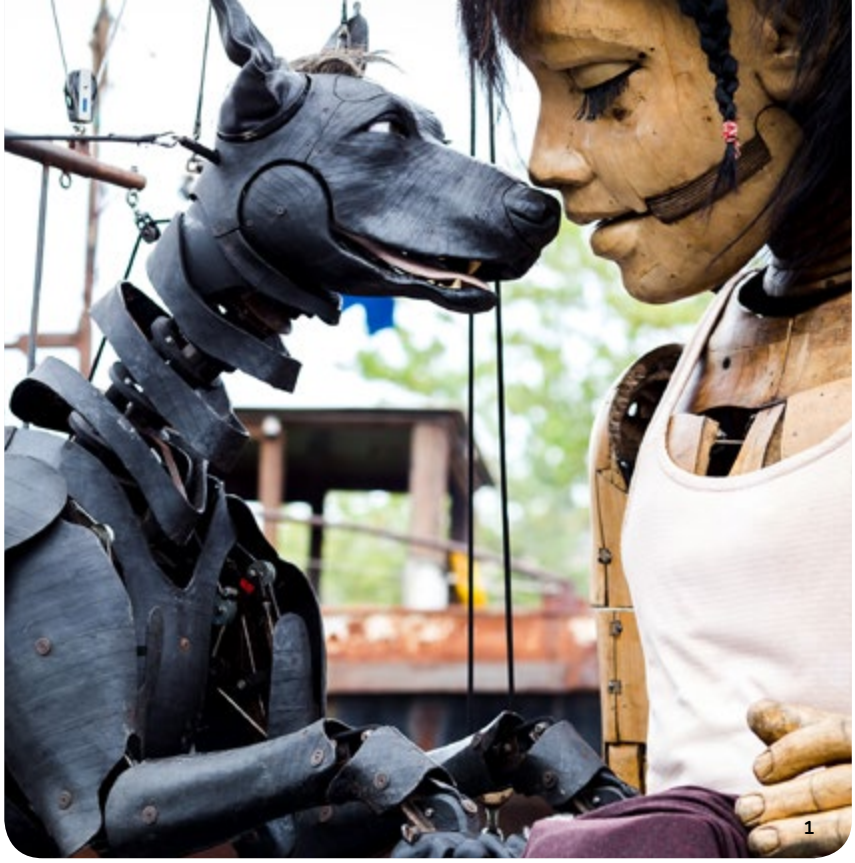
Carved from poplar wood and built out of many articulated parts, they were moved by ropes pulled by human beings, which the company called "Lilliputians". In fact, part of the fun was also watching the 80 or so Lilliputians at work, pulling with all their might: they literally brought the Giants to life! Forty Québécois men and women, trained especially for the event, joined the team.

The creative minds at Royal de Luxe wanted to imbue their Giants with lifelike qualities, rather than just being immense marionettes that paraded through streets. Their goal was to create "magical and living" beings. Spectators could hear them snore, watch them fall asleep, dream, wake up in the morning or after a nap, get dressed, dance, ride a bike, greet each other with kisses on the cheek, and more. Without a doubt, these spectacular, poetic and touching giants won over everyone's hearts!

1. © Vivien Gaumand | 2. © LG2 montage

"I love seeing The Giants, I ran, shout and dance beside them as they filled with joy and excitement to children and adults. Congratulations for this exceptional work to the whole organization. I went to see them on Friday, Saturday and today can not miss it. Thank you very much 375 MTL."

DORIS TERESA ESTACIO GERVANTES
Facebook comment



1

Artists

The French company Royal de Luxe is the world's most renowned street theatre company. Hailing from Nantes, the company was founded in 1979 by Jean-Luc Courcoult, the creative mind and director behind the Giants who passionately campaigns for making art accessible to everyone.

With more than 1,000 performances in 170 cities on five continents, the Giants have touched the hearts of more than 22 million spectators and have become the company's signature over the years.

Highlights

+ According to data compiled by CROP, the Giants drew a crowd of 622,000 people, an absolute record participation for an event held on a Montréal weekend.
+ Tourists made up an estimated 25% of the crowd.
+ The Giants' visit was one of the biggest successes of Montréal's 375th anniversary digital platforms.
+ The event generated 522 mentions in the media as of November 2016.
+ Though the Giants and Royal de Luxe company are not widely recognized in Canada and the United States, the promotional campaign proved successful with good participation and view rates as well as several million impressions.
+ Special note should be made of business owners and municipal representatives responsible for public spaces, who gladly helped ensure the event was promoted by handing out pamphlets and encouraging people to participate.
+ Following its passage in Montréal, the Royal de Luxe company cited digital advertising strategies employed, including shadow campaigns on Instagram, real-time tracking of the Giants' movement on an app for tablets and smartphones and livestreaming on video.
+ To all this can be added the incredible cooperation between the Ville de Montréal, the SPVM and the Society for Montréal's 375th Anniversary.



2

Visibility

+ The Giants were featured in articles and reports in Canadian, American and European media.
+ For the three days that the Giants were in Montréal, television networks covered the event extensively; many even started off their programs with the Giants, reporting on the public's enthusiasm and the extraordinary nature of the show.
+ Over the course of these three days, 470,000 people visited the 375mtl.com web site, peaking at 1,000 people per second.
+ Following a Twitter analysis, the entire reach of all the users and their subscribers who used #giants was 11.2 million. And a total of 38 million potential impressions are estimated to belong to this reach, or the number of user-account tweets posted in the Twittersphere.

Beyond the celebrations

+ The event contributed to the 375th's visibility internationally, and had a spin-off effect of promoting the city's tourist attractions.
+ Many organizations worked together to ensure the event was a success, allowing stakeholders to create enduring professional relationships. They include the Quartier des spectacles, the Old Port of Montréal, the Consulat général de France à Montréal, the SDC Vieux-Montréal, the Hyatt Regency Montréal at Complexe Desjardins and others.
+ Though no accidents occurred and troubles were minimal, hosting the Giants event presented Montréal's civil authorities with an opportunity to review how to manage and ensure that crowds of this size moved around safely.
+ The 375mtl app for smartphones was downloaded more than 900,000 times by users specifically to track the Giants in real time as they moved through the streets, locate where they were on their respective itineraries and see what was happening live on video. This initiative will undoubtedly be repeated for other major street events.
+ The Giants' reputation lives on and they are now etched in the collective Québécois memory: some caricaturists continued to use them several months after their passage here! The Giants were icons of Montréal's 375th anniversary.

LA FASCINATION DE L'INFINIMENT GRAND DEVANT LES GÉANTS

« … la compagnie française Royal de Luxe a tout de même le mérite d'avoir créé un événement plus grand que nature, poétique et vivant, rassemblant les citoyens dans ce qu'ils ont de plus candide.

Au parc Jeanne-Mance, où des Montréalais de tous les âges s'étaient déplacés pour assister au réveil de la géante, vendredi matin, les applaudissements allaient autant aux marionnettes qu'aux dizaines de lilliputiens qui en actionnent les moindres mouvements, des clignements des yeux de la Petite Géante aux frémissements de la truffe de son chien. »

CAROLINE MONTPETIT
LE DEVOIR – May 20, 2017

CES INCROYABLES GÉANTS

« … difficile de ne pas faire resurgir l'enfant intérieur qu'on a tous en soi à la vue de La saga des Géants, spectacle de rue hors normes de Royal de Luxe, une troupe française installée à Nantes et saluée dans de nombreuses villes du monde… »

MARIO GIRARD
LA PRESSE – May 20, 2017



living connections

The illumination of the Jacques Cartier Bridge

Starting May 17, 2017

Ponts JACQUES CARTIER + CHAMPLAIN Bridges Canada

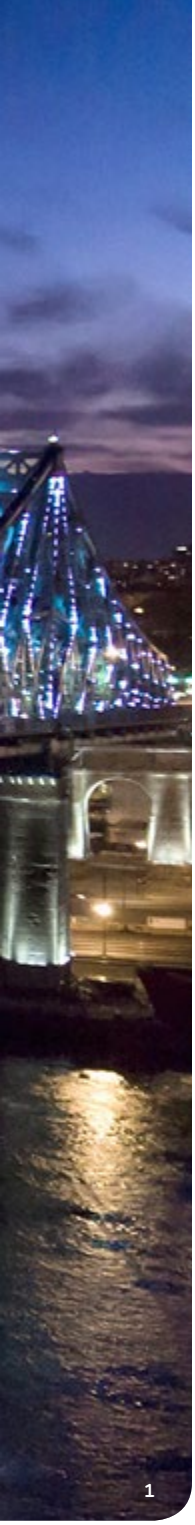
MOMENT FACTORY

RÉALISATIONS

AMBIANCES DESIGN PRODUCTIONS

Lucion

ATOMIC 3



Since May 17, 2017, the Jacques Cartier Bridge—an iconic symbol of the greater metropolitan region—has come alive at dusk, marked the day's passing at the stroke of midnight, and gone to sleep at dawn. For years to come, this dynamic lighting concept will express the passing of the seasons and the energy of the city's inhabitants. More than ever before, the Jacques Cartier Bridge stands as a symbol of the city's dynamism and know-how, and will continue to make Montréal shine for 10 more years.

Highlights

+ More than 300 people worked on making Living Connections a reality. From project design to implementation to communication, collaboration was key to its success.
+ On May 17, 22,000 people joined the group Vive375MTL, letting the young Montréal company AmpMe set a world record for the number of mobile devices simultaneously connecting and playing synchronized music in one spot.
+ The video posted on FACEBOOK after the show was viewed 600,000 times.
+ You can now watch the show live in real time thanks to a webcam.

Beyond the celebrations

+ Living Connections is an important legacy project from the 375th anniversary and was designed to illuminate the bridge for the next 10 years.
+ The Jacques Cartier Bridge has become a new Montréal icon in the eyes of the world.
+ An innovative and technologically complex project, the lighting of the bridge showcases Montréal's creative and technological know-how on an international scale. This project has given Montréal companies even greater visibility and recognition, opening up promising business development possibilities. Case in point: Living Connections won the 2018 SXSW Interactive Innovation Award in the United States.
+ With Living Connections, Montréal solidifies its position in sectors such as engineering, multimedia and lighting, while helping to retain the workforce and talents that comprise the industry's key production inputs.

1. © Moment Factory | 2. MAY 17, 2017 © Patrick Lizotte



May 17, 2017 – The inaugural show of Living Connections: the culmination of an incredible day of celebration

May 17, the anniversary date of the founding of Ville-Marie in 1642, was a day of great celebration. Starting at 8:45 a.m., before the solemn mass commemorating the founding of Ville-Marie at Notre-Dame Basilica, St. Joseph's Oratory's first bell led a soaring peal from atop Mount Royal and as church bells across the Montréal diocese chimed in. Over the course of the day, the Ville and the Mayor's Office also held many protocol activities marking the contribution of many groups to the city's history and development. They included the first Ordre de Montréal awards, given to 17 people who shone in various sectors of activity. Another legacy project for the founding of Montréal: the Pointe-à-Callière Museum's Pavillon Québecor, which houses the foundations of Fort Ville-Marie, was inaugurated on this day. Lastly, just before the start of the Living Connections inaugural show, the first official performance of Montréal Avudo took place in the Old Port.

The Living Connections inauguration show began at 9:45 p.m., with a crowd of over 400,000 people in Old Montréal, on the South Shore and near the Jacques Cartier Bridge looking on. Spectators had the chance to discover the breathtaking lighting potential of the revamped Jacques Cartier Bridge.

This dynamic lighting concept was set to a soundtrack created exclusively for the occasion featuring the Orchestre Métropolitain, under the direction of conductor Yannick Nézet-Séguin, as well as a dozen Montréal artists and groups: CRi, Hologramme, Blood and Glass, Beat Market, Pawa Up First, The Barr Brothers, Valaire, Galaxie, Kid Koala, Alaclair Ensemble and Pierre Kwenders.

The music score was broadcast live on Rouge FM and on the AmpMe mobile app—a Montréal creation that allowed users to simultaneously broadcast music on an unlimited number of mobile devices in the vicinity, creating a powerful stereo effect. People could also watch the show live on the web and television on many major stations: LCN, ICI Radio-Canada, ICI RDI and V.

"...And this innovative realization is beautiful indeed. It makes Montréal to distinguish itself from other cities ... I definitely like it."

ECATERINA NEDELCU
Facebook comment

"We came up with the idea for the lighting concept with partners who are among the best studios in Montréal. Never have I seen a project bring together so many people before. We are all Montrealers and we wanted to make the most stunning creation ever."

— Gabriel Pontbriand, Creative Director, Moment Factory



1

The Jacques Cartier Bridge today

The illumination of the bridge changes with the seasons based on chromatic calendar of colours. Day after day, it transforms, gradually progressing from the energizing green of spring to the bright yellow of summer to the rich red of fall and the icy blue of winter. The lights flickering across the bridge subtly evoke the passage of time.

At dusk, the bridge reflects Montréal's energy in real time. Like a clock, each hour sharp is marked by an eight-minute show that acts as a barometer of the city's energy. The data used to create these luminous choreographies is culled from numerous sources, including traffic, weather, news and social media.

People can also influence what the "skin" of the bridge looks like by using Montréal-related hashtags on Twitter, such as #IlluminationMtl, #375MTL, #Montréal, #Mtl and #Mtlmoments. Points of light dart across the skin of the bridge each time a message is sent. If the tweet is liked, the moving light glows bigger. If the tweet is shared, it speeds up. Otherwise, the point of light disappears after a few moments.

In addition to the hourly show, each half-hour is characterized by a cascade of white lights lasting a little over a minute.

CONNEXIONS VIVANTES : LUMIÈRES SUR LE PONT

« … Le pont entamera sa nouvelle vie, conscient qu'il est peut-être toujours un pont, mais de plus en plus aussi une œuvre d'art et, qui sait, l'emblème d'un nouveau Montréal. »

NATHALIE PETROWSKI
LA PRESSE – May 11, 2017

EXPLOSION DE COULEURS SUR LE PONT JACQUES-CARTIER

« La mise en lumière musicale et électrisante du pont Jacques-Cartier a offert un spectacle à couper le souffle aux dizaines de milliers de spectateurs rassemblés dans le Vieux-Montréal mercredi soir. »

BENOIT PHILIE ET ANTOINE LACROIX
JOURNAL DE MONTRÉAL – May 17, 2017

UNE CÉRÉMONIE GRANDIOSE POUR L'ILLUMINATION DU PONT JACQUES-CARTIER

« La métropole a vécu le point culminant de sa journée 375e anniversaire avec l'illumination du pont Jacques-Cartier sur le coup de 21 h 45. Des milliers de personnes ont assisté au spectacle sons et lumières, tant du côté de Montréal que de Longueuil. »

TVA NOUVELLES – May 17, 2017



The biggest street arts event in North America

July 7 to 30, 2017

QUARTIER LATIN, QUARTIER DES SPECTACLES, DOWNTOWN, OLD MONTRÉAL

1. LÂCHER DE VIOLONS © Vivien Gaumand | 2. PLACE DES ANGES © Yann Roy



1

In July 2017, the streets of Montréal were alive with art! Some of the world's greatest theatre troupes descended on the city, turning its streets and public spaces into open-air stages.

Some 800 outdoor performances were offered free to Montrealers and visitors, young and old. We're acting out! is the biggest street art event ever held in North America. Actor Rémi-Pierre Paquin and businessman Andy Nulman were the spokespeople for the event.

Highlights

+ Total turnout estimated at 325,000 people
+ Turnout for the five major events: 66,000 people
+ Crowds on Saint-Denis Street estimated at 12,000 to 15,000 per day between July 6 and 26
+ During the first week, We're acting out! and Montréal Complètement Cirque shared Saint-Denis Street. This resulted in a 38% increase in Montréal Complètement Cirque's numbers (including performance venues).
+ We're acting out! helped Québec theatre troupes shine: 30% of the programming was new creations from here.

Beyond the celebrations

+ We're acting out! took place at the same time as other cultural events and festivals that have been established for years. Furthermore, there was a complementarity and collaboration between all organizations, including Montréal Complètement Cirque, the Festival international de Jazz de Montréal, Bouffons Montréal and Just For Laughs.
+ Free public transportation offered on July 29 and 30 for the closing ceremony show: an STM initiative.
+ We're acting out! allowed Montrealers to discover the street arts as well as bring greater visibility to street theatre troupes from here and afar.
+ Support provided to Québec creations allowed local troupes to create new works that can be taken on tour.

« Superbe!! Tout une ambiance festive... bravo!! Merci de ce moment de bonheur xxx namaste ✨ »

SYLVAIN BEAUCHESNE
Facebook comment



2

Five major shows in the Quartier des spectacles and Old Montréal

Lâcher de violons

July 7 and 8, 2017
PLACE JACQUES-CARTIER
Transe Express (France)

Whether among the crowd, onstage or in the sky, the Transe Express artists offered everyone an amped-up evening of music and fun in a wild and crazy one-of-a-kind parade ambiance.

Making their ways through the crowd at Place Jacques-Cartier, divas, acrobats, drummers and rockers set the beat, riffing off with a quartet of violinists and an opera singer suspended in the sky in a truly mind-blowing performance.

Veles e Vents

July 15, 2017
PLACE DES FESTIVALS
Xarxa Teatre (Spain)

Created in 1994 by the Spanish company Xarxa Teatre from Valencia to inaugurate the Channel Tunnel, "Veles e Vents" (Wind and Sails) has performed in 22 countries around the world. For the Montréal edition, this thrilling theatrical sailing ship captured the imagination of thousands of spectators gathered on the Place des Festivals. In this ingenious amalgamation of poetry, music and pyrotechnics, visitors could see and hear a sea that was both idyllic and apocalyptic, with an environmental message permeating the show.

1. VELES E VENTS © Yann Roy | RIGHT PAGE: LÂCHER DE VIOLONS © Vivien Gaumand



1




LAXE



1



2

Plasticiens volants

July 21 and 22, 2017
SAINT-DENIS STREET
Plasticiens volants (France)

Saint-Denis Street felt like an absolute dreamscape when the Plasticiens volants took it over! The gigantic brightly illuminated inflatable sculptures, inspired by fairy tale and historical characters floating just overhead was an absolute must-see!

Manoeuvred from the ground—Serpent, Triton, Artemis and Zeppelin—floated above the crowd while playing with them as music and fireworks added to the ambiance. These internationally renowned inflatables were showcased at the opening ceremony of the Rio Summer Olympics in 2016 and the closing ceremony of the Sochi Winter Olympics in 2014.

The Color of Time

July 22 and 23, 2017
SAINTE-CATHERINE STREET
Artonik (France)

The French company Artonik put on an amazing show! Actors/dancers and musicians got the crowds dancing, then everything exploded in a rainbow of colours in this joyous and festive celebration. The Color of Time is inspired by Hindu rituals that seek to exorcise us of the fear of the Other, creating instead a special moment of kinship. Mission accomplished: by the time the celebration was over, barriers between social strata, ages, backgrounds and sexes no longer existed, just hearts filled with happiness and the fun of being together.

Place des Anges

July 29 and 30, 2017
PARTERRE, QUARTIER DES SPECTACLES
Gratte Ciel (France)

Under a flurry of millions of white feathers, acrobat angels brought the rich programming of We're acting out! to a breathtakingly beautiful end. Whizzing across the Parterre by an ingenious system of a dozen ziplines, the artists from this French company seemed to defy gravity as they performed a jaw-dropping aerial ballet in this magical atmosphere. For the grand finale, 12 blowers shot tons of white feathers into the air, covering the completely awestruck crowds in a dazzling down.

Place des Anges has been hailed from Madrid to Kiev to Buenos Aires. And now, Montréal has made the list!

Left page: PLASTICIENS VOLANTS © Yann Roy | 1. THE COLOR OF TIME © Yann Roy | 2. PLACE DES ANGES © Yann Roy

50 original shows: a huge family party!

From July 7 to 30, the Quartier des spectacles and a portion of Saint-Denis Street were awash with dazzling and festive performances as well as zany parades that thrilled spectators of all ages!



1

Les animaux qui roulent

ZOO ROULE INC. (Québec): Kids run the show as they hitch a ride on the backs of big stuffed animals on wheels.

The Horsemen

LES GOULUDRUS (France): Three hilarious jockeys train for the next Olympic games on hand-crafted horses, shedding new light on the art of dressage!

Les moutons

CORPUS (Canada): A flock of 20 sheep roamed St-Denis and its surrounding pastures, much to the delight of spectators.

Les gens de couleur

ILOTOPIE (France): People painted with bright colours—half mime, half statue—wandered the streets in total freedom.

La quête

MOBILE HOME (Québec): A modern Don Quixote is looking for his Dulcinea, a waitress at a hot dog stand. The legend revisited and corrected!

Le meilleur ami de l'homme

ÉLÉPHANT VERT (France): Kept on a leash by their mistress, three dog men kicked up a fun fuss in public spaces.

Les tambours

TRANSE EXPRESS (France): A band of seven dazzling, flashy drums stirred up winds of madness along their rhythmic path.

AquamenS

MACHTIERN (France): Heads stuck in fish aquariums with goldfish swimming around, two "aquamen" strolled the streets in search of unique and meaningful encounters.

Jacqueline et Marcel, Au fil du trottoir

ART OSÉ (France): Two everyday people, eager to connect, charmed the pants off the people they met in Montréal. Hilarious and touching!

Jacqueline et Marcel jouent l'Ours de Tchekhov

ART OSÉ (France): Another show from this celebrated couple, this time in a Chekhov play, revised, corrected and adapted!

Les chimères

LES GÉANTS DU SUD (France): Everywhere they go, Sancho and Don Quixote, two giant marionettes, filled wee and old with wonder, like they did in Montréal!

Le petit cirque du Grand Bernardo

LA TÊTE DE PIOCHE (Québec): The Grand Bernardo, illustrious unemployed tamer of wild beasts, invites the young to ride in his human-propelled carousel!

Les voeux migrateurs

MILLE CHEVAUX-VAPEUR (Québec): During a mystical and theatrical ambulatory journey, two strange characters invited people to send a wish to the universe.

Le Pique-Nique

ESPACE FORAIN (Québec): Like a 1930s-style comic book, a man—proud owner of a shiny new 1957 Studebaker—tries to impress his fiancée.

Quincaillerie Parpassanton

CIRKATOMIK (France): In front of their hardware store, the Parpassanton family tried in vain to sell their numerous inventions to amused spectators.

Wegenstreits Guests

IRRWISCH (Austria): These tuxedo-clad men, even though on stilts, fear nothing. Joyful chaos ensues!

Les facteurs

NO TUNES INTERNATIONAL (France): Two quirky mail carriers who snooped into people's lives and secrets a little too quickly. Indiscreet? Absolutely. But we loved them.

Les vitrines

CACAHUÈTE (France): Merchants' windows were taken over by five artists who poked fun at and parodied marketing and advertising techniques!

Les Oiseaux

CHASSEURS DE RÊVES (Québec): Giant marionettes manipulated by performers on stilts seduced the crowd while leaving cheerful chaos in their wake.

Swoon! & The Spheres

STRUT AND FRET (Australia): Stunts, comedy and poetry by four seductive daredevils who dazzled the public.

Birdmen

CLOSE-ACT (Netherlands): Whimsical long-beaked creatures wandered the city streets, curious to discover and understand the world around them.

Juste à temps

PRODUCTIONS MOI (Québec): Time travel like no other with this elderly couple who trace the timeline of their love life!

Dôme

BALLET DE RUELLES (Québec): Six performers invaded public spaces with ecstatic rhythms of electronic music.

Caisse 606

LA FILLE DU LAITIER (Québec): In a delightfully over-the-top show, two cashiers at the corner store dreamed of a better life, full of possibilities.

Per-Q

CLOSE-ACT (Netherlands): A 19th-century marching band created a strange procession with a totally undefinable purpose.

Intergalactic Creature Invasion Crew

BIG NAZO (United States): A band of extraterrestrial musicians got the crowd up and dancing in this great galactical jam!

Aquaphonie

TOXIQUE TROTTOIR (Québec): A poetic ode to the magic of water with three clown aquanauts.

Le Wanabashow

DRÔLDADON (Québec): In this theatre/circus show, nothing stopped this gypsy family from airing its dirty laundry in public!

Le Quintette à vue

BELLES BÊTES (Québec): A string quintet on stilts in a performance combining music and stunts.

Gym chorégraphique urbain

MANON FAIT DE LA DANSE (Québec): A fun production executed by five women who transformed public spaces into a giant imaginary gym.

Circuit D, visites guidées

DELICES DADA (France): The true and false history of Montréal, a Museum of Curiosities, an itinerary featuring imaginative and convincing tour guides!



1. LES ZOUBLIETTES © Yann Roy | 2. LE QUINTETTE À VUE © Yann Roy | 3. LES MOUTONS © Vivien Gaumand



Mange ta rue

MOMENTUM (Québec): A food truck turns mini-theatre, offering up a menu rich in food for the soul and generous portions of Montréal's artistic products.

Joyeuse pagaille urbaine

LES VERNISSEURS (France): These comedic commandos ruled the streets with their crazy antics, songs, gestures and improvised language.

Déplacer les idées

LABOKRACBOOM (Québec): Passers-by had the chance to try their hand at making a giant marionette come to life.

Silent Disco Tours

GURU DUDU (Australia): There's nothing more hilarious than a silent disco hosted by a DJ with an extraordinary sense of showmanship.

Slinkie Love/ Familie/ Big Mob

BEDLAM OZ (United Kingdom): Three touching and unique love stories performed by immense human slinkies!

Les Tambours de feu

DEABRU BELTZAK (Spain): Audiences enjoyed scorching-hot fun with this procession of human pyrotechnics and wild beats.

Delinus 03

DELINUS (Netherlands): The smallest taxi-van ever! Clients were always welcome to hop in as long as they didn't care where they were going.

Les Zoubliettes

COOP LES VIVACES (Québec): Eight members of a strange family resurfaced with recollections of the past. Street theatre at its purest.

The Trip of Twiga & Samba

MANTIS ARRUGANTIS (Spain): Large mechanical animals from the African savannah roamed Montréal's streets to meet people and interact with them.

Parking

HUMAN PLAYGROUND (Québec): A live dance-theatre performance that offers a pocket of intimacy amidst the city's frenetic urban background.

Les Soeurs goudron

ASSOCIATION LA CURIEUSE (France): A manager and her loyal psychotic singers willing to do anything to make it big!

Stand 2000

THÉÂTRE GROUP' (France): In a carnival-like ambiance run by the Gomez family, spectators were invited to spin a wheel of misfortune.

Les Bigbrôzeurs

ALBEDO (France): It's hard to stay quiet and spy on people when you're a larger-than-life quadruplet with three-metre-long telescopic neck.

Peregrinus

KTO TEATR (Poland): A choreography that depicted a day in the life of a 21st-century person that consists of metro-work-sleep.

Click Ambulance

CQP PRODUCCIONS (Spain): A team of five doctors who look like life-sized Playmobile figurines zoom around in their ambulance and turn the street into a giant game.

The Dinner Table

WET PIC NIC (United Kingdom): A hostess with the mostest who has a funny way of teaching dinner table etiquette!

Rats!

CQP PRODUCTIONS (Spain): Four fat rats with oversized personalities overtook Montréal's street!

The Lift

WET PIC NIC (United Kingdom): Going up? Visitors got to take an old-fashioned elevator ride for a truly uplifting experience.

Fiers à Cheval

COMPAGNIE DES QUIDAMS (France): In a captivating cavalcade, dreamlike characters turned into dazzling luminous white horses.


2


3

We're acting out! was covered

126 times

in 70 different media

MONTREAL TO HOST NORTH AMERICA'S BIGGEST STREET-ARTS FESTIVAL IN JULY

"Fifty-one street-arts troupes will perform 800 free outdoor shows around Montreal during the festival, known as À nous la rue! in French, and We're acting out! in English."

MONTREAL GAZETTE – June 12, 2017

MONTRÉAL TRANSFORMÉE PAR LES ARTS DE LA RUE

« C'est un ¨best-of¨ de ce qui s'est fait dans les 20 dernières années en théâtre de rue dans le monde, selon Rémi-Pierre Paquin, l'un des porte-parole de l'événement. »

YAN LAUZON
TVA NOUVELLES – June 12, 2017

À NOUS LA RUE!, UNE RENCONTRE SINGULIÈRE ENTRE DES ARTISTES ITINÉRANTS ET UN PUBLIC NON CAPTIF

« Il est loin le temps où les arts de la rue étaient surtout synonymes d'amuseurs publics. (Les performances) englobent une multitude de démarches faisant appel à diverses formes, du cirque à la pyrotechnie, pour redessiner notre rapport avec l'espace public et se rapprocher du spectateur. »

MARIE LABRECQUE
LE DEVOIR – June 7, 2017

« La Place des Anges se tenait hier à la Place des Festivals (…) C'était magique ! »

DEBOUT LES COMIQUES
CKOI-FM – July 31, 2017




2


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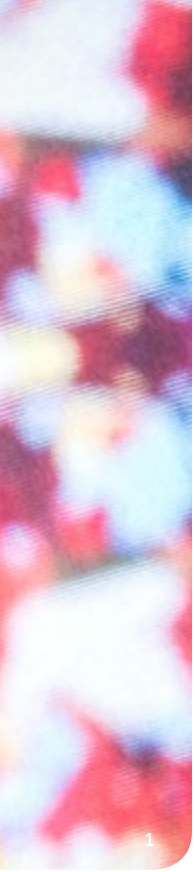
An expression of Montréal's diversity

A major festive and artistic gathering to celebrate Montréal's incredible diversity and reinvent the art of being different together.

August 5, 2017

PLACE DES FESTIVALS

Coproduced by Diversité artistique Montréal (DAM) and Land InSights



More than 200 Montréal artists came together for a day that featured three distinct components. Music and street entertainment at Place des Festivals in the afternoon, followed by the Défilé de l'Amitié nuestroamericana and a spectacular performance on the main stage of Montréal First Peoples' Festival in the evening.

At 12:30 p.m., the Place des Festivals came alive with music programming that showcased the sounds of jazz, soul, reggae and more. People also had the chance to watch talented street performers.

At 3 p.m., the Défilé de l'Amitié nuestroamericana brought together 65 groups from 35 countries to celebrate the brotherhood and sisterhood that unites the Indigenous peoples of the Americas and all of the peoples from the territories of continents around the world. They walked from Square Dorchester to the Place des Festivals.
In the evening, Nova Stella wrapped up with written word and music during a major music extravaganza that moved to the beat of a poetic manifesto written by Queen Ka. It set the tone for an electrifying evening where the sound of words mingled with the sounds of the city.

« C'était simplement magique, vive La diversité de Montréal, la nouvelle étoile. 🌟 »

GUY TCHAYA
Facebook comment

Highlights

+ Despite the less than stellar weather and the many shows in Montréal to choose from on August 5, 2017 (Canada's 150th anniversary, Osheaga), we estimate that 10,000 people came out for the day.

Beyond the celebrations

+ NOVA STELLA was a unique opportunity to build bridges between citizens, artists, cultural and community groups. For many artists and groups, the event gave them a unique chance to work together. It was an important first for many of them, particularly during the closing show where invited artists joined together on the same stage and treated spectators to one-of-a-kind performances.
+ Up-and-coming artists said that NOVA STELLA was the first time they had been included in the programming of an event that was not labeled "world music".
+ NOVA STELLA gave artists from diverse backgrounds the opportunity to establish a network where they could share ideas, communicate with one another and create new possibilities.
+ The event mobilized over 120 Montréal organizations and received the support of the Festival Accès Asie, the Festival du Monde Arabe and the Festival Orientalys.
+ The spoken word manifesto by Queen Ka is concrete proof of how urgently we need to address the image of Montréal and the people who live here. "I wrote this text to represent the Montréal of today that we do not see enough of. It occurred to me that now there is no "them and us", but just "us" together. Because of my origins and my life experiences, my works are fundamentally engaged. In the manifesto, I also envision the Montréal of tomorrow, a city that accepts all its citizens, just as they are," said Queen Ka in interview.
+ The manifesto was recorded on video and can be viewed on YouTube or the web site of La Fabrique culturelle.
+ The work by Queen Ka also inspired graphic novelist and illustrator D. Mathieu Cassendo who had 10,000 copies of a comic book printed, thousands of which were handed out for free during the event.
+ NOVA STELLA shone the spotlight on societal challenges that go beyond the city: cultural diversity as the very backbone of Québec and Montréal culture.

1. QUEENKA © Mikael Theimer | 2. HUA LI © Mikael Theimer | 3. THOMAS JENSEN © Mikael Theimer | 4. VEEBY © Kevin Calixte

Artists

MUSIC AND STREET PERFORMANCES:

Matiu
Huu Bac Quintet
Veeby
Grooz
Komty et Noubi Trio
Rookie Rook & Cie
Emrical
Les chasseurs de rêves
Tupi Cycle
Sinha Danse
Les nacelles (urban tales)

THE AMITIÉ NUESTROAMERICANA PARADE:

65 dance troupes and music

MAJOR MUSIC SHOW:

Manifesto: Queen Ka
Direction: Didier Lucien

Mamselle Ruiz and Karim Diouf
Hua Li and Fabrice Koffy
Pierre Kwenders and Jacques Jacobus
Joyce N'sana and Webster
Sonido Pesao and Tomas Jensen
Jenny Salgado and Emrical
Loco Locass and Shauit
Queen Ka
Nomadic Massive


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"I really loved it and I will really appreciate if you can tell me how I can participate next year... if there is one! Cheers !!"

NATALIA SENATTORE PEREZ
Facebook comment

1. FABRICE KOFFY © Mikael Theimer | 2. PIERRE KWENDERS © Mikael Theimer | 3. STREET PERFORMANCE © Kevin Calixte | 4. STREET PERFORMANCE © Kevin Calixte | 5. NOVA STELLA © Mikael Theimer



5

Nova Stella was covered

62 times

in 28 different media

9 television channels

8 radio stations

mentioned the event

38 print or web media articles

appeared in 31 different media

NOVA STELLA, UN « REFUS GLOBAL » POUR LA DIVERSITÉ

« Après des années de discussions, de débats et d'analyses afin de déterminer si les milieux culturels reflètent bien la société québécoise, des artistes prennent la parole (…) Comme les signataires de Refus global à l'aube de la Révolution tranquille, ils croient que nous sommes mûrs pour passer à une prochaine étape, ensemble. »

HUGO PILON-LAROSE
LA PRESSE – July 31, 2017

ENFIN RÉUNIS !

« Ce week-end, la place des Festivals rassemblera des artistes qui partagent rarement une même scène. En effet, les Pierre Kwenders, Jenny Salgado et autres Karim Diouf n'ont jamais l'occasion de faire partie du même spectacle, parce qu'aussitôt qu'on organise un grand concert comme la fête nationale, on invite seulement un ou deux d'entre eux pour s'assurer de représenter « la marge » ou pour combler un besoin d'« exotisme ». Mais samedi, tout ce beau monde sera en tête d'affiche de Nova Stella–L'art d'être différents ensemble… »

MARC-ANDRÉ LEMIEUX
JOURNAL DE MONTRÉAL ET JOURNAL DE QUÉBEC – August 5, 2017

MONTRER LE MONTRÉAL D'AUJOURD'HUI – LE GRAND ÉVÉNEMENT NOVA STELLA VEUT PROPOSER « UNE ÈRE NOUVELLE DANS LA FAÇON D'ÊTRE ENSEMBLE »

« Il suffit de se promener un tant soit peu dans le métro de la métropole pour comprendre que l'image qu'on montre très souvent de Montréal ne représente qu'un tout petit échantillon de ceux qui font bouillonner la ville, socialement et culturellement. L'événement Nova Stella (…) tentera d'élargir les horizons. »

PHILIPPE PAPINEAU
LE DEVOIR – July 28, 2017



A spectacular show forever etched in history

August 19, 2017

AT THE FOOT OF MOUNT ROYAL

Created and produced by Montréal symphonique 2017



A dazzling music event united Montréal's three symphony orchestras—the Orchestre symphonique de Montréal, the Orchestre Métropolitain and the McGill Symphony Orchestra—onstage at the foot of Mount Royal for a historic performance that featured some 400 musicians, opera singers and choirs, conducted by Simon Leclerc and directed by Monique Giroux.

The theme of the show was the four seasons, featuring images that evoked the city and its dynamism, inhabitants, history and iconic places. For the closing piece, a fifth season was introduced—an invitation to dream of Montréal's future together.

It was a thrilling performance where all musical styles and genres converged: throat singing with Elisapie Isaac and Beatrice Deer, a lied by Strauss sung by Marie-Josée Lord with the OM, a piece from the Song of the Earth by Gustav Mahler sung by Marie-Nicole Lemieux with the OSM, Alain Lefèvre who performed André Mathieu's Été canadien, Rufus Wainwright, who gave a very moving rendition of Hallelujah by the late Leonard Cohen. Moreover, the crowd had goosebumps when it heard the voice of Cohen singing You Want It Darker, accompanied by a men's choir from a Montréal synagogue. For the majestic finale, Diane Dufresne performed a hybrid version of L'hymne à la beauté du monde and Oxygène, accompanied by the three orchestras.

A show for all ages

Some 80,000 spectators converged at the foot of Mount Royal Park to watch the performance. More than 30,000 other people went to 18 different borough parks to watch it broadcast live on giant screens. For those who didn't feel like venturing out, Radio-Canada's ICI-MUSIQUE and Indigo aired it live.

A little later in September, the recording of Montréal symphonique was broadcast again on ICI RADIO-CANADA TÉLÉ, ICI. TOU.TV, CBC, RADIO One and RADIO Two.

« Vraiment grandiose! Un événement mémorable dans mes oreilles. »

JOCELYN PELLETIER
Facebook comment

1. MONTRÉAL SYMPHONIQUE © Victor Diaz Lamish | 2. MÉLANIE RENAUD © Cédric Paré



« Montréal, MA ville à moi : #MTLsymphonique soirée grandiose. Merci #375montreal »

JOSÉE DUPLESSIS
Facebook comment



Artists

Artistic director and producer:
Nicolas Lemieux
Conducted by **Simon Leclerc**
Directed by **Monique Giroux**

Orchestre symphonique de Montréal
Orchestre Métropolitain
McGill Symphony Orchestra

Daniel Bélanger, Isabelle Boulay, Cœur de pirate, Beatrice Deer, DJ Champion, Diane Dufresne, Elisapie Isaac, ILAM, Wyclef Jean, Pierre Lapointe, Mélissa Lavergne, Alain Lefèvre, Marie-Nicole Lemieux, Marie-Josée Lord, M-Mo, Anna and Jane McGarrigle, Mélanie Renaud, Martha and Rufus Wainwright, Patrick Watson, the Shaar Hashomayim Synagogue Choir and the Montréal symphonique choir.

Highlights

+ More than 80,000 people attended the show. The multigenerational crowd was respectful and remained astonishingly quiet during the performances. Given this quality listening environment and ambiance, the public contributed to creating a one-of-a-kind moment that they shared with the artists onstage.
+ It was an impressive feat to unite three symphony orchestras on the same stage as well as have them perform with artists with such different and diverse repertoires.
+ More than 30,000 people watched a live broadcast of the performance on giant screens in 18 parks citywide.
+ The stage that was created exclusively for the event was spectacular: about one and a half times the size of the Centre Bell.
+ Reviews were extremely positive and the public greatly appreciated the performance.

Beyond the celebrations

+ This historic music happening on Mount Royal is proof that we can showcase major events on a heritage site while respecting the surroundings.
+ The recording of the performance and merchandise will allow future generations to share in this great moment.
+ International visibility was achieved through the broadcast recording of the show in many countries belonging to the Francophonie.





MONTRÉAL SYMPHONIQUE ROUSES CROWD OF THOUSANDS ON MOUNT ROYAL

"The city marked its 375th birthday with the giant, free outdoor concert by three orchestras... Montréal Symphonique, the grandiose free concert by the city's three major orchestras and some of the country's biggest pop artists, garnered a crowd of 80,000 at the foot of Mount Royal and thousands more in parks across the city, where it was projected."

CBC.CA – August 19, 2017

A NIGHT OF MUSICAL DIVERSITY ON MOUNT ROYAL

"It was a love fest for Montreal…"

MONTREAL GAZETTE – August 20, 2017

NUIT MAGIQUE SUR LA MONTAGNE

« … Que du calme et du recueillement pour ce Montréal symphonique offert en cadeau aux Montréalais par les organisateurs du 375e anniversaire et né dans l'esprit du producteur Nicolas Lemieux, qui peut se féliciter d'avoir réussi un véritable tour de force et de l'avoir réussi avec brio. »

NATHALIE PETROWSKI
LA PRESSE – August 21, 2017

MONTRÉAL SYMPHONIQUE : AU PIED DU MONT ROYAL, À LA HAUTEUR DE LA MONTAGNE

« Envergure et majesté. […] Un vrai mariage. »

SYLVAIN CORMIER
LE DEVOIR – August 21, 2017



1. © Cédric Paré | 2. DANIEL BÉLANGER © Yann Roy | 3. MARIE-NICOLE LEMIEUX © Éric Lamothe

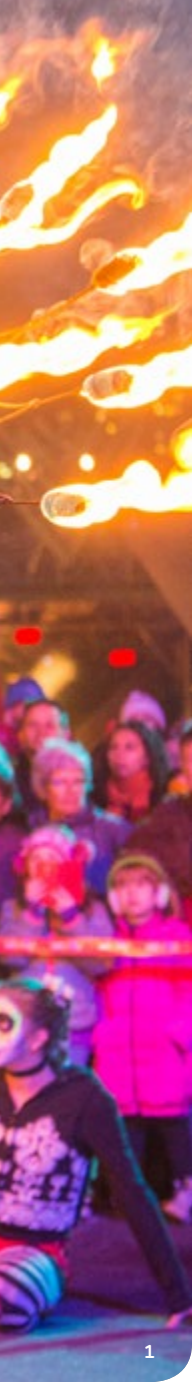


la trouble-fête

Montréal gets a make-over for Halloween

October 27 to 29, 2017

PLACE DES FESTIVALS AND PLACE DES ARTS ESPLANADE



Three days of free, one-of-kind activities for young and old

The spark that turned into a flame for Trouble-Fête was the desire to try out a cultural offer that showed strong tourism potential for the Halloween weekend in the off-season. The bet was on to position Montréal as a destination for celebrating Halloween, like other major cities such as London, Salem, New Orleans or New York, all while lending it Montréal's typical creativity and flavour.

Inspired by real-life Montréal stories, the legend of the Trouble-Fête was created exclusively for it to weave a narrative thread between the different activities offered. If Salem has its witches, Transylvania its vampires, New Orleans its voodoo rites and New York its ghosts, Montréal would have its own evil creature from now on: the Trouble-Fête!

The program of activities was divided into three components held over the course of three days, with close to one hundred professional make-up artists, actors and entertainers on the site to make the experience even more memorable.

The Rise of the Dead

October 27, 2017
Producers: Hugues Letellier and Véronique Dussault

On Friday, entertainment and a carnival-like ambiance was on the menu, with live dance and music shows in late evening.

ARTISTS: Donovan King, Les Petits Chanteurs du Mont-Royal, Yann Perreau, DJ Stéphane Cocke

The Zombie Walk

October 28, 2017
Productions M.A.L

Saturday featured the biggest swarm of the walking dead in Canada, with music, entertainment and professional make-up artists.

ARTISTS: Lyse and the Hot Kitchen, Gardy Fury and 100 or so amateur dancers recruited for the event, PUP, Chocolat, Duchess Says

The Great Wizardry Fest

October 29, 2017
Mosaic

Sunday showcased entertainment for kids and a giant parade for wee witches designed to send the Trouble-Fête back to his riverbed den and put it back to sleep… until next year!

ARTISTS: Les Petites Tounes, Joëlle Lanctôt

1. THE RISE OF THE DEAD © Yann Martel | 2. THE ZOMBIE WALK © Yann Martel





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Highlights

+ Nearly 75,000 people took part in the Trouble-Fête weekend.
+ On October 27, Place des Festivals was full to the brim and the turnout was even bigger than anticipated.
+ On October 28, the 7th edition of the Zombie Walk broke all records, with a crowd of 50,000, including 12,000 zombies. It was the biggest zombie walk in the country. Make-up stations were overflowing with people and the excitement was palpable.
+ On October 29, despite the bad weather, over 5,000 people took advantage of the fun. We can affirm that this inaugural edition of Trouble-Fête was hugely successful.

Beyond the celebrations

+ The Trouble-Fête is an evil creature that sleeps in the bed of the St. Lawrence River. It was stirred from its slumber by the illumination of the Jacques Cartier Bridge and the festive energy of Montrealers. To make this a bona fide legend, the Society for Montréal's 375th got input from history exports and historical institutions to make it more believable and endorse the narrative thread. These partnerships allowed the legend to have an identity that was distinct to Montréal.
+ Our partners:
  - the Centre d'histoire de Montréal
  - the Stewart Museum
  - the McCord Museum
  - the Archives de la Ville de Montréal
+ The Trouble-Fête weekend mobilized many key players in the tourism milieu, public transportation managers and numerous businesses to help promote the event.
+ The legend of the Trouble-Fête is now rooted in everyone's conscience thanks to this first edition. Everything is ready to go for next year!

1. THE RISE OF THE DEAD © Vivien Gaumand | 2. THE GREAT WIZARDRY FEST © Yann Roy



"Thank you so much for such a well organized event, with lots for the kids to do and see. A big thank you to all the security and volunteers. Also the special effects were so well done and beautifully designed, we really can't wait for next year!!!"

SARAH NAD FAMILY
Facebook comment

46 different media featured

72 reports on the Trouble-Fête

Event was mentioned 9 times on

5 television channels

and mentioned 14 times on

7 radio stations

49 print or web articles appeared in 34 different media

PLUS DE 10 000 MORTS-VIVANTS DONNENT DES FRISSONS À LA MÉTROPOLE

« Plus de 10 000 morts-vivants ont pris part samedi à la 7e Marche des zombies de Montréal au centre-ville, ce qui constitue un record et vaut à l'événement le titre de plus importante marche de zombies au Canada. »

AGENCE QMI
TVA NOUVELLES – October 28, 2017

LES ZOMBIES ENVAHISSENT LES RUES DU CENTRE-VILLE

« Les Montréalais ne sont pas des peureux. Ils se sont déplacés par milliers à la place des Festivals, hier [...]. Certains participants avaient pris plusieurs heures pour confectionner leur déguisement et avaient fait des heures de route pour prendre part à l'événement. »

VINCENT LARIN
JOURNAL DE MONTRÉAL — October 28, 2017

LA TROUBLE-FÊTE : DES ZOMBIES ET DES CONCERTS POUR L'HALLOWEEN

« Une occasion en or pour les petits d'apprendre les bases de la profession d'apprenti sorcier, de s'amuser [...], de fabriquer des citrouilles, mais aussi des baguettes magiques qui permettront de réendormir cette maudite bête qu'est la Trouble-Fête ! »

ÉRIC CLÉMENT
LA PRESSE – OCTOBER 5, 2017



la finale

One last memorable get-together!

December 31, 2017

MARCHÉ BONSECOURS, JACQUES-CARTIER QUAY AND CLOCK TOWER QUAY



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A grandiose finale, just like this historical year

The Society for Montréal's 375th anniversary ended this year of celebration in spectacular style with La Finale in Old Montréal. On December 31, starting at noon, the Marché Bonsecours put on its finest to hold a great free banquet that was open to everyone. Later, the party ran late into the night in the Old Port. People who loved Montréal were treated to a memorable New Year's Eve that featured good food, music and a beautiful setting. Singer Garou, the spokesperson for this must-attend event, was there throughout this day of fun surprises.

Highlights

+ More than 150,000 people participated in the Finale activities, including 10,000 people at the Clock Tower Quay for the Grand Décompte
+ 11,400 free meals, which included tourtière, pea soup, stew and pouding chômeur, were served between noon and 6 p.m. at the Banquet populaire, 3,000 inside and 8,400 outside
+ 3,600 surplus meals were given to the organization Dans la rue as well as other organizations that help the less fortunate through the organization La Tablée des Chefs
+ 435 meals were also offered to nine Montréal organizations through the Société de développement social

Artists

THE BANQUET POPULAIRE:

+ Musique à bouches vocal ensemble
+ Yves Lambert
+ Traditional folk group, Les Poules à Colin

AT THE NEW YEAR'S EVE PARTY:

+ Mes Aïeux
+ Daniel Bélanger
+ Vincent Vallières
+ Pierre Kwenders
+ Laurence Nerbonne
+ Les Deuxluxes
+ DJ KXO
+ DJ Sabrina Sabotage
+ Garou

Beyond the celebrations

La Finale succeeded in attracting as many families to the Banquet populaire as revellers to the party in the evening. Its phenomenal success illustrates the potential of holding a 100% Montréal-style tradition to ring in the New Year. Like the famous New Year's Eve party at Times Square in New York, this one captured people's imaginations thanks to the special illumination of the Jacques Cartier Bridge, the fireworks and the magical old city setting.

1. THE GRAND DÉCOMPTE © Yann Roy | 2. MES AÏEUX - NEW YEAR'S EVE PARTY © Yann Roy



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The Banquet populaire

MARCHÉ BONSECOURS

Merry Montréal

With this banquet inspired by the "p'tit gars de Sainte-Marie", Montrealers and visitors could relive the spirit of sharing embodied by former mayor of Montréal Camillien Houde. Pea soup, tourtière, pouding chômeur and sweets were served to everyone for free inside and outside. Onsite, storytellers shared holiday traditions and stories of Montréal. Music and entertainment shows, including a performance by Yves Lambert, took place throughout the day.

New Year's Eve Party

JACQUES-CARTIER QUAY

Merry Montréal

At 6 p.m. the 375th's Finale moved to the Old Port of Montréal with Merry Montréal! DJ Sabrina Sabotage warmed up the crowds to a line-up that showcased Daniel Bélanger, Vincent Vallières, Laurence Nerbonne, DJ KXO, Pierre Kwenders, Les Deuxluxes and Mes Aïeux.

After this phenomenal music and light show, the New Year roared to life with DJ Magic Stan at the tables. The Jacques-Cartier Quay become a gigantic illuminated dance floor for occasion, with the party rocking until two in the morning.



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The Grand Décompte

CLOCK TOWER QUAY

Montréal pulled out all the stops to usher in 2018, with a one-of-a-kind illumination of the Jacques Cartier Bridge. Set to a typical Montréal soundtrack, performed live under the musical direction of Gabriel Gratton, this new Moment Factory and ATOMIC3 co-creation wrapped up this historic year in spectacular fashion.

At the stroke of midnight, a gigantic fireworks display joined the illumination of the bridge to ring in the New Year. The public got to soak up a truly dazzling nighttime spectacle as fireworks burst across the sky from points at La Ronde, Pointe-de-l'Île and Parc Jean-Drapeau.

While many outdoor events across the country were cancelled, more than 150,000 people braved the bitter cold (-35°C) to come celebrate the end of a memorable year together.

La Finale was covered

240 times

in 116 different media



1, 2, 3 AND 4. BANQUET POPULAIRE © Yann Roy

Sessions 375

FESTIVAL INTERNATIONAL DE JAZZ DE MONTRÉAL
June 28 – Place des Festivals (FIJM)

OSHEAGA BLOCK PARTY
July 22 – Viaduc Van Horne (evenko)

ÎLESONIQ IN THE CITY
August 10 – Peel Basin (evenko)

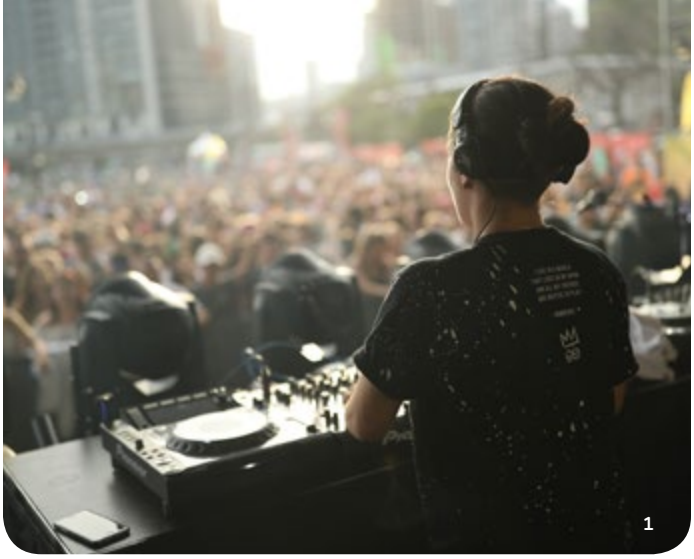
POP MONTRÉAL
September 15 and 16 – Rialto Theatre and former School of Fine Arts (POP Montréal)

FOUR UNIQUE AND FREE EXPERIENCES CELEBRATING THE 375TH!

Sessions 375 are four unique experiences exclusively organized by four great festivals to celebrate Montréal. At the invitation of the 375th, the Festival international de Jazz de Montréal (FIJM), the Osheaga Music and Arts Festival, ÎleSoniq and POP Montréal each created a free day of artistic and participative activities sporting their respective signature and colours. These four Sessions 375 took place throughout the summer season, with a Session held once a month: the FIJM in June, Osheaga in July, ÎleSoniq in August and POP Montréal in September, all of which featured unique programming. In addition to music shows and performances, the organizers added other experiences to the event: street dancing, culinary discoveries, a record fair, mural artists, face painters and more.

These four days were designed to offer attractive programming to a target audience of 18- to 34-year olds (otherwise known as "millennials"), who are harder to reach through typical programming and media channels. The 375th and its four partners, who all enjoy a well-established reputation among millennials, could offer tailor-made events to this age group.

Sessions 375 drew crowds of nearly
60,000 people



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Artists

FESTIVAL DE JAZZ DE MONTRÉAL: Half Moon Run, Cœur de pirate, Milk & Bone, The Franklin Electric, Plants and Animals, Urban Science Brass Band

OSHEAGA BLOCK PARTY: DJ Premier et The Badder Band, Poirier, FigxFalz, Voyage Funktastique, DJ Killa-Jewel, The Fitness & Pony, Clean Fresh Air Dance Crew, SCAN & ZEK

ÎLESONIQ IN THE CITY: Herobust, Botnek, Michael Sparks, Tizi, Greenewood

POP MONTRÉAL: Buffalo Hat Singers, Raza Jazz de Montréal, Orkestar Kriminal, Klô Pelgag, Shades of Culture, Aba & Preach, Bonjay, Lunice, Kid Koala's Vinyl Vaudeville, RZA, Helena Deland

Beyond the celebrations

+ The Society for Montréal's 375th created a partnership between three festival promoters, Spectra, evenko (Osheaga and ÎleSoniq) and POP Montréal, who worked together with the same goal in mind; that is, to create free and unique experiences to celebrate Montréal's 375th.
+ Sessions 375 acted as the catalyst for a think-tank among promoters on the idea of holding a portion of their festivals for free as well as the real expectations of millennials. The latter, in fact, expect more than just a music show: they want to be able to take advantage of a multi-artistic and interactive experience.
+ Sessions 375 also offered the opportunity to examine Montréal's cultural and artistic effervescence and think about giving Montréal artists greater visibility on the world stage. This 2017 session encouraged them to explore new spaces for disseminating culture (under the Van Horne viaduc, at the Peel Basin, etc.).
+ Lastly, the festival attracted a broader base of participants than their normal clientele, which means more fans of their festivals in years to come.

1. ÎLESONIQ © Jimmy Hamelin

Vive Montréal aux Francos

June 18, 2017
PLACE DES FESTIVALS
Les FrancoFolies de Montréal

NINE HOURS OF NON-STOP MUSIC FOR ONE HISTORIC PARTY

Thanks to the Society for the Celebration of Montréal's 375th Anniversary, the Francos were able to add one more day to the programming on Sunday, June 18, for a free party from 3 p.m. to midnight! Many of the greatest local names in francophone music as well as Europe and Africa took to the stage for this one-of-a-kind and historic performance/event. Nine hours of continuous music, featuring everything from rock to reggae, rap to pop and chanson to electronic!

Artists

Les Cowboys Fringants, IAM, the LOUVE collective (Ariane Moffatt, Marie-Pierre Arthur, Salomé Leclerc, Amylie, Laurence Lafond-Beaulne and guests), Tiken Jah Fakoly, Philippe Brach, K.O.K.A. (Karim Ouellet and King Abid DJ set)

Beyond the celebrations

Presenting this outstanding performance at the closing of the Francofolies 2017, under the banner Vive Montréal aux Francos for Montréal's 375th, sealed Montréal's top spot within the world Francophonie. This initiative not only built bridges between generations, but also between Montréal communities due to the wide-ranging musical styles and backgrounds of the featured artists. The Society for the Celebration of Montréal's 375th anniversary made it possible to present a free show at the Place des Festivals that united the greatest artists from the Francophonie around the world.



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« La meilleure chose qui soit arrivée aux Francos depuis des années! »

STÉPHANE VALLÉE
Twitter comment

VIVE MONTRÉAL AUX FRANCOS : 375 MINUTES DE MUSIQUE POUR LE 375e

« L'une des meilleures cuvées des FrancoFolies de mémoire de journaliste. »

PHILIPPE REZZONICO
RADIO-CANADA – June 19, 2017

VIVE MONTRÉAL AUX FRANCOS : LE TEMPS DES SOUVERAINES

« … [C]'est encore une fois une démentielle fin de spectacle à chaque titre, et le triomphe est homologué après une petite demi-heure. Gageons que ça n'ira qu'en augmentant, cette frénésie, jusqu'à la dernière seconde de ces FrancoFolies plus que réussies. »

SYLVAIN CORMIER
LE DEVOIR – June 19, 2017

1. PHILIPPE BRACH © Frédérique Ménard-Aubin

Canada Pride Montréal 2017

August 10 to 20, 2017

PARC DES FAUBOURGS AND PLACE ÉMILIE-GAMELIN

Produced by Pride Montréal

MONTRÉAL IS PROUD A 33RD EDITION MORE FESTIVE THAN EVER!

The 33rd edition of the massive LGBTQ festival organized each year by Pride Montréal was also the first edition of Canada Pride in 2017. For 11 days straight, this incredible unifying event allowed festivalgoers to celebrate their experiences and accomplishments through fun-filled, social, political, community and protest activities. It also gave Montréal's LGBTQ community organizations greater visibility among the local population. This is the most important Pride celebration in Canada and across the francophonie.

Highlighting Canada's 150th, Expo 67's 50th, the 40th anniversary of the 1976 Summer Olympics, the Village's 35th and, of course, Montréal's 375th, Canada Pride kicked off with an exuberant show in the Parc des Faubourgs, the festival's new main site. Organizers also included an important national conference on human rights entitled, "LGBTTIQA2S Lives: Our Struggles, Our Victories, Our Challenges, to this edition's program.

Having grown from 7 to 11 days, this celebration of cultural diversity and gender plurality featured more than 270 activities in 2017, including a sports tournament as well as an array of shows and exhibitions. The parade was the longest in festival history, attracting a record crowd of 300,000 people. This Canada Pride Montréal 2017 edition was, without a doubt, the best and most popular of all Montréal Pride editions to date for both Montrealers and tourists, whose numbers continue to climb each year.



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Artists

The Montréal is proud! show was also a huge success. It featured Marie-Mai, Karim Ouellet, Martha Wainwright, Mara Tremblay, Dan Bigras, Damien Robitaille, Patrice Michaud, Lynda Thalie, Élisapie, Guylaine Tanguay, Claude Bégin, Pascale Picard, Matt Holubowski and the Barabé twins.

Beyond the celebrations

Montréal Pride has introduced many community initiatives to allow the greatest number of groups, associations and people possible to take part in all activities.

DES PREMIÈRES ET DES RECORDS DE PARTICIPATION

« Le centre-ville de Montréal était en fête, le dimanche 20 août […]. Plus gros, plus coloré et plus ambitieux que jamais ce défilé a été vu par plus de 300 000 personnes. Plus de 7 000 participants (le double de l'an dernier) étaient répartis dans 270 contingents… »

ANDRÉ-CONSTANTIN PASSIOUR
FUGUES – August 28, 2017

MARÉE ARC-EN-CIEL À MONTRÉAL POUR CÉLÉBRER LA DIVERSITÉ

« Jamais la métropole n'avait été l'hôte d'un si important défilé, point d'orgue d'une Fierté Montréal rehaussée à l'occasion de son 375e anniversaire. »

CHARLES-ÉRIC BLAIS-POULIN
LA PRESSE – August 20, 2017

1. PARADE © André Bilodeau

Identité(s) montréalaise(s)

August 23, 2017
QUARTIER DES SPECTACLES
Festival Mode & Design

A MODERN MONTRÉAL TAKE ON THE MERGING OF FASHION AND CULTURE

For Montréal's 375th, the Groupe Sensation Mode presented a *fashiontainment* that illustrated fashion's diversity and influence on our collective identity over the past few decades. In a grandiose and avant-garde fashion show, past and present creations were on display, opening the doors for up-and-coming designers and giving everyone the chance to see, understand and appreciate the strength and creativity of Montréal's fashion industry.

Identité(s) montréalaise(s) was an all-encompassing experience that united fashion, music, projections and performance. The catwalk featured colourful pieces that reinterpreted key moments in Montréal's history and fashion.



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FESTIVAL MODE & DESIGN 2017 : RETOUR EN IMAGES SUR LE DÉFILÉ IDENTITÉ(S) MONTRÉALAISE(S)

« Dans le cadre des célébrations du 375e anniversaire de Montréal, le Festival Mode & Design présentait un défilé réinterprétant des moments iconiques de l'histoire de la ville à travers des créations et des projections toutes plus originales les unes que les autres. »

ALEXANDRA MAYOR
ELLE QUÉBEC – August 25, 2017

1 and 2. IDENTITÉ(S) MONTRÉALAISE(S) © Jimmy Hamelin

NomadFest

August 24 to 27, 2017
JACQUES-CARTIER QUAY, OLD PORT OF MONTRÉAL
TKNL and Wildtime Productions

THE WORLD OF COWBOYS AND COUNTRY MUSIC

The Jacques-Cartier Quay was host to the first edition of NomadFest, which gave cowboys and cowgirls the chance to enjoy a four-day immersive new country experience. Created by TKNL Productions, in collaboration with the Festival Western de St-Tite, the festival featured three components: music, gourmet food and rodeo.

This urban round-up was created to give visitors the chance to enjoy a brand-new, one-of-kind fun and educational experience. The interactive zone showcased the many activities that typified a cowboy's day-to-day and deepest roots. Visitors could try their hand at horseshoes or lassoing onsite, while many exhibitors rounded out this truly unique and fun-filled gathering.

Artists

Part of NomadFest's success can be attributed to an excellent music program and its array of talented artists: Bodh'aktan and Youngstown; Brett Kissel, Carl Tremblay and Jimmy James; the Tribute to Dédé Fortin concert, starring Laurence Jalbert, Paul Daraîche, Yves Lambert, Martin Deschamps, Véronique Labbé and William Deslauriers; Kiefer Sutherland and Irvin Blais, Pascal Allard, Broch'à foin, Gabrielle Goulet; Cindy Bédard and the En route vers l'Ouest show, with Véronique Labbé, Laurie LeBlanc, David Jalbert and Hugo Lapointe.

9,961 people
attended the festival



1

« Habillée en Cowgirl dans Montréal 🤠❤️ »

MÉGANE BOILEAU
Facebook comment

« Petit cours de danse en ligne au #nomadfest »

CHRISTOPHE MAIRE
Facebook comment

NOMAD FEST : KIEFER SUTHERLAND SÉDUIT MONTRÉAL

« Star à Hollywood, Kiefer Sutherland a aussi déjà été cowboy de rodéo, il y a quelques années, et il était donc parfaitement à l'aise dans l'ambiance country du NomadFest, même si sa musique prend de forts accents blues et rock. »

SAMUEL PRADIER
LE JOURNAL DE MONTRÉAL – August 26, 2017

1. BRETT KISSEL © Pietro Campagnaro

INTER_CONNECT MTL

August 22 to 27, 2017

MONUMENT-NATIONAL, PLACE DES ARTS ESPLANADE ET SOCIÉTÉ DES ARTS TECHNOLOGIQUES

MUTEK



1

MONTRÉAL IN THE AUDIOVISUAL AND TECHNOLOGICAL ARTS

Canada's biggest electronic music and digital creation happening took advantage of its participation in Montréal's 375th official programming to change its calendar, extend its programming and renew its commitment to showcasing performances at the crossroads of audiovisual and technological arts.

With the buy-in of its partners abroad, MUTEK hosted, under the banner of INTER_CONNECT MTL, four days of activities showcasing four major cultural metropolises: London, Mexico, Barcelona and Berlin. It was a chance to explore Montréal's modern contemporaneous connections with these capital cities.

True to its spirit, the festival continues to support collaborations in the arts and promote new discoveries by showcasing premieres, exclusive events and artistic creativity.

Artists

INTER_CONNECT MTL welcomed over 100 artists from around the globe, including Bambooman, Beatrice Dillon, Borchi, Clip, Dis Fig, Filastine & Nova, Lao, Lotic, rRoxymore, Sau Poler and Sculpture.

"Thanks @mutekmontreal for such an amazing experience! Long life to Mutek!"

WOOKY
Twitter comment

More than 3,500 visitors

Beyond the celebrations

For the MUTEK festival, which never builds its programming around a central theme, welcoming guest cities was completely new. Held as part of the 375th, this experience turned out to be so compelling that the promoters hope to use this concept for future editions.

Moreover, the notion of reciprocity calling for Montréal's presence in selected MUTEK network cities was key to INTER_CONNECT MTL. Therefore, in November 2017, a large delegation of Montréal artists participated in the MUTEK.MX festival in Mexico City and a substantial delegation is expected to attend the MUTEK.ES festival in Barcelona in March 2018.

MUTEK GLOBE-TROTS TO ELECTRO HOT SPOTS

"Advance ticket sales have doubled compared to last year, and there is a buzz surrounding one of the central programming themes of this year's edition. In a sort of inverted tribute to Montreal's 375th anniversary, Mutek sheds a light on four other hubs of electronic music: London, Mexico City, Barcelona and Berlin."

T'Cha Dunlevy
MONTREAL GAZETTE – August 22, 2017

18e ÉDITION DE MUTEK : MONTRÉAL, MÉTROPOLE ÉLECTRO

« La 18e édition de Mutek bat déjà son plein depuis mardi. Alors que Londres et Mexico ont tour à tour tenu le haut du pavé à la Société des arts technologiques (SAT), Barcelone et Berlin, deux autres métropoles à entretenir des liens artistiques féconds avec Montréal, seront aussi sous les projecteurs… »

CAROLINE VIGEANT
TVA NOUVELLES – August 25, 2017

1. INTER_CONNECT MTL © Bruno Destombes

Montreal: An Intervention Gala

July 31, 2017
SALLE WILFRID-PELLETIER, PLACE DES ARTS
Just For Laughs

BECAUSE WE LOVE YOU!

The Just For Laughs festival celebrated its 35th anniversary in 2017. Refusing to let Montréal's 375th steal its fire, JFL decided to meet it head-on and cooked up a closing show that roasted our city: Montreal – An Intervention Gala: Because we love you!

The show was, hands-down, a huge success. It received enthusiastic reviews from the public and played to a full house with 2,054 spectators. Nearly a quarter of a million people watched it on CBC and its online popularity has not abated since.

Artists

Jay Baruchel, Corey Hart, Anthony Kavanagh, Jimmy Carr, Brittany LeBorgne, Vanessa Grimaldi, DeAnne Smith, Caroline Rhea, Alonzo Bodden, Mark Critch, Rachid Badouri, Max Pacioretty, Jonathan Drouin and The Tenors

MONTRÉAL DANS LE TORDEUR

« Pour conclure sa 35e édition, le festival Just For Laughs avait préparé un bien-cuit sur Montréal. La métropole, qui fête son 375e anniversaire, a été le sujet de nombreuses blagues fort réussies. Il s'agissait du meilleur gala JFL que nous ayons vu depuis très longtemps. »

RAPHAËL GENDRON-MARTIN
JOURNAL DE MONTRÉAL – July 31, 2017

« Montréal est la ville la plus sexy du Canada. Moi, je dis que cette intervention est inutile et que vous ne devez rien changer. »

RICK MERCER
On video projection

Hommage à Montréal at the Grand spectacle de la fête nationale

June 23, 2017
PLACE DES FESTIVALS
Comité de la fête nationale du Québec à Montréal

An enthusiastic crowd of over 100,000 people converged at Place des Festivals to watch the Fête Nationale à Montréal performance. The show was hosted by actor Guillaume Lemay-Thivierge and featured Philippe Brach, Charlotte Cardin, Patrice Michaud, Émily Bégin, Gardy Fury, La Bronze, Shauit, Alaclair Ensemble and two legends of francophone music: Robert Charlebois and Claude Dubois. The show was broadcast simultaneously on Rythme FM and CKOI radio, and was aired on ICI Radio-Canada Télé television the next day.

Blue Metropolis International Literary Festival

April 24 to 30, 2017
QUARTIER DES SPECTACLES
Blue Metropolis International Literary Festival

One of North America's most important multilingual literary festivals offered bookworms a fun-filled program: 250 activities, including 119 for adults and 129 for kids. Some 300 authors from 11 countries around the globe gave festivalgoers the chance to open their horizons and discover other world views.

Fiesta Latina

July 15 to 30, 2017
ESPLANADE, PLACE DES ARTS

A southern wind blew through the Esplanade at Place des Arts, creating an oasis of calm and relaxation that featured the culture, flavour, music and dance of Latin American and Hispanic countries.

1. WHEN THE CROWD JOINS THE CIRCUS © Andrew Miller

When the crowd joins the circus

Rouge

July 6 to 30, 2017
PLACE ÉMILIE-GAMELIN
Montréal Complètement Cirque

For the city's 375th, the Montréal Complètement Cirque festival presented Rouge, its brand-new show, at Place Émilie-Gamelin. Directed by Anthony Venisse and his talented team of creators, the show took place on an impressive pyramid stage made of containers and showed love's many facets, passionate or platonic, joyous or tortuous, with dozens of talented acrobat lovers. Crowds were treated to thrilling acrobatics, touching scenes, a performance high atop a Chinese pole, all set to the sublime music of Schubert, not to mention the dazzling high-wire artist!

ROUGE : PLACE À LA PASSION

« Les artistes se déchaînent, dansent et tournent sur eux-mêmes. Ils saluent la foule qui, elle, se souviendra de ce spectacle fort en émotions. »

STÉPHANIE DUPUIS
LA PRESSE — July 11, 2017

Les Minutes complètement cirque… let's get digital!

July 2017
SAINT-DENIS STREET
Montréal Complètement Cirque

For the city's 375th, Montréal Complètement Cirque featured a digital component that was hugely entertaining and interactive! On top of the (un)usual shows by dozens of circus acrobats and artists, the crowd on Saint-Denis Street took advantage of an array of other experiences via a smartphone app.

Users were invited to join in show, by either miming the artists or "controlling" one or more of the acrobats. Both users and spectators enjoyed these interactions immensely. The app included an augmented reality circuit which also allowed users to discover acrobats in different locations. As well, users were also asked to contribute to the soundscape of this traveling performance.

This special edition of Montréal Complètement Cirque was hugely successful, which bodes well for the next edition!


1



la balade pour la paix

An open-air museum

June 5 to October 29, 2017

A 1-KM ROUTE ON SHERBROOKE STREET WEST, BETWEEN THE MONTREAL MUSEUM OF FINE ARTS AND THE MCCORD MUSEUM

Montreal Museum of Fine Arts



1

An urban art route designed with a theme of peace and sharing

For five months, a veritable open-air museum took over a section of Sherbrooke Street downtown. Montrealers and visitors were invited to discover 72 works by 42 artists conveying a message of peace, reflecting the universal values of humanism, tolerance and openness that inspired Expo 67. La Balade pour la Paix was a continuation of the recent inauguration of the Michal and Renata Hornstein Pavilion for Peace, fifth building of the Montreal Museum of Fine Arts (MMFA) Complex and government legacy project for the city's 375th anniversary, and the 50th anniversary of Expo 67, this outdoor art—also underscored Canada's 150th anniversary.

The route was dotted with 29 sculptures and 42 photographs by world-renowned artists from Canada and around the world. A monumental work was placed at each end of the route: to the west, standing in front of the MMFA, the imposing Residential School Totem Pole, by Canadian artist Charles Joseph, Kwakiutl, opened the route while Nana danseuse (Rouge d'Orient, Bloum), by French artist Niki de Saint Phalle, closed it off to the east at the McGill University campus. Guided visits were provided by MMFA volunteers for the portion situated between the museum and Peel Street and by McGill University for the works located on its campus.

« C'est magique de voir autant d'œuvres à l'extérieur avec tant de drapeaux.👍 »

ANDRÉ STÉPHANE JALBERT
Facebook comment

In reference to Expo 67's Place des Nations, flags from some 200 UN member states, 13 Canadian provinces and territories and the Ville de Montréal flew during the entire exhibition along Sherbrooke Street.

The Honourable Louise Arbour was the ambassador for this world-class exhibition. Curators for La Balade pour la Paix were Nathalie Bondil, Director General and Chief Curator, MMFA, who also came up with the idea for it; Diane Charbonneau, Curator of Modern and Contemporary Decorative Arts and Photography, MMFA; and Sylvie Lacerte, public art consultant and art historian, who looked after photography.

The design of this kilometre-long open-air museum was carried out with respect for the urban and architectural fabric by Claude Cormier + Associés, international landscape architecture firm based in Montréal as well as by Québec industrial designer Michel Dallaire, who designed the urban furniture.

1. LA BALADE POUR LA PAIX © Jimmy Hamelin | 2. LOVE BLUE GREEN ROBERT INDIANA © Jimmy Hamelin



2

Artists

Magdalena Abakanowicz (Poland)
Benoit Aquin (Canada)
Raymonde April (Canada)
César Baldaccini, dit César (France)
Jonathan Borofsky (United States)
Luben Boykov (Canada)
Alexander Calder (United States)
Olga Chagaoutdinova (Canada)
Robert Davidson (Haida nation, Canada)
Niki de Saint Phalle (France)
Wim Delvoye (Belgium)
Jim Dine (United States)
Darren Ell (Canada)
Sorel Etrog (Canada)
Ivan Eyre (Canada)
Joe Fafard (Canada)
Barry Flanagan (Great Britain)
Rose-Marie Goulet (Canada)
Angela Grauerholz Canada)
Keith Haring (United States)
Isabelle Hayeur (Canada)
Zhang Huan (China)
Michel Huneault (Canada)
Robert Indiana (United States)
Charles Joseph (Kwakiutl nation, Canada)
Yayoi Kusama (Japan)
Jean-François Lemire (Canada)
Aydin Matlabi (Canada)
Valérian Mazataud (Canada)
Ju Ming (Taiwan)
Robert Murray (Canada)
Dennis Oppenheim (United States)
Giuseppe Penone (Italy)
Michelangelo Pistoletto (Italy)
Richard Prince (United States)
Jon Rafman (Canada)
Betsabée Romero (Mexico)
Ugo Rondinone (Switzerland)
Wang Shugang (China)
Catherine Sylvain (Canada)
Kim Waldron (Canada)
Robert Walker (Canada)

Highlights

+ According to estimates, The La Balade pour la Paix attracted around 229,300 people.
+ The exhibition was covered 84 times in over 50 different media.
+ Many citizens and businesses expressed the wish for the project to be a recurrent project.
+ The official welcome ceremony and the unveiling of the Residential School Totem Pole, by Canadian artist Charles Joseph, Kwakiutl, was a very emotional and healing moment. This unifying event was praised by Indigenous representatives present and qualified as a “great step toward reconciliation” between Indigenous and non-Indigenous people.
+ This open-air museum was very technologically complex and carried out superbly by the MMFA team and its partners.
+ The artists who participated were deeply satisfied: their artwork received unprecedented visibility.



1. L'ASSEMBLÉE DE WANG SHUGANG
2. FIGURES MARCHANT DE MAGDALENA ABAKANOWICZ
3. NANA DANSEUSE DE NIKI DE SAINT PHALLE
© Jimmy Hamelin

Beyond the celebrations

- Institutions of higher learning (McGill University and Concordia University) and culture (the MMFA and the McCord Museum) worked closely together and established a close working relationship that will last for years to come. The MMFA and McGill University also wish to renew their partnership experience.
- La Balade pour la Paix promoted a bond of sharing between Montréal's Mohawk community, the Montreal Museum of Fine Arts and the Kwakiutl nation from Western Canada, particularly concerning the work which recounted the drama of boarding schools in Canada.
- The exhibition gave participating artists the opportunity to create ties for future projects together.
- The flagpoles and stele were bequeathed to the Ville de Montréal so that they can continue to be used for different projects in the city.
- Many sculptures will remain in Montréal over a longer period. Residential School Totem Pole will stay in front of the museum until 2019, when another Indigenous artwork will replace it to commemorate the signing of the 1701 peace treaty. Man, Three Disks, by sculptor Alexander Calder will remain in place until an exhibition dedicated to the artist opens in September 2018.


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LA BALADE POUR LA PAIX : L'HUMANISME DÉPLOYÉ RUE SHERBROOKE

« Voilà une exposition d'art qui va marquer l'histoire de Montréal. »

ÉRIC CLÉMENT
LA PRESSE — June 5, 2017

« Cette exposition exprime des valeurs fondamentales d'humanisme et de paix qui me sont très chères. Expo 67 a contribué à l'ouverture de Montréal et du Québec sur le monde et, 50 ans plus tard, des gens de partout sur la planète y vivent, partageant leur culture et leur espoir de paix. »

THE HONOURABLE LOUISE ARBOUR
Ambassador La Balade pour la Paix, former United Nations High Commissioner for Human Rights

NEW ART EXHIBITION CELEBRATES ANNIVERSARIES OF MONTREAL AND CANADA

JOHN MEAGHER
MONTREAL GAZETTE — June 5, 2017


3

iLLUMiNART

February 23 to March 11, 2017
QUARTIER DES SPECTACLES
Produced by Montréal en Lumière

A FREE CIRCUIT SHOWCASING 25 WORKS OF ART OVER 3.6 KILOMETRES AT THE HEART OF THE QUARTIER DES SPECTACLES

The dazzling iLLUMiNART experience was presented as part of MONTRÉAL EN LUMIÈRE for Montréal's 375th anniversary. A free showcase for Montréal's reputation as an "intelligent and digital" city, iLLUMiNART was promoted as an international hub for bright, interactive, immersive and cutting-edge light creations.

The circuit, which featured 25 works, sealed Montréal's reputation as an inspiring laboratory, and offered a showcase for artists on the world stage. The event was attended by many members of the International Light Festivals Organisation (ILO), including MONTRÉAL EN LUMIÈRE et iLLUMiNART, and laid the groundwork for what promises to be an annual get-together.

Artists

Bringing together works by artists, creators, engineers, scenographers, graphic artists, videographers from here and afar as well as students and citizens, the first edition of iLLUMiNART provided a brilliant crossroads for creativity, inspiration and sharing.

« Expérience fabuleuse, J'y retourne bientôt ❤️ »

LAURENCE ARPIN
Facebook comment



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Beyond the celebrations

+ iLLUMiNART continues to help bring the digital arts and the community closer together. Thanks to establishing partnerships between many artists or emerging Québécois studios as well as building relationships around the globe, iLLUMiNART has positioned Montréal as a key player on the international digital arts scene.
+ iLLUMiNART also encourages the development of partnerships between ILO member festivals both through the works themselves and the exchanges that occurred during the Rendez-Vous Pros iLLUMiNART. These partnerships also reinforced Montréal's position as a "city of festivals" and increased media spin-offs and the city's visibility, both here and abroad.

« Dans le cadre des célébrations du 375e anniversaire de Montréal, le festival MONTRÉAL EN LUMIÈRE est plus lumineux que jamais grâce à son nouveau volet illuminart. »

AGNÈS GAUDET
JOURNAL DE MONTRÉAL – February 25, 2017

1. PASSAGE (SERGE MAHEU) © Frédérique Ménard-Aubin

Leonard Cohen – a crack in everything

November 9, 2017 to April 9, 2018
MUSÉE D'ART CONTEMPORAIN DE MONTRÉAL
Musée d'art contemporain de Montréal (MAC)

THERE'S A CRACK IN EVERYTHING, THAT'S HOW THE LIGHT GETS IN. ("ANTHEM", LEONARD COHEN, 1992)

Presented by CBC/Radio-Canada, the exhibition Leonard Cohen – A Crack in Everything was included in the official programming for Montréal's 375th anniversary. Inspired by the life, the contemplative universe and major themes found in Leonard Cohen's works, it was the first exhibition entirely dedicated to the creative world as well as the heritage left behind by this world-renowned iconic Montrealer, singer, songwriter, poet and novelist.

A true multidisciplinary exhibition that blends visual arts, virtual reality, installations, performances, music and writing, A Crack in Everything gave the public the chance to explore unique works expressly commissioned by the MAC. They were created by local and international artists who were inspired by the life of Leonard Cohen, his works and his artistic legacy. Six museum rooms were dedicated to honouring this humble man and, a year after his passing, to peacefully celebrate his great artistic success and inspiring life.

By the end of February 2018, more than 200,000 visitors had set foot inside the Musée d'art contemporain de Montréal to see the exhibition, which makes it one of the biggest successes in the museum's recent history. This turnout also marks a record number of visitors for a single exhibition presented at the MAC.



1

The artist

A world-renowned novelist, poet and singer and songwriter from Montréal who inspired generations of writers, Cohen was an extraordinary poet of the human condition who could sensitively convey the complexities and desires of both the body and spirit.

L'ESPRIT DE LEONARD COHEN SOUFFLE SUR LE MAC

« C'est avec ce genre de propositions que le MAC dépasse l'idée du spectaculaire pour se rapprocher au plus près de l'essence d'un artiste discret constamment nourri par sa propre vulnérabilité. »

ISMAËL HOUDASSINE
HUFF POST QUÉBEC – November 10, 2017

LEONARD COHEN – UNE BRÈCHE EN TOUTE CHOSE : LA LUMIÈRE DE COHEN

« La dimension de l'homme comme de l'artiste rendait immense tout défi de célébrer Leonard Cohen. Le Musée d'art contemporain de Montréal (MAC) est parvenu à renouveler le sens de l'hommage avec une exposition inventive, critique et émouvante. Un grand moment qui révèle la lumière de Cohen, comblera ses fans et constitue un cas d'excellence muséale. »

ÉRIC CLÉMENT
LA PRESSE – November 9, 2017

« Cette exposition est une vraie douceur dans notre vie… À ne pas manquer ! »

LUCIE FORTIER
Facebook comment

1. OEUVRE GEORGES FOK © Sébastien roy

Aime comme Montréal

January 18 to February 19, 2017
MONTREAL MUSEUM OF FINE ARTS

March 16 to April 16, 2017
GRANDE BIBLIOTHÈQUE

April 21 to May22, 2017
ESPACE CULTUREL GEORGES-ÉMILE-LAPALME
PLACE DES ARTS

May 30 to June 1, 2017
SALON DE L'IMMIGRATION

October 13 to 27, 2017
CÉGEP SAINT-LAURENT

October 15 to December 1, 2017
AÉROPORTS DE MONTRÉAL

Montréal's artistic diversity

CELEBRATING MONTRÉAL'S CULTURAL DIVERSITY

Cultural diversity is one of the most important aspects of Montréal's identity. In celebration of Montréal's 375th anniversary, Aime comme Montréal offers an intimate and authentic look at cultural diversity with a photography project of 60 inspiring intercultural couples living in Montréal. Dynamic couples, composed of native Montrealers, immigrants, members of cultural and First Nations communities share, through words and images, how they met, how they see the world and, particularly, how they see their city.

Published by Éditions Fides, the book Aime comme Montréal was also an art exhibition that was presented successively in iconic Montréal locations, where visitors could see 30 works from this photojournalism project.

The story of
60 intercultural couples

Artists

The book Aime comme Montréal is written by Marie-Christine Ladouceur-Girard.

The photos are by Jacques Nadeau, renowned photojournalist (Le Devoir) and Mikaël Theimer (Portraits de Montréal).



1

« Tellement inspirante l'expo d'Aime comme MTL !! »

AUDREY DESROSIERS
Facebook comment

Beyond the celebrations

Putting together this project involved collecting the testimonials of 60 intercultural couples from Montréal and telling their story. These 120 Montrealers from 46 different cultural backgrounds and three Indigenous communities were able to meet at the launch of the book and the vernissage at the museum. Many of these people said that it was a touching experience for their family and that they felt less marginalized by their life choices. For many as well, the vernissage at the Montreal Museum of Fine Arts was a first, giving them the chance to discover this unique Montréal institution.

The Aime comme Montréal photo exhibition was chosen by the Ville de Montréal to inaugurate the new exterior structures of City Hall on Champ-de-Mars. It will stay there until December 2018, beside the Montréal Declaration Against Racial Discrimination, adopted by the city in 1989.

On the educational side, Aime comme Montréal will continue to shine in 2018, because many educational institutions have expressed the desire to host the exhibition over the course of the year.

L'AMOUR EN MODE MULTICULTUREL

« En approchant ces duos aux trajectoires variées, l'auteure [Marie-Christine Ladouceur-Girard] avait pour objectif de "déboulonner les idées reçues et inviter au dialogue interculturel". »

ANNE-MARIE YVON
ICI RADIO-CANADA – January 31, 2017

UN COUPLE D'OUTREMONT DANS *AIME COMME MONTRÉAL*

« Parler de la diversité en posant un regard sur les amoureux offre une vision originale sur la question. »

CORINNE LABERGE
L'EXPRESS D'OUTREMONT, JOURNAL MÉTRO – January 25, 2017

1. AIME COMME MONTRÉAL © Mikael Theimer

UP375

December 7 to 10, 2017
QUARTIER DES SPECTACLES
Raison d'art

HOW DO YOU SEE YOUR FUTURE?

UP375 is a preview of Montréal's future, seen by the next generation.

UP375 is a collective art project which involved students from schools across Montréal's 19 boroughs. High school students were asked to imagine the future of their borough and to depict it using technology, historical photos of Montréal provided by the McCord Museum, drawing tools and animation.

UP375 created links between the multitude of words and images produced in the boroughs taken from social media. Bridges materialized through the creation of works posted on school walls and an interactive installation in the Quartier des spectacles.

UP375 celebrates Montréal through a collective imagery culled from the boroughs. Its objectives: build bridges between diverse communities, develop, with students' input, clear, coherent and innovative solutions to urban problems and—drawing from Montréal's rich past—produce creative and inspiring versions of tomorrow for future generations.

UP375: six school boards, 18 public secondary schools, two private secondary schools and one cégep, 880 students from 19 boroughs, from Secondary 2 to Secondary 5 (including four welcome classes ("classes d'accueil") and two classes for students in difficulty), more than 4,000 visitors in the Quartier des spectacles.

UP375 left a tangible legacy in the participating schools as well as on the web with the site up375.com.



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2

HUB Montréal

November 8 to 18, 2017
VARIOUS LOCATIONS
Avalanche Productions

A GLOBAL MEETING FOR CREATIVE INDUSTRIES IN MONTRÉAL

For 11 days, 18 organizations, 1,000 professionals from over 20 countries and 30 companies, creative studios got together in Montréal. On the program: music, video games, multimedia, digital arts, film, special effects, artificial intelligence, virtual and augmented reality and more. The days were filled with meetings, ideas and creative crossovers and contributed to promoting Montréal's creative potential, increasing its visibility worldwide and providing artists from creative industries a common space.

The professional component was accompanied by a festive component that was open to all Montrealers interested in new forms of digital arts expression. In total, no less than 25, 000 spectators participated in the activities of this first edition of HUB Montréal. Bolstered by this success, its promoters are already working on a 2018 edition.

LE MILIEU DE L'ART NUMÉRIQUE VEUT SE REGROUPER

« Rallier les troupes d'ici un an pour se donner une voix forte : voilà l'objectif que se donnent les acteurs montréalais du milieu de l'art et de la créativité numériques… »

GUILLAUME BOURGAULT-CÔTÉ
LE DEVOIR – November 15, 2017

LES CRÉATEURS AU CŒUR DE LA PREMIÈRE ÉDITION DE HUB MONTRÉAL

« Une sorte de South by Southwest (SXSW) à la québécoise… »

ISMAËL HOUDASSINE
HUFFPOST QC – November 8, 2017

1. UP375 © raisondart.org | 2. HUB MONTRÉAL © Bruno Destombes

Exhibitions in the Hall of Honour at City Hall

Thematic exhibitions on Montréal and the people who have contributed to the city of today were featured year-round in the Hall of Honour at City Hall.

CÉLÉBRONS LA DIVERSITÉ DE LA JEUNESSE MONTRÉALAISE!

February 1 to 23, 2017

Shining the spotlight on Montréal's Black community youth and the youth ambassadors who represented the 19 boroughs throughout 2017. **3,073 VISITORS**

HOMMAGE À MONTRÉAL

February 23 to March 3, 2017

To celebrate Les Hivernales, an exhibition of works by artist Littorio Del Signore presenting Montréal winter scenes and landscapes. **1,517 VISITORS**

VIVRE ENSEMBLE : PLACE AUX FEMMES!

March 6 to 17, 2017

Homage to nearly 130 women who marked Montréal's history, from First Nations women to Phyllis Lambert, Jeanne Mance, Jessie Kathleen Fisher and Ludmilla Chiriaeff.
2,675 VISITORS

12 POÈMES POUR MONTRÉAL

March 21 to April 1, 2017

A presentation of the 12 best poems from a poetry-writing contest held among Secondary 4 and 5 public school students. **1,946 VISITORS**

38e CONCOURS PHOTO MONTRÉAL À L'ŒIL : ÇA C'EST MONTRÉAL!

April 4 to 20, 2017

Contest organized by the Centre d'histoire de Montréal that invited people to take photos that best represented the city in day-to-day life. The exhibition showcased the best photos selected from 500 entries. **4,016 VISITORS**

LES ANNÉES 60 À MONTRÉAL, UNE ÈRE DE CHANGEMENTS

April 22 to May 6, 2017

Photographs from the Archives de Montréal highlighting the major work sites of the 1960s that transformed the city.
1,512 VISITORS

MONTRÉAL, NOUVEAU MONDE

May 9 to June 10, 2017

Images and texts illustrating the historic trajectories of new immigrants who have shaped Montréal's cultural, social and heritage landscapes. **9,876 VISITORS**

MONTRÉAL, VILLE INTERNATIONALE

June 2017

Montréal is home to international organizations, foreign consulates and world conventions. This exhibition highlighted the city's global connectedness. **2,106 VISITORS**

MONTRÉAL À COUP SÛR! UNE HISTOIRE DE BASEBALL

June 27 to August 19, 2017

Jackie Robinson, the Expos and the Royals occupied a place of honour. An exhibition that traced the history of baseball in Montréal from 1860 to today, with a component dedicated to women's baseball. **50,000 VISITORS**

CHARLES DE GAULLE ET LE BALCON

July 21 to 28

For the 50th anniversary celebrating General Charles de Gaulle's visit in 1967, an exhibition full of photographs and videos presenting a recap of his historic appearance on the balcony of City Hall. **7,862 VISITORS**



1. ÇA C'EST MONTRÉAL ! © Ville de Montréal
2. MONTRÉAL À COUP SÛR ! © Ville de Montréal



MONTRÉAL MONUMENT: EN DESSINS, POINTS DE VUE CITOYENS

August 23 to September 6, 2017

Inspired by city life, drawings of Montréal's streets, cafés, parks and public spaces from the artists of the Urban Sketchers collective, which brings together amateur and professional artists. **7,558 VISITORS**

MONTRÉAL EN NOUVELLE-FRANCE

September 9 to 26, 2017

A showcase of historic documents and illustrations from Montréal's beginnings and a portrait of its two founders, De Maisonneuve and Jeanne Mance. **6,408 VISITORS**

MONTRÉAL – UN PATRIMOINE RELIGIEUX À DÉCOUVRIR

October 3 to 25, 2017

Photographs of iconic places in the religious heritage of the "City of 100 Steeples" and portraits of key figures in Montréal's ecclesiastical history. **9,601 VISITORS**

NATURE INSAISSABLE

October 27 to November 25, 2017

Exhibition by 15 Montréal artists living with a physical handicap. In 2016, they toured Montréal's parks and public spaces to create a watercolour series, at the initiative of the Centre d'intégration à la vie active (CIVA).
5,274 VISITORS

Possibles

Once a month in 2017
VARIOUS LOCATIONS
LA SERRE – arts vivants

12 ARTISTIC EVENTS IN 12 MONTHS IN 12 UNIQUE VENUES

Over 100 people took part in citizen consultations that were conducted in 2016, during which 12 themes related to sustainable community development for the city were identified. Once a month in 2017, an artist or collective and collaborators each interpreted a theme with the support of a creative partner.

To wrap up 2017, an experiential web platform was launched along with the POSSIBLES manifesto. The platform, which can be accessed at possibles.ca, allows visitors to view the 12 POSSIBLES that took place in 2017. Since January 2018, the platform has invited artists from Montréal, Québec, Canada and the world to submit their projects. These initiatives follow three alternate routes that were identified over the course of 2017: building the immediate future, fostering concern for others and reclaiming the city.

Close to
17,000 people
participated in the 12 POSSIBLES events

DÉCLOISONNEMENT GÉNÉRALISÉ

« L'un des plus beaux projets du 375e anniversaire de Montréal, mais sans doute le plus méconnu, POSSIBLES, a jeté les bases d'un manifeste pensé au lendemain de la fête à Montréal dans un esprit de communauté durable et de futur désirable. »

MARIO CLOUTIER
LA PRESSE – December 26, 2017

« Merci énormément d'exister ! »

STEAVE RUEL
Facebook comment



1. LA NUIT DES POSSIBLES © Maxim Paré-Fortin

KM³

August 30 to October 15, 2017
QUARTIER DES SPECTACLES
Quartier des spectacles Partnership

People of all ages loved this art circuit in the Quartier des spectacles, which offered them a unique artistic and sensory experience. Twenty or so works of art brightened up façades, squares, parks, sidewalks and windows, giving participants the chance to see the city in a whole new light: surprising, dreamlike, reinvented. The artists, Québécois for the most part, came from backgrounds in visual art, sculpture, video gaming, interactive design, fashion, dance and architecture.

More than
300,000 visitors

Once upon a time... The Western

October 14, 2017 to February 4, 2018
MONTREAL MUSEUM OF FINE ARTS (MMFA)
Montreal Museum of Fine Arts

The goal of this exhibition was, among others, to revisit certain prejudices against First Nations peoples, and to question the culture of violence, latent individualism, and cultural imperialism associated with the genre. It also highlighted Canada's contribution to the western through Québec legends such as country western singer Willie Lamothe and cowboy Will James. It illustrated the role that the Canadian landscape, the country's visual artists and First Nations played in creating this genre.

Visitors could see original items of First Nations clothing, opportunely reminding them that the land was inhabited long before white colonists. 81,900 people visited the exhibition.

Montréal Museums Day

May 28, 2017
43 MONTRÉAL MUSEUMS
Montréal Museums Society

Thousands of people took part in various activities organized for Montréal Museums Day. In addition to having free access to 43 museums, people were invited to take part in a museum treasure hunt with themes that included the city's history and contribute to a mural by the MU collective. The Société de transport de Montréal offered visitors five free shuttle bus itineraries. In total, the 43 participating museums tallied a total of 86,411 visits.

Aires Libres

May 15 to September 25, 2017
SAINTE-CATHERINE STREET (BETWEEN SAINT-HUBERT AND PAPINEAU STREETS)
Société de développement commercial (SDC) of the Village

For the past 10 years, 1.2 kilometres of Sainte-Catherine Street has been traffic-free, giving Aires Libres the chance to present many art initiatives and public artworks along it. In 2017, Aires Libres hosted numerous activities, including some related to the city's 375th anniversary, such as Galerie Blanc, a unique open-air 8,000 sq. ft. art gallery concept open 24/7, which was designed to encourage encounters between art and the public. As well, it features the Boules LGBTQ+, version 2.0 in 18 different shades, an urban installation by Claude Cormier + Associés urban design and landscape architecture firm.

Planète MTL

May 1 to December 3, 2017
BIOSPHÈRE
Biosphère, Environment Museum

An exploration of Montréal's urban ecosystem thanks to a three-dimensional interactive model and an invitation to discover how Montréal stacks up to other cities around the world on environmental issues.





11 indoor theatre performances at the heart of summer

June 20 to August 6, 2017



À nous la scène offered theatre-goers a rich program of performances ranging from the great classics of French theatre—Lucrèce Borgia by La Comédie-Française—to original works, Québec plays and shows that have been hailed worldwide.

Highlights

+ À nous la scène was mentioned 177 times in 77 different media.
+ The most popular shows were What's in a Name?, Vice & Vertu, Baby-sitter, The Perfect Wave and Lucrèce Borgia.

Beyond the celebrations

+ Collaboration between all the organizations involved in producing and promoting the event was exceptional. They include La Vitrine, the TNM, the Consulat général de France à Québec and the Institut français.
+ À nous la scène gave people access to a diversified and unique theatre programming at the heart of summer.

The events

Lucrèce Borgia

July 25 to August 4, 2017

THÉÂTRE DU NOUVEAU MONDE
La Comédie-Française

La Comédie-Française presented one of Victor Hugo's masterpieces: a must-see for theatre buffs and for anyone wanting to discover one of the world's oldest and most prestigious theatre institutions. This sumptuous piece took audiences back in time to 16th-century Italy where a woman with ruthless power who was separated from her child uses everything at her disposal to be noticed and loved.

Script: Victor Hugo

Staging: Denis Podalydès

With: Elsa Lepoivre (Molière for Best Actor 2017), Éric Ruf, Christian Hecq, Gilles David, Jérémy Lopez, Clément Hervieu-Léger, Nâzim Boudjenah, Elliot Jenicot, Benjamin Lavernhe, Claire de La Rüe du Can, Gaël Kamilindi, Théo Comby Lemaitre, Pénélope Avril, Vanessa Bile-Audouard and Marianna Granci

Dernier coup de ciseaux

July 11 to 22, 2017

GESÙ
Théâtre des Mathurins

An interactive police comedy where a murder is committed each night and the audience leads the investigation. It holds the record for the longest-running show in history of the United States with more than 9 million spectators worldwide. The intrigue: a murder in committed in the Mathurins hair salon and the audience has to solve the crime. With three possible outcomes, a large part of the show is improvised based on the audience's reactions.

Script: Paul Pörtner

Staging: Sébastien Azzopardi

With: Domitille Bioret, Gaëlle Gauthier, Thierry Lanckriet, Yan Mercoeur, Jean-Marie Rollin and Olivier Solivérès

1. LUCRÈCE BORGIA © Maxime - Agence BRUT



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Vice & Vertu

July 10 to August 6, 2017

SOCIÉTÉ DES ARTS TECHNOLOGIQUES

Les 7 Doigts

Les 7 Doigts invited audiences to travel back in time to the 1940s and watch Montréal's scandalous "Main", a.k.a. St-Laurent Boulevard, spring to life.

Staging and scenario: Isabelle Chassé, Patrick Léonard and Samuel Tétreault

Artistic direction: Samuel Tétrault

With: Martin Boily, Betty Bonifassi, Gabriel Cloutier-Tremblay, Lady Josephine, Marianne Dansereau, Vincent Roy and 19 other circus performers.

Imagine-toi

July 11 to 22, 2017

GESÙ

Julien Cottereau has been compared to the great silent movie star Buster Keaton. He has an extraordinary gift for acting, miming and making sounds, capable of creating tender and emotional worlds with grace and simplicity, free of words, décor, tricks or accessories. If he needs something, he invents it. Imagine-toi is a universal show that shines the spotlight on our most precious gift: the beauty and wonder of our childhood and how we can reconnect with it.

Staging: Erwan Daouphars

With: Julien Cottereau

What's in a Name?

July 9 to 30, 2017

SEGAL CENTRE FOR PERFORMING ARTS

An adaptation of the play "Le Prénom". A casual dinner erupts into an outrageous verbal slugfest where juicy secrets are served up and long-standing friendships might get cooked!

English adaptation: Michael Mackenzie

Texts: Matthieu Delaporte and Alexandre de La Patellière

Staging: Jennifer Tarver

With: Matthew Gagnon, Erika Rosenbaum, Pat Kiely, Amanda Lisman and Andrew Shaver

Baby-sitter

July 25 to August 5, 2017

THÉÂTRE LA LICORNE

Théâtre Catfight

A dark comedy that humorously tackles the definition of feminism and the confusion that surrounds it.

Script: Catherine Léger

Staging: Philippe Lambert

With David Boutin, Isabelle Brouillette, Victoria Diamond and Steve Laplante



Rêveurs définitifs

June 29 to July 29
THÉÂTRE ST-DENIS 2
Just For Laughs

A mind-blowing magic show that incorporates poetry, dance, theatre, comedy and music to leave audiences speechless.

Conception: La compagnie 14:20

Staging: Raphaël Navarro

With: Patrick Watson, Yann Frisch, Calista Sinclair, Éric Antoine, Étienne Saglio and Ingrid Estarque

The Perfect Wave

June 20 to July 10, 2017
CENTRE DU THÉÂTRE D'AUJOURD'HUI

This comedic surf opera takes us for a ride on a hilarious wave while examining the superficial beauty and the best and worst of humankind.

Staging: Guillaume Tremblay, assisted by Mylène Caya

Production: Théâtre du Futur

Booklet: Olivier Morin and Guillaume Tremblay

With: Benoit Maufette, Guillaume Perreault, Guillaume Tremblay,

Marie-Claude Guérin, Frédéric Lemay, Sasha Samar (baritone), Mathieu Grégoire (tenor), Sylvain Paré (tenor), Hiather Darnel (soprano), Cécile Muhire (soprano), Anne Julien (alto)

Molière, Shakespeare et moi

July 4 to 22, 2017
THÉÂTRE DU RIDEAU VERT

Created exclusively for the 375th, this historical-anachronistic comedy offers us of a slice of Montréal history… with a total irreverence for history.

Script: Emmanuel Reichenbach

Staging: Charles Dauphinais

With: Anne-Élisabeth Bossé, Carl Béchard, Isabelle Drainville, Mathieu Quesnel, Roger La Rue, René Rousseau, Simon Beaulé-Bulman, Chloé Barshee and Philippe Robert

Muliats

July 4 to 15, 2017
THÉÂTRE D'AUJOURD'HUI
Menuentakuan Productions

"Muliats"—Montréal in Innu—recounts the story of Mashteuiatsh, an Innu who moves to Montréal and the culture shock that he experiences.

Script: Charles Bender, Marco Collin, Xavier Huard, Natasha Kanapé Fontaine

Staging: Xavier Huard

With: Marco Collin, Soleil Launière, Christophe Payeur and Étienne Thibeault

Maligne

July 7 to 29, 2017
STUDIO HYDRO-QUÉBEC DU MONUMENT-NATIONAL
Just For Laughs

In this one-woman show, Noémie Caillault shares her battle with cancer with emotion and plenty of humour. A touching show that crackles with life and laughter!

Script: Noémie Caillault, Morgan Perez, Gabor Rassov and Caroline Vertu

Staging: Morgan Perez

With the voices of: Jeanne Arènes, Romane Bohringer, François Morel, Olivier Saladin and Dominique Valadié

1. DERNIER COUP DE CISEAUX © Charles Mercier | 2. MOLIÈRE, SHAKESPEARE ET MOI

Another Brick In The Wall – The Opera

March 11 to 24, 2017
SALLE WILFRID-PELLETIER, PLACE DES ARTS
Opéra de Montréal

THE OPÉRA DE MONTRÉAL'S ICONIC FESTIVAL IN 2017

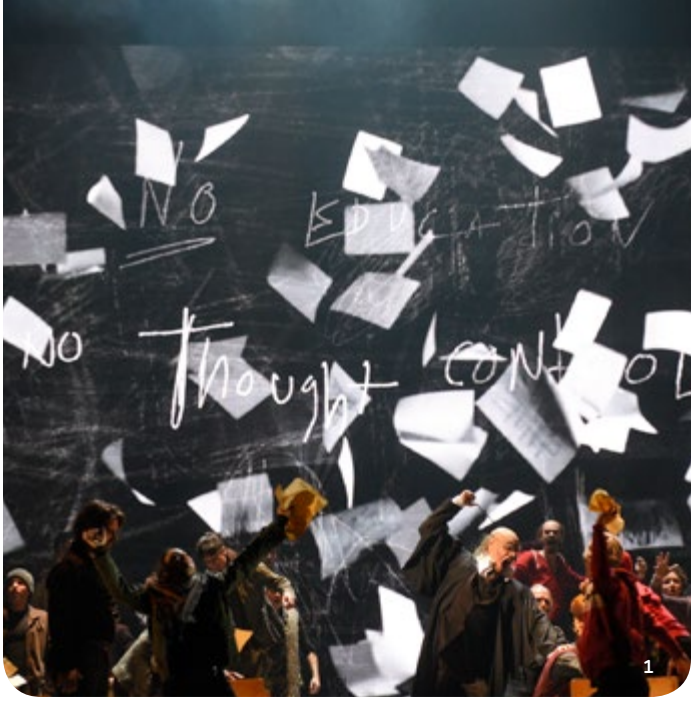
The rock opera The Wall, by Roger Waters, was a heartfelt plea for liberty, love and friendship. This iconic work of contemporary music has touched generations. So the story goes, it was in Montréal, in 1977, that Waters came up with the idea for his work. Forty years later, Montréal has innovated with a 100% Québec symphony version!

At the 21st Opus awards of Conseil des arts du Québec on February 4, 2018, Another Brick In The Wall – The Opera won "Musical Event of the Year", while its composer, Julien Bilodeau, took home the title of "Composer of the Year 2017".

29,110 spectators
saw The Wall – The Opera

Artists

Québec composer Julien Bilodeau who wrote the music for the iconic work The Wall for symphony. Stage direction was by Dominic Champagne, a world-renowned stage director who created a world of shadows and light that highlighted the strong and hidden elements of the original.



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« Excellent! Intelligent, émouvant, bouleversant! Cet opéra fera le tour du monde! »

KARINE
Facebook comment

Beyond the celebrations

+ The work will go on world tour in 2018, starting with Cincinnati in July.
+ The show received global attention and made the cover of the celebrated Rolling Stone magazine.
+ With the performance of this show, the Opéra de Montréal created new ties with companies that created a special evening for their clients and employees for the very first time.

ANOTHER BRICK IN THE WALL BUILDS BRIDGES FOR OPERA

"The sheer quality of the mise en scène was incredible — I've never seen such a creative blend between set design and visual effects in a live show, let alone an opera."

STEFANO DEGANO
CULT #MTL – March 16, 2017

THE WALL : L'OPÉRA ROCK DEVENU OPÉRA

« Au terme du concert, la foule réunie à la Place des Arts était conquise et a accueilli la production avec beaucoup de chaleur. »

NICOLAS HOULE
LE SOLEIL – March 11, 2017

1. ANOTHER BRICK IN THE WALL – THE OPERA © Yves Renaud

Symphonie montréalaise

May 31, June 1 and 2, 2017
MAISON SYMPHONIQUE
Orchestre symphonique de Montréal

A UNIQUE SOUND AND VISUAL EXPERIENCE WITH KENT NAGANO, THE OSM AND MOMENT FACTORY

As part of the festivities for Montréal's 375th and to wrap up the OSM's 2016-2017 season, Maestro Kent Nagano presented a work by Samy Moussa, the internationally celebrated young Montréal composer, to a rapt audience of Montrealers and visitors. His Symphony No. 1, "Concordia", will forever be associated with the anniversary of the founding of Montréal since it was created exclusively for the occasion. The backdrop to the work was a captivating visual experience created by the equally world-renowned Montréal company Moment Factory.

Artists

The Symphony No. 1, "Concordia", was created by Samy Moussa, performed by the Orchestre symphonique de Montréal under the direction of Kent Nagano and set to unique visuals by Moment Factory.

Beyond the celebrations

Fully videorecorded for the Medici.tv online music broadcasting platform, the OSM's Symphonie montréalaise was viewed close to 82,000 times. This Samy Moussa creation, now a key work in the annals of Québécois, Canadian and North American music, enjoyed a widespread international audience. Though this pairing of classical music and multimedia was not unanimously supported, it has since become a tangible heritage that will continue to live on in the minds of countless other artistic talents and undoubtedly inspire other experiences.



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3 sold-out concerts!

CRÉATION MUSICALE, UNE TRANQUILLE RÉVOLUTION

« Mine de rien, notre musique contemporaine, loin des chapelles et des ayatollahs, vit sa révolution tranquille. »

CHRISTOPHE HUSS
LE DEVOIR – June 3, 2017

LA SYMPHONIE IMMERSIVE… DE MONTRÉAL

« … [O]n pouvait observer que Samy Moussa avait réuni de judicieux procédés orchestraux, mis au point depuis les débuts de la modernité jusqu'à maintenant, y ajoutant bien sûr les ingrédients de sa propre sauce. »

ALAIN BRUNET
LA PRESSE – June 1, 2017

« Merci pour cette expérience impressionnante de la Symphonie Montréalaise hier soir. Nous étions dans un film. »

BRUNO G.
Twitter comment

1. SYMPHONIE MONTRÉALAISE © Antoine Saito

The Hockey Sweater: A Musical

October 19 to November 19, 2017
SEGAL CENTRE FOR PERFORMING ARTS
Segal Centre for Performing Arts

A TRIBUTE TO ONE OF MONTRÉAL'S GREATEST PASSIONS!

For Montréal's 375th, the Segal Centre for Performing Arts presented the world premiere of The Hockey Sweater, the English version of the beloved story by Roch Carrier: Le chandail de hockey. The production paid tribute to this Québec literature classic by turning it into a musical for the whole family. 9,645 people saw the show.

Artists

Performers: Alessandro Gabrielli, Jesse Noah Gruman, Claire Lautier, Ian Simpson, Scott Beaudin, Kate Blackburn

Musicians: Jonathan Monro (conductor), Evan Watts Smith, Jason Field, Beth McKenna, Frederic Bourgeault, Vanessa Marcoux and Parker Bert

Creative team:

Book and lyrics – Emil Sher

Music and lyrics– Jonathan Monro, based on the short story The Hockey Sweater, by Roch Carrier, translated into English by Sheila Fischman

Stage direction and choreography – Donna Feore

Musical director – Jonathan Monro

Orchestrator – Oran Eldor

"Fantastic night at the musical "the Hockey Sweater"! Wonderful to see such incredible support for this lovely piece!"

CAROLINE SCHILLER
Facebook comment



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"Congrats to the Segal and all the kids on the successful run of The Hockey Sweater Musical. Emotional final show this evening."

ERIK LEIJON
Facebook comment

THE HOCKEY SWEATER MUSICAL AT THE SEGAL CENTRE

"In all, The Hockey Sweater made for a really heartwarming and vastly entertaining show whose greatest strength was its ability to bring Roch Carrier's classic story firmly into the present. It's a coming of age story, it's a family story but most of all, it's a hockey story."

Marilla Steuter-Martin
BROADWAY WORLD – October 28, 2017

THE HOCKEY SWEATER: A MUSICAL : LA MAGIE DU SPORT

« Excellente production que cette adaptation énergisante de la nouvelle de Roch Carrier [...]. The Hockey Sweater: a Musical donne à voir une véritable explosion de talents sur scène. »

MARIO CLOUTIER
LA PRESSE – November 6, 2017

1. THE HOCKEY SWEATER: A MUSICAL © Leslie Schachter

100 % Montréal

May 25 to 28, 2017
THÉÂTRE JEAN-DUCEPPE, PLACE DES ARTS
Festival TransAmériques

MONTRÉAL'S MANY IDENTITIES

Who are Montrealers, really? What do they believe in? Standing before us, 100 citizens who represent 100% of the Montréal population. Men, women or trans, adults, children or teens, atheists, Jews or Muslims, they mapped out Montréal in a vibrant and joyful people-centred survey.

In this probe, the collective Rimini Protokoll, a major player in the field of documentary theatre, invited Montrealers to explore who they are. Free of filters, void of duplicity, simply questions answered straight-up by the courageous 100 % Montréal participants, from the most banal to the most difficult. Moving onstage like a flow chart—never have statistics been so dynamic!—they sensitively embodied public opinion, giving insight into how it can erupt and shift in a heartbeat.

A total of 2,537 spectators came out to see 100 % Montréal, which drew rave reviews from the critics.

Artists

100 % Montréal was created by the Rimini Protokoll German theatre collective, and its amateur actors were 100 Montrealers from diverse origins and backgrounds.

« Quel jeu de miroir percutant et touchant à 100% Montréal @ FTAMontréal. À voir... Ensemble! »

SYLVIE QUENNEVILLE
Twitter comment



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« 100% Montréal, 100% émotions. Voilà pourquoi j'aime tant ma ville. »

PATRICK DION
Facebook comment

The show was a huge success in terms of attendance and media coverage. We counted 86 articles, reviews and reports in the media.

100 % MONTRÉAL : FAIRE PARLER LES CHIFFRES

« Impossible de nier que ce portrait de groupe secoue certains de nos préjugés et renferme des moments bouleversants. »

ALEXANDRE CADIEUX
LE DEVOIR – May 26, 2017

100 % MONTRÉAL AU FTA : BELLES COULEURS DE VILLE

« La pièce 100 % Montréal représente un magnifique cadeau qu'offre le Festival TransAmériques à sa ville, territoire mohawk non cédé, comme l'ont souligné les dignitaires, pour célébrer son 375e anniversaire en toute intelligence et émotion. »

MARIO CLOUTIER
LA PRESSE – May 27, 2017

1. 100 % MONTRÉAL © Trung Dung Nguyen

Merci Montréal !

February 7 to December 16, 2017
17 LOCATIONS IN MONTRÉAL
École supérieure de ballet du Québec

17 THANK-YOUS… DANCED WITH REVERENCE

For the past 50 years, the École supérieure de ballet du Québec has been training elite dancers, who perform on the world's most prestigious stages, in its Montréal studios. For Montréal's 375th, the École supérieure wanted to thank Montréal by performing a danced reverence by students of its professional dance-study program in 17 of the city's iconic spaces.

In classical dance, the reverence is used as a greeting as well as a thank-you at the end of a class or following a performance. For the pleasure of the public watching, the choreography was adapted to the space selected and performed to music created specifically for the occasion. The first reverence, out of a series of 17, was performed under the starlit sky of the Planétarium Rio Tinto Alcan to pay homage to the city's scientific community. Following this, dancers performed in various iconic city locations, from Place d'Armes to the Belvédère atop Mount Royal, the Hospitalières crypt, the Montreal Museum of Fine Arts, the Jean-Talon Market, the Notre-Dame-des-Neiges Cemetery, TOHU and Park La Fontaine.

Students from the École supérieure de ballet du Québec danced a "thank-you" to our founding peoples, honoured the memory of our ancestors, celebrated the creativity of our artists and encouraged the perseverance of our students, not to mention paying tribute to Expo 67's 50th anniversary.

Each reverence can be viewed on the web site of the École supérieure de ballet.

Artists


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Under the artistic direction of Anik Bissonnette, graduating students from the École supérieure de ballet de Montréal were accompanied by a string quartet or a brass quintet from the Conservatoire de musique de Montréal.

Beyond the celebrations

As well as showcasing the talent of the graduating students of the École by performing in unique locations and spaces for this kind of show, each reverence offered a moment of great beauty.

1. MERCI MONTRÉAL! © Vivien Gaumand

Le Super Méga Continental

September 15 to 17, 2017
PLACE DES FESTIVALS
Sylvain Émard Danse

375 DANCERS FOR MONTRÉAL

The Super Méga Continental, a gigantic line dance with contemporary undercurrents, led by renowned choreographer Sylvain Émard, made a huge splash in September. Since the last Montréal edition of the Grand Continental in 2011 at the Festival TransAmériques, Émard was interested in pursuing the choreography's development in his city. Montréal's 375th anniversary was the perfect opportunity to celebrate the city's identity with a record number of participants.

The 375 amateur dancers from the troupe took over the Place des Festivals to offer four memorable performances. A total of 21,086 spectators watched this key moment of Montréal's 375th, a veritable tour de force for a modern dance performance. In keeping with tradition, the dance area where the participants performed turned into a giant dance floor, with the very popular DJ Poirier manning the tables every evening after the show.

The Super Méga Continental provided an incredible opportunity to introduce creative dance to new audiences. It gave the crowd a chance to become dancers and fully experience the creative process as well as a one-of-a-kind stage. The amateur performers truly felt a sense of sharing and belonging.

Artists

The Super Méga Continental dancers were all amateurs, between the ages of 11 and 75 years old, and came from different cultural backgrounds, across all of the city's neighbourhoods. Celebrities also were part of the production and ensured that the event received plenty of visibility with the public: Anne-Marie Cadieux, Nathalie Coupal, Johanne Fontaine, Julie McClemens, Isabelle Ménard, Catherine Proulx-Lemay, Marie Turgeon, Anna Asimakopulos and Arnaud Granata.



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« En tant qu'étrangère habitant à Montréal depuis un an, cette expérience m'a aidée à connaître les Montréalais dans leur essence… Je me suis sentie dans un chez nous. »

ANDREA UBAL RODRIGUEZ, participant

« Alors que je venais pour faire une activité de danse […], j'ai plutôt participé à un extraordinaire laboratoire d'humanité joyeuse. »

JEAN-MARC DESCHAMPS, participant

Beyond the celebrations

Posts mentioning the Super Méga Continental on Facebook reached more than 700, 000 people, while videos of the event were viewed 200,000 times.

Due to its increasing popularity, the Super Méga Continental could soon be presented in Toronto, Chile, Germany, France, Sweden and Italy. The popular concept spectaculary conveys the creativity, dynamism and cultural wealth of Montréal.

LE SUPER MÉGA CONTINENTAL : ENTRER DANS LA DANSE

« En balayant la piste du regard, ce qui attrapera l'œil, par-dessus tout, ce sont les sourires et la joie sincère qui animent les danseurs. »

MÉLANIE CARPENTIER
REVUE JEU – September 16, 2017

1. LE SUPER MÉGA CONTINENTAL © Robert Etcheverry

Montréal video game symphony

September 29, 2017
THÉÂTRE MAISONNEUVE
Orchestre Métropolitain

A CELEBRATION OF MONTRÉAL, VIDEO GAME HUB

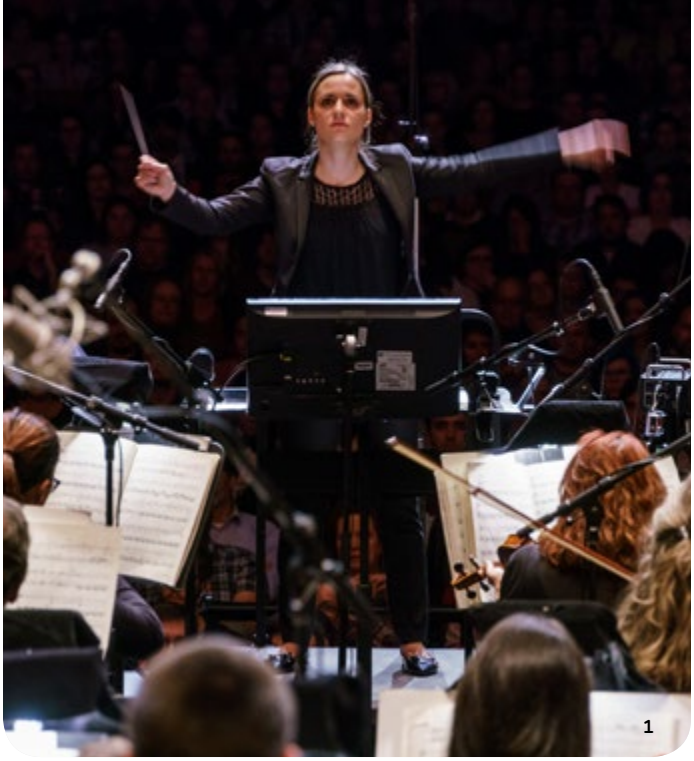
For Montréal's 375th, the Orchestre Métropolitain (OM) presented a unique concert that invited young and old to discover the creative world of Montréal's symphony music and video game music. Onstage, 60 OSM musicians and more than 120 members of the Chœur Métropolitain performed excerpts from soundtracks of 37 video games designed in Montréal, accompanied by images from the games projected onto a giant screen.

The show was hosted by Stephanie Harvey, a world-renowned professional video gamer and Jasmin Hains, host at Radio-Classique who is passionate about the interactive gaming world. From time to time, the hosts invited audience members to come onstage to play games, with images projected on immense screens behind them.

Participants were treated to music excepts from some of the world's most popular games created by Montréal studios, including Electronic Arts, Square Enix, Ubisoft, Eidos, Gameloft and Panache, as well as a sampling of game themes created by independent studios, such as Kitfox Games, Alice & Smith, Affordance Studio, Flying Carpets Games, Tuque Games and others.

Artists

The show's driving force and artistic coordinator was Maxime Goulet, video game music composer, assisted by lead music arranger Benoît Groulx and choirmaster François A. Ouimet. Conductor Dina Gilbert led the Orchestre Métropolitain.



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More than
2,700 spectators
attended the concert

ORCHESTRE MÉTROPOLITAIN : LA FABULEUSE SYMPHONIE DU JEU VIDÉO

« Rarement aura-t-on vu une salle Wilfrid-Pelletier aussi joyeuse et bruyante. [...] Des jeunes, il y [en] avait à profusion, tout comme des créateurs, des concepteurs, des "geeks" et de gentils parents qui avaient pour l'occasion, accompagné leurs petits, certains parfois costumés. Avec un chœur massif comme une enclume, une chef enjouée qui dirigeait ses troupes, le sourire aux lèvres et l'Orchestre Métropolitain, rôdé au quart de tour, la soirée fut un véritable bonheur. »

CHRISTOPHE RODRIGUEZ
JOURNAL DE MONTRÉAL – September 30, 2017

« Époustouflant !! 👏🎮 »

PATRICK PETERS
Facebook comment

"This is Amazing, OMGGG"

SARAH BROWN
Facebook comment

1. DINA GILBERT © François Goupil

La bohème – Under the Stars

May 27, 2017
PERCIVAL MOLSON MEMORIAL STADIUM
Opéra de Montréal

OPERA FOR EVERYONE!

For Montréal's 375th, the Opéra de Montréal offered a free simulcast of the opera La bohème, by Puccini, from Salle Wilfrid-Pelletier to the giant screens of the Percival Molson Stadium. This screening reinforced the Opéra de Montréal's desire to make opera more accessible and reach a wider audience.

The activity was hugely successful: more than 12,000 people attended the screening of the opera, with stage direction by Alain Gauthier and performances by France Bellemare, in the role of Mimi, and Luc Robert, in the role of Rodolfo. Along with them, Canadians Lucia Cesaroni, Justin Welsh, Christopher Dunham and Alexandre Sylvestre had supporting roles. James Meena conducted the orchestra.

During intermission, spectators could ask a host onsite questions and were also allowed to go backstage.

City Thread

August 29 to September 10, 2017
ESPLANADE AT PLACE DES ARTS
RUBBERBANDance Group

Spectators were treated to a truly exceptional multidisciplinary and interactive performance in a show that paired dance with technology. Using a smart phone app, they chose a group of dancers to follow along a designated itinerary. A unique soundtrack was played in headsets, allowing them to enjoy a private moment as they wound their way through the public spaces and dancers' bodies.

Dance Me

December 5 to 9, 2017
THÉATRE MAISONNEUVE, PLACE DES ARTS
Les Ballets Jazz de Montréal

Les Ballets Jazz de Montréal paid an emotional tribute to Leonard Cohen by performing 17 choreographed songs by this iconic Montréal poet. The show, which was divided into five "seasons", celebrated the different stages of life. With the death of Cohen, the last stage took on an even greater symbolism. Six extra shows are planned for March 2019.

OH Canada: A Young 150! with the New Brunswick Youth Orchestra

July 9, 2017
MAISON SYMPHONIQUE DE MONTRÉAL
New Brunswick Youth Orchestra

The New Brunswick Youth Orchestra provided a free concert at the Maison symphonique de Montréal. A highlight of the show—for both the Orchestra and spectators—was the performance of Sea to Sea by celebrated soprano Measha Brueggergosman and the Canada 150 choir. Sea to Sea was commissioned by the Orchestra by celebrated Canadian composer Howard Shore, who has composed more than 80 film scores, including the Lord of the Rings, Gangs of New York and The Aviator.



1. LA BOHÈME - UNDER THE STARS © Yves Renaud

Aspirations

October 17 to November 19, 2017
CINÉMA IMPÉRIAL AND VARIOUS LOCATION
Association des écoles supérieures d'art de Montréal (ADÉSAM)

TEN SCHOOLS OF ART, ONE CITY, ONE FILM

The 10 ADÉSAM member schools teamed up to bring a major shared project to fruition for Montréal's 375th official programming: the production of a 16-minute film entitled Aspirations.

The film is unique in that it showcases the creativity and know-how of rising Montréal talents in an array of artistic disciplines: circus, dance, comedy, music, theatre, film, sound and visual effects.

The ADÉSAM and its members gave carte blanche to the young creative talents, performers, artisans, students and graduates to express what Montréal is, in a professional-quality cinematic work.

With nine indoor screenings, Aspirations was seen by nearly 1,400 people. It was also aired on Canal Savoir and is available on demand (YouTube and Viméo).

Artists

More than 125 up-and-coming young talents participated in creating and producing the Aspirations short, including two scriptwriters, three directors, one executive producer, 53 musicians, dancers and circus arts performers, 26 creators and artisans active on the set, 11 sound and visual post-production artists and technicians and a great many students from the network who took part in the preliminary consultation, not to mention the nearly 70 school staff members and employees who lent their support, 10 production service suppliers, 13 partners and other collaborators.



« Pour info. "Aspirations" fait partie des bons plans de la semaine de Montréal CityCrunch ! »

NEMO AKKHEKO
Facebook comment

« Bravo à tous ceux qui ont travaillé à ce film, c'est beau, c'est inspirant et on sort heureux de la projection ! »

ISABEAU MARTINEL
Facebook comment

1. ASPIRATIONS © Association des écoles supérieures d'art de Montréal

Le National d'impro 2017

September 12 to 14, 2017
TÉLÉ-QUÉBEC
Just For Laughs

IMPROV ON TÉLÉ-QUÉBEC FOR THE 375TH

Part of the official programming for Montréal's 375th anniversary, the National d'impro 2017 celebrated the 40 years of existence of the Ligue nationale d'improvisation (LNI).

Created by Robert Gravel and Yvon Leduc in Montréal in 1977 under the direction of the Théâtre expérimental de Montréal, the LNI put improv centre stage across Québec and was instrumental in promoting this popular craft in close to 30 countries. Over the years, it has become a veritable Montréal institution and it justly deserves the praise for what it has accomplished!

One of the goals of the National d'impro 2017 was to pay tribute to the two men who created the LNI and who came up with the brilliant idea of adapting the setting and rules of the National Hockey League (NHL) to a brand-new kind of improv theatre. Even the basis for the 2017 tournament, which resembled a revisited television adaptation of iconic LNI matches, was heritage material in itself.

Each game of the competition included at least one improv performance about Montréal or its history. An improv song, for example, had "Lost in the West Island" as its theme while another took place "Between Parthenais and Iberville" or brought us back to the world of "Parc Belmont". Montréal was always top of mind during each of the National d'impro 2017 games!

« Oh! Des moments comme ça, c'est de l'or en barre ! Une chimie de fou !!!! »

JACINTHE



1

Artists

Host: François-Étienne Paré and Christian Vanasse

Referee: Simon Rousseau

Judges: Chantal Lamarre and Claude Laroche

Musician: Éric Desranleau

Players: Stéphane Archambault, Frédéric Barbusci, Réal Bossé, Sophie Caron, Salomé Corbo, LeLouis Courchesne, Pier-Luc Funk, Amélie Geoffroy, Amélie Granger, Julien Lacroix, Didier Lambert, Philippe Laprise, Pierre-Michel Le Breton, Diane Lefrançois, Jacques L'Heureux, Mathieu Lepage, Florence Longpré, Nicolas Michon, Marie-Ève Morency, Joëlle Paré-Beaulieu, Nicolas Pinson, Pascale Renaud-Hébert, Luc Senay, Arnaud Soly, Tammy Verge and Richardson Zéphir.

Beyond the celebrations

+ The National d'impro 2017 carried on the cultural heritage of the LNI, a Québec icon that has been making our city shine on the world stage for over 40 years.
+ The 10 episodes of the series are available for viewing on the Télé-Québec web site, on the page of Le National d'impro 2017 show.

PIXELS EN VRAC

« Les célébrations du 375e de Montréal ont du bon pour les amateurs d'improvisation puisque c'est dans ce contexte qu'a pu renaître de ses cendres l'émission *Le National d'impro*, 15 ans après sa mouture diffusée sur la même chaîne. »

AMÉLIE GAUDREAU
LE DEVOIR – September 9, 2017

1. LE NATIONAL D'IMPRO 2017 © Patrice Lapointe

Infoman – Special shows for the 375th

December 1, 8, 15 and 22, 2016
ICI RADIO-CANADA TÉLÉ
Zone3

For Montréal's 375th anniversary, the Infoman team created four theme shows on Montréal.

December 1 – LA CRÉATION DE VILLE-MARIE

On the program: Jean-René Dufort meets historian Daniel Turcotte, who talks about the great moments when Ville-Marie was created. The show highlights a portrait of a queen that refuses to burn. The merry band of Jean-René, MC Gilles and Chantal Lamarre try out the colonial games of New France.

December 8 – MONTRÉAL SOUS UN NOUVEL ŒIL

On the program: From stress to bras to peanut butter, we discover the most surprising Montréal inventions. Jean-René Dufort and MC Gilles feature music videos that spotlight the city. In Montréal Express, Chantal Lamarre and Jean-René comment on incredible archive footage.

December 15 – MONTRÉAL VU D'AILLEURS

On the program: Jean-René Dufort travels endless kilometres to offer one of Montréal's orange cones to the Montréal on the furthest corner of the world in Senegal. We also discover the city through reports from abroad. A new travel guide comes out: The Lonely Chantal.

December 22 – MONTRÉAL, LA MAL-AIMÉE

On the program: Proof that everything is always more beautiful with a drone. A "blind virgin" tourist accompanies Jean-René Dufort in the city streets to make a pertinent analysis of the city. Alongside Chef Charles-Antoine Crête, Chantal Lamarre cooks dishes prepared with typical Montréal ingredients.

Ports d'attache : Spécial Montréal

December 17, 2017
TV5
DBC2

Ports d'attache (Waterfront Cities of the World) is a documentary series that shines new light on modern waterfront cities around the globe. In the "Spécial Montréal" hosted by Heidi Hollinger, the city was billed as one of North America's most historic, cultural and dynamic cities. Montréal is proud of its personality: that of a rich cultural hub where each community embraces what makes it unique, while remaining proud of its contribution to the metropolis of today. This diversity is also evident in the city's culinary scene: with over 5,000 restaurants, Montréal is considered a major foodie destination. Ports d'attache : Spécial Montréal had a viewership of 43,000 people.

Vive Montréal : dans les coulisses de la fête

January 7, 2018
TVA
Société Nouvelle de Production

The show presents the highlights of Montréal's 375th anniversary. It shines the light on the colossal amount of work done by the artists and artisans who were the backbone of these festivities. In a relatively short time frame, they succeeded in organizing and producing more than 200 activities and events that made the city's heart beat during this anniversary year.


M
Jackie Robinson
Montre
Rôtisserie
Coco Rico

Lyon and the délice network in the spotlight

February 23 to March 11, 2017
RESTAURANTS AND PLACE DES FESTIVALS
Produced by Montréal en Lumière

MONTRÉAL'S GOT FLAVOUR!

The gastronomic programming of this 18th edition of MONTRÉAL EN LUMIÈRE was an unequivocal success! It was an exceptional year for Montréal's 375th. Hosting Lyon as the city of honour translated into a city-wide feast for Montrealers and gourmet tourists who love French gastronomy. Whether it was with the two honorary co-presidents, Jérôme Bocuse and Christophe Muller, the Institut Paul Bocuse or renowned chefs such as Joseph Viola, the skill and talents of the Lyon chefs shone the entire festival long.

In addition, the palate-popping diversity of flavours proposed by chefs from the Délice Network cities attracted throngs of foodies and conquered taste buds as well as turning the world's attention to Montréal. More than ever, the city was a North American hub of gourmet fare!

Artists

The MONTRÉAL EN LUMIÈRE Festival welcomed its largest delegation of internationally celebrated chefs since it was launched: 29 renowned chefs, including 14 great chefs from Lyon.

"This festival will delight foodies with dozens of culinary activities for every taste and budget. If food isn't your passion, you might also enjoy the concerts and performances taking place all over the city."

JOY D'SOUZA
THE HUFFINGTON POST CANADA

Record numbers, with
65 activities sold out

4,500 soups
served FREE OF CHARGE on the outdoor site
+
2,000 soups
served in community organizations

Beyond the celebrations

+ With the business delegation of the Délice Network in Montréal from March 1 to 3 for a convention dedicated to culinary trends, the festival was a veritable culinary crossroads. The festival also welcomed a professional contingent, thus maximizing partnership spin-offs with the Délice Network.
+ MONTRÉAL EN LUMIÈRE succeeded in creating pairings between the world's greatest chefs and Montréal's finest tables, which sparked the unique sharing of expertise as well as learning opportunities for the city's brigade of chefs.
+ Montréal's positioning as a "city of festivals" and "gourmet city" was bolstered by this special edition of MONTRÉAL EN LUMIÈRE. It also generated greater media coverage and increased the city's visibility both here and abroad.

« La gastronomie est présentée comme le fer de lance du festival. Depuis sa première édition, environ 500 chefs, vignerons et conférenciers de renommée y ont pris part. Outre les activités culinaires proposées, c'est le concept de jumelage qui fait l'atout du festival. Chaque année, les meilleurs chefs montréalais et les plus grandes toques des cinq continents se rencontrent en cuisine. »

SABINE MENET
SUD-OUEST FRANCE

Cuisine ta ville

May 12, 2017 to May 14, 2017
ESPLANADE DE LA PLACE DES ARTS
ATSA, When art takes action

Tempo shelters were set up in front of Place des Arts to resemble United Nations refugee camps. Passers-by were invited to share in a bowl of soup and discuss issues ranging from the plight of refugees to understanding the realities of people living in uncertainty and distress. Conversations, seminars, testimonials, exhibitions and performance brought depth to this unique human experience.

First Fridays – Terrasse du 375e

June 2, July 7, August 4, September 1 and October 6, 2017
ESPLANADE FINANCIÈRE SUN LIFE, OLYMPIC PARK
Association des restaurateurs de rue du Québec

A focal point on Montréal's street food scene, First Fridays are the biggest gathering of their kind in Canada, with more than 50 food trucks meeting up on the Esplanade. The event, which runs once a month all summer long, is perfect for lunch, drinks with friends or a family outing. It features an array of quality food choices, music, bars and buvettes, plus the comfort of 2,000 seats on the terrasse and an endlessly relaxing and fun ambiance.





CLASSIQUE MONTRÉALAISE © Claude Dufresne



Montréal gets moving

In 2017, we celebrated Montréal's passion, spirit and energy. Kicking off the year, Les Hivernales invited us to rediscover outdoor winter fun and embrace our northern character through activities that were fun, competitive, festive and sports-oriented. In 2017, people who love Montréal had hundreds of opportunities to feel the beat of a dynamic city by taking part in other major sports events and dancing to the sound of electrifying music through Montréal's streets.

les hivernales


2


3


4

Celebrating our northern character

January 6 to March 12, 2017

DOWNTOWN
QUARTIER DES SPECTACLES
PARC JEAN-DRAPEAU
OLD MONTRÉAL
OLD PORT



Discovering or rediscovering our northern character and outdoor winter fun were the main goals of the dozen events held during Les Hivernales, the first major get-togethers featured on the 375th's official programming.

From Parc Jean-Drapeau to downtown and Old Montréal to the Quartier des spectacles, Les Hivernales showcased activities that were entertaining, extreme, competitive and crazy, which allowed both young and old to get together and celebrate winter fun in the city. The 375th's Hivernales sparked the creation of new winter events that included La Descente Saint-Denis, the Classique Montréalaise and Motoneige MTL Xtrem. They also gave a shot in the arm to already-existing events such as Barbagazi, Igloofest, the Fête des neiges, the Grande Traversée du Saint-Laurent, Snow Moon by Bike, the Montréal Hypothermic Half-Marathon, the Montréal Ice Canoe Challenge, the Polar Hero Race and MONTRÉAL EN LUMIÈRE.

« On était là ce soir, c'était malade!!! Tellement une bonne idée pour célébrer la fête de Montréal! Wow! 🌟 »

NADINE MICHELLE
Facebook comment

Highlights

+ The total turnout is estimated at more than 300,000 people.
+ Pre-existing events and festivals saw their participation numbers climb, and even spike, like the Montréal Ice Canoe Challenge which saw a 40% increase in participation.
+ The major marketing campaign for Les Hivernales provided more visibility and economic spin-offs for each specific event. The campaign generated several million impressions and a 70% engagement rate, clearly illustrating the community's and Montrealers' interest in the 375th.
+ Motoneige MTL Xtrem, a premier extreme winter sporting event in downtown Montréal, was a smash success.
+ Les Hivernales was covered 476 times in various media across Québec.

Beyond the celebrations

+ Les Hivernales created great synergy between the 11 event promoters, both in terms of communications and promoting their respective programs. More than half of the promoters developed partnerships through the 375th activities; consequently, they were able to increase their event's visibility through shared promotional activities. Everyone benefited from the collaboration between the groups and this should last far beyond the 375th.
+ Les Hivernales allowed individuals and families the chance to discover or rediscover the thrill of outdoor winter fun, all while celebrating our northern urban character.

1. MONTRÉAL EN LUMIÈRE © Frédérique Ménard-Aubin | 2. LA DESCENTE SAINT-DENIS - COURSE DE BOÎTES À SAVON © Éric Thibault | 3. LUNE D'HIVER À VÉLO © Pierre Dunnigan | 4. FÊTE DES NEIGES © Société du parc Jean-Drapeau

Barbegazi

January 6 to 8 and 13 to 15, 2017

ÎLOT CLARK, QUARTIER DES SPECTACLES

Tribu Expérientiel

For the first major Hivernales event, the Îlot Clark in the Quartier des spectacles was transformed into a giant playground with outdoor firepits, food trucks, light projections, music and an array of activities for the whole family that included beginner snowskating lessons, log-sawing contests, arm-wrestling competitions, a Christmas tree toss and more. The main attraction was the mega-fun, outsized obstacle course: participants who clocked the top 10 times shared a $5,000 prize.

TURNOUT:
17,500 PARTICIPANTS

Igloofest

January 12 to February 19, 2017

PLACE JACQUES-CARTIER AND JACQUES-CARTIER QUAY, OLD PORT OF MONTRÉAL

Igloofest

This “special 375th edition" of Igloofest drew electronic music lovers by the tens of thousands. For Les Hivernales, the festival featured an all-new free component for everyone: the first “Nordik” games with its wild and crazy interactive or competitive events, such as “shovel out your car”, “put up your Tempo shelter” and more. For Les Hivernales, the festival ran two weekends longer: the Off-Igloofest also featured two free nights that shone the spotlight on local artists. As well, during the six weekends of this special edition, the public had the chance to explore the unique Village Nordik, an interactive circuit created by seven Montréal design firms, each presenting their vision of a temporary winter dwelling. At Place Jacques-Cartier, people had a blast bombing down the Glissoire Nordik, a modern incarnation of the slide erected there over 100 years ago during the first winter carnivals.

TURNOUT:
120,000 VISITORS

Fête des neiges

January 14 to February 5, 2017

PARC JEAN-DRAPEAU

Fête des neiges de Montréal

For many years now, the Fête des neiges has brought families together to celebrate winter and outdoor fun. On the program: some 20 activities on ice or snow, dog sled rides, a Tyrolienne (zip line) or Grande Roue (Ferris wheel), shows and many sports activities. For Les Hivernales, the program was kicked up with activities such as free skating classes, a giant interactive pirate ship made of ice, theme routes to discover the treasures of Île Sainte-Hélène and access to the Lévis tower, which offers one of the most arresting views of the city.

TURNOUT:
108,900 VISITORS

La Descente Saint-Denis – Soapbox car race

January 21, 2017

SAINT-DENIS STREET (BETWEEN SHERBROOKE STREET AND ÉMERY STREET)

Gestev

The Saint-Denis Street hill was turned into an obstacle course with soap box cars zooming down the slope as enthusiastic crowds of thousands cheered them on. A total of 34 teams raced down the 280-metre circuit, which was divided into five theme zones.

Participants could register in one of three categories—corporate, family or fun—and were judged on various criteria including speed, creativity and style.

TURNOUT:
10,000 SPECTATORS

IGLOOFEST © Peter Ryaux Larsen


SCÈNE ★ SAPPORO
VIP
SAPPORO



Motoneige MTL Xtrem

February 4 and 5, 2017

UNION STREET (BETWEEN DE MAISONNEUVE BOULEVARD AND CATHCART STREET)

Tribu Expérientiel

A first-ever: 10 world champion riders treated spectators to a breathtaking show of prowess and courage at the heart of downtown, which was transformed into an extreme snowmobile mega-trail.

The event attracted a huge crowd that watched in awe as riders pulled off over 10-metre-high jumps, covering a distance of some 25 metres, all while performing mind-blowing aerials like back flips.

TURNOUT:

17,500 SPECTATORS

Snow Moon by Bike

February 11, 2017

DOWNTOWN, OLD MONTRÉAL, OLYMPIC STADIUM

Vélo Québec

On the night of the full moon of February 2017, cyclists were invited to take part in a festive and illuminated ride in downtown Montréal. Over the course of the 3.75-km ride, Sunday riders as well as seasoned athletes had the chance to discover buildings and public spaces lit up by colourful video projections. Hardcore athletes could tack on an extra 15 kilometres and pedal up right to the Olympic Stadium. To wrap up the ride, participants were invited to celebrate the moonlit magic of the night in the Old Port and enjoy the activities going on at the Igloofest site.

Snow Moon by Bike was the last event on the international Winter Cycling Congress, which was held for the very first time in Montréal and initiated by Vélo Québec.

TURNOUT:

1,000 PARTICIPANTS

Trek with la Grande Traversée du Saint-Laurent

January 28, 2017

MOUNT ROYAL PARK

Traversées de la Gaspésie

For Montréal's 375th anniversary, Montréal welcomed some 250 outdoor enthusiasts who took part in the eight-day winter trek along the St. Lawrence River. Leaving from the Gaspé region, then onto Matane, Baie-Comeau, Pointe-au-Pic and Québec City, they finished the last leg of the circuit in Montréal, enveloped in the festive warmth of Les Hivernales. The public was invited to ski and snowshoe alongside this hardy crew in Mount Royal Park.

TURNOUT:

500 PEOPLE FOR THE MONTRÉAL LEG

Classique Montréalaise

January 28 and 29, 2017

OLYMPIC BASIN, PARC JEAN-DRAPEAU

evenko

Parc Jean-Drapeau's Olympic Basin set the stage for the biggest outdoor hockey tournament ever in Montréal history. A total of 864 players divided into 144 teams defended their borough pride on 16 ice rinks prepared exclusively for the event.

In keeping with outdoor hockey tradition, players put together teams of four with no goalie. Teams played a minimum of two games. The winning teams got to take advantage of an hour of ice time at the Centre Bell, home of the Montréal Canadiens.

TURNOUT:

850 PARTICIPANTS

MOTONEIGE MTL XTREM © Yann Roy

Montréal Hypothermic Half-Marathon

February 12, 2017

PARC JEAN-DRAPEAU

The Running Room

A very popular event among elite runners across Canada and the United States, this half-marathon sparked the fervor of sports enthusiasts here too. In addition to the traditional 21.1-km course, participants could choose to complete a 10.55-km circuit or run the half-marathon relay-style with a teammate, all in the inspiring setting of Parc Jean-Drapeau's Île Sainte-Hélène and Île Notre-Dame.

Proceeds from the event were donated to the Tristan WilliaMS Foundation for people living with multiple sclerosis.

TURNOUT:

850 PARTICIPANTS

Montréal Ice Canoe Challenge

February 12, 2017

OLD PORT OF MONTRÉAL

Héritage Maritime Canada

The Montréal Ice Canoe Challenge celebrated its fifth year with top-level athletes racing their canoes across more than 10 metres of the glacial St. Lawrence River. The circuit, which departed from the Clock Tower Basin followed by a loop along the Clock Tower, the westernmost part of the Alexandra Quay, the Cité-du-Havre Park and Île Sainte-Hélène, was an impressive challenge for the 200 competitors.

To celebrate the city's anniversary, a brand-new team joined the competition to represent Montréal. Spectators had the opportunity to watch the VIVE MONTRÉAL 375 crew, which included Captain Mylène Paquette, in action on the St. Lawrence River.

At the same time, the public had the chance to take part in a fun contest of skill during Igloofest's Jeux Nordik that took place the same weekend. Participants had to push an ice canoe through a booby-trapped urban circuit while trying to clock the best time possible.

TURNOUT:

9,500 SPECTATORS

Polar Hero Race

February 18, 2017

PARC JEAN-DRAPEAU

Sportera

For Les Hivernales, more people than ever could take part in the Polar Hero Race, winter's biggest winter obstacle race. In addition to its 10-km circuit and 50 obstacles to hurdle for elite athletes, there was a half-circuit for families and less experienced runners, all in the picturesque setting of Parc Jean-Drapeau. The 2,205 participants, registered in either the elite or open category, wore distinctive bibs so spectators could easily follow the runners in each category as they competed.

TURNOUT:

2,205 PARTICIPANTS
1,000 SPECTATORS

Curling en lumière

February 23 to March 11, 2017

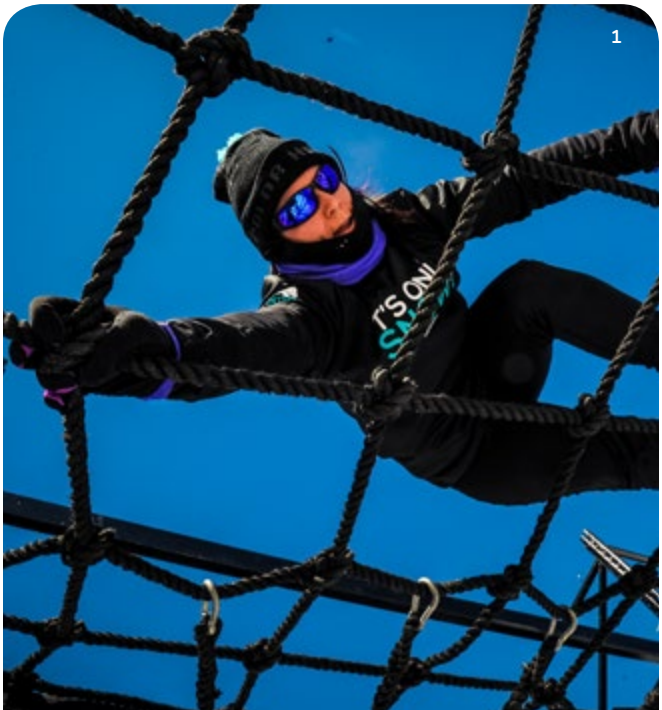
PLACE DES FESTIVALS

Montréal en Lumière

New to MONTRÉAL EN LUMIÈRE, Curling en lumière gave young and old the chance to try their hand at outdoor curling. The lanes, built outside at Place des Festivals, featured dynamic and interactive lighting that flashed as the rocks slid by on the ice, with sound effects livening up the action. To amp up the ambiance, games were covered by commentators who also kept team scores. A special zone was designated for spectators to watch all the fun.

TURNOUT:

ESTIMATED AT 10,000 PARTICIPANTS



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WINTER FUN IN A STORE FOR MONTREAL'S 375TH ANNIVERSARY

"Call it a reason to get outside and enjoy the outdoors this winter. […] Starting at the beginning of January and running until March, Les Hivernales winter festival is the official kick-off to the city's anniversary party. Les Hivernales is meant to encourage people, whether they live in Montreal or are visiting, to head outdoors this winter and get active."

CTV NEWS MONTREAL – November 7, 2016

120 000 VISITEURS À L'ÉDITION SPÉCIALE 375e D'IGLOOFEST

« Igloofest vient de boucler une 11e édition exceptionnelle, inscrite dans la programmation officielle du 375e anniversaire de Montréal lors des Hivernales, qui aura attiré quelque 120 000 visiteurs en six semaines grâce à sa programmation musicale ainsi qu'à l'ajout d'un volet d'activités nordiques inédites et populaires. »

QUI FAIT QUOI – March 2, 2017

DES ACTIVITÉS POUR PROFITER DE L'HIVER MONTRÉALAIS

« Créative, festive et généreuse, la ville de Montréal réussit le pari d'être aussi vibrante en hiver. Envie de vous dégourdir et de profiter du grand air sans quitter la Métropole ? C'est possible. La preuve en une quinzaine d'activités qui sauront vous tenir bien au chaud. »

SARAH-ÉMILIE NAULT
LE HUFFINGTON POST QUÉBEC – December 23, 2016

ROULER AU CLAIR DE LUNE – POUR SON 375e, MONTRÉAL ACCUEILLE UNE VERSION NOCTURNE DE L'ÉVÉNEMENT VÉLO SOUS ZÉRO

« Pour les 375 ans de Montréal, nous voulions proposer quelque chose de différent, souligne Joëlle Sévigny, directrice générale de Vélo Québec, événements et voyages. Nous avons donc opté pour une version nocturne, festive, qui permet de nous inscrire dans la programmation plus vaste des Hivernales montréalaises. »

FLORENCE SARA G. FERRARIS
LE DEVOIR – February 10, 2017

1. POLAR HERO RACE © Epic Action Imagery | 2. MONTRÉAL ICE CANOE CHALLENGE © Philippe Emond



les jeux de la rue celebrates montréal!

A super event organized for the jeux de la rue grand finals

August 16, 2017
PARC JARRY
RAP Jeunesse

Created in 2002 by the organization RAP Jeunesse, the Jeux de la rue's mission is to contribute to youth development by offering them the chance to tap into their potential and grow as individuals through sports and leisure activities. The tournaments organized each year are not merely sports competitions, but have become genuine neighbourhood mixers.

The Society for Montréal's 375th helped raise the profile of this major sports gathering, which hosted all of the summer 2017 competition finals.



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Highlights

The special 2017 edition of the Jeux de la rue was a massive success and certainly one of the best since the event was created. More than 2,000 youth took advantage of sports installations and participated in different activities. Many of these activities (graffiti, parkour, dance battle, slackline, bubble soccer, ultimate, etc.), which were organized for the first time, were incredibly popular.

For the event, the Jeux de la rue recruited Andy Mailly-Pressoir, sports journalist and TVA Sports host, as its spokesperson. All of the kids, teens and young adults greatly enjoyed his presence and involvement, and his association with the Jeux de la rue promises to continue in upcoming years.

Beyond the celebrations

More than 80 organizations from 12 boroughs contributed to these Jeux, including the Fondation Laurent Duvernay-Tardif. Another partership was also created with Saputo, one of our Great Montrealers.

« Journée magique ! »

ANDY MAILLY-PRESSOIR
Facebook comment

LE SPORT COMME VECTEUR DE CHANGEMENT

« Des Montréalais de 12 à 24 ans ont convergé vers le parc Jarry mercredi pour participer à une multitude d'activités sportives et culturelles. »

RADIO-CANADA INFO – August 16, 2017

LES JEUX DE LA RUE INVITE YOUNG MONTREALERS TO HANG OUT

"This edition of Les Jeux de la rue is even bigger and better than ever, with tons of new activities to encourage young people to be more active and develop new interests. [...] Les Jeux de la rue are a real ode to joy, a celebration of sports and being young, all taking place in an environment that's got festive written all over it, with on-site DJ and performing artists galore."

MONTREAL TIMES – August 18, 2017

1, 2 and 3. © Arianne Bergeron



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Électro Parade

September 2, 2017
FROM PARC AVENUE TO PLACE DES FESTIVALS
evenko

A MOVING, GROOVING ELECTRONIC DANCE FLOOR IN DOWNTOWN MONTRÉAL

Escorted by its convoy of truck beds/stages equipped with the latest sound systems, the Électro Parade turned the city streets into a giant grooving discotheque. Turntable legends and renowned DJs from here and afar set the beat on this amazing ambulatory dance floor, with entertainment provided by partners such as MEG Montréal, Igloofest, MUTEK and the Techno Parade de Paris. Thousands of people danced along, turning Montréal's streets into a euphoric celebration of electronic music.

With this first North American edition of Électro Parade, Montréal joined a world trend that has already caught on in cities that include Paris and Zurich.

The parade kicked off at the foot of Mount Royal, moved along Parc Avenue and then downtown toward the Place des Festivals. Thousands of people joined the floats and DJs, setting the city streets on fire during this amped-up party procession. The success of this first edition bodes well for future editions, which promises to be just as knockout as the first!



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Artists

Agoria, Anti Anti, Boho Soundsystem, Cerise, Claire, Clyde P, DJ Mini, Egocentrix, Esteban, Hicky & Kalo, Kleancut, Kris Tin, Lebaron, Ludo, Mandiz, Milu Milpop, Miss Shelton, Misstress Barbara & friends, Montana, Netsky, Omni, Or Room, Paul Kalkbrenner, Pfreud, Prince Club, Robert Robert, Romulus, Ronin, Ryan Playground, Spaz, Stef Agostino, The Holy, TIZI, Toddy Flores

DANSER DANS LES RUES DE MONTRÉAL GRÂCE À L'ÉLECTRO PARADE

« Des milliers d'amateurs de musique ont pu danser dans la rue à Montréal dans le cadre de la première édition de l'Électro Parade. [...] on peut dire que le défi a été relevé avec succès. Le party a duré toute la journée, de 14 h à 3 h du matin ! »

STÉPHANIE ALCARAZ ROBINSON
YULORAMA – September 4, 2017

1. ÉLECTRO PARADE © Tourisme Montréal

Le Grand défi Pierre Lavoie

La Course finish line

May 14, 2017
MONTRÉAL OLYMPIC STADIUM
Grand défi Pierre Lavoie

5,300 students from 140 secondary schools, colleges and universities ran the 270-kilometre distance between Québec City and the Montréal Olympic Stadium for 30 consecutive hours.

The 1,000-km finish line

June 18, 2017
MONTRÉAL OLYMPIC STADIUM
Grand défi Pierre Lavoie

Leaving from Saguenay–Lac-Saint-Jean, the 1,060 cyclists who participated in the Grand défi Pierre Lavoie received a hero's welcome at the Olympic Stadium after pedaling 1,000 kilometres in 60 hours. The $2.3 million they raised was divided between 500 primary schools to finance projects that promote healthy lifestyles.



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La Boucle

July 2, 2017
SQUARE DORCHESTER AND PLACE DU CANADA
Grand défi Pierre Lavoie

More than 5,000 cyclists took part in the 135-km Boucle Pierre Lavoie. From their downtown departure, the cyclists rode along the Bonaventure highway, then crossed the Côte Sainte-Catherine Lock and pedaled in Montérégie. They took the same route back on their return, crossing the finish line in the city. Profits generated by this sports event were reinvested in the Grand défi Pierre Lavoie programs for healthy living.

La Grande marche de Montréal

October 22, 2017
PLACE DES FESTIVALS
Grand défi Pierre Lavoie

This past October, nearly 8,000 people took part in a five-km walk that left from Place des Festivals in the Quartier des spectacles. Participants then walked through downtown, passing by Square Dorchester, Sainte-Catherine Street and René-Lévesque Boulevard before returning to the Quartier des spectacles. Tenor star Marc Hervieux performed at 10 a.m. before the Grande marche got underway.

1. THE 1,000-KM FINISH LINE © Grand défi Pierre Lavoie

World Junior Championship Canada

December 26, 2016 to January 5, 2017
CENTRE BELL
Hockey Canada

Montréal moved to the beat of the IIHF World Junior Hockey Championships, which featured the world's best U20 players. Centre Bell set the stage for games for the gold medal and grand final, which saw Canada face off against the United States. A shoot-out was needed to break the tie and crown a winner. As they sat on the edge of their seats, the 20,173 spectators watched the American team claim victory, while Canada proudly took home the silver.

Championship Week-End 2017

August 26 and 27, 2017
COMPLEXE SPORTIF CLAUDE-ROBILLARD
The Montréal Royal

An enthusiastic crowd of over 4,000 cheered on the best professional North American Ultimate Frisbee teams during the American Ultimate Disc League (AUDL season championship), a top-notch competition held for the very first time in Montréal.

The sport's popularity is growing: the Fédération québécoise d'Ultimate boasts more than 6,000 players and Montréal has many fans who come watch the Montréal Royal in action.

Triathlon International de Montréal

August 5 and 6, 2017
OLD MONTRÉAL AND THE OLD PORT
Triathlon International de Montréal

Montréal is now part of the elite World Triathlon Series circuit, and held the seventh race of the prestigious ITU World Triathlon series in August 2017. This world-class competition brought the city even greater visibility in over 100 countries and among seven million television and web viewers. Areas of Old Montréal and the Old Port were incorporated into the race, which saw many of the world's best triathletes as well as close to 800 professional athletes competing.

Dansons Montréal

September 30, 2017
ESPLANADE, PLACE DES ARTS
Place des Arts

As the sun beamed high in the sky, traditional dance and electronic music lovers were invited to join a major celebration of culture in all its diversity. Organized in partnership with Culture pour tous, this interactive community activity was hosted by the dynamic Gardy Fury, accompanied by DJ Jan Pienkowski, and brought together 10 professional and semi-professional dance troupes from Montréal from a variety of backgrounds. They performed an anthology of traditional dances from their respective countries during this four-hour dance marathon. The following dance troupes performed in order of appearance:

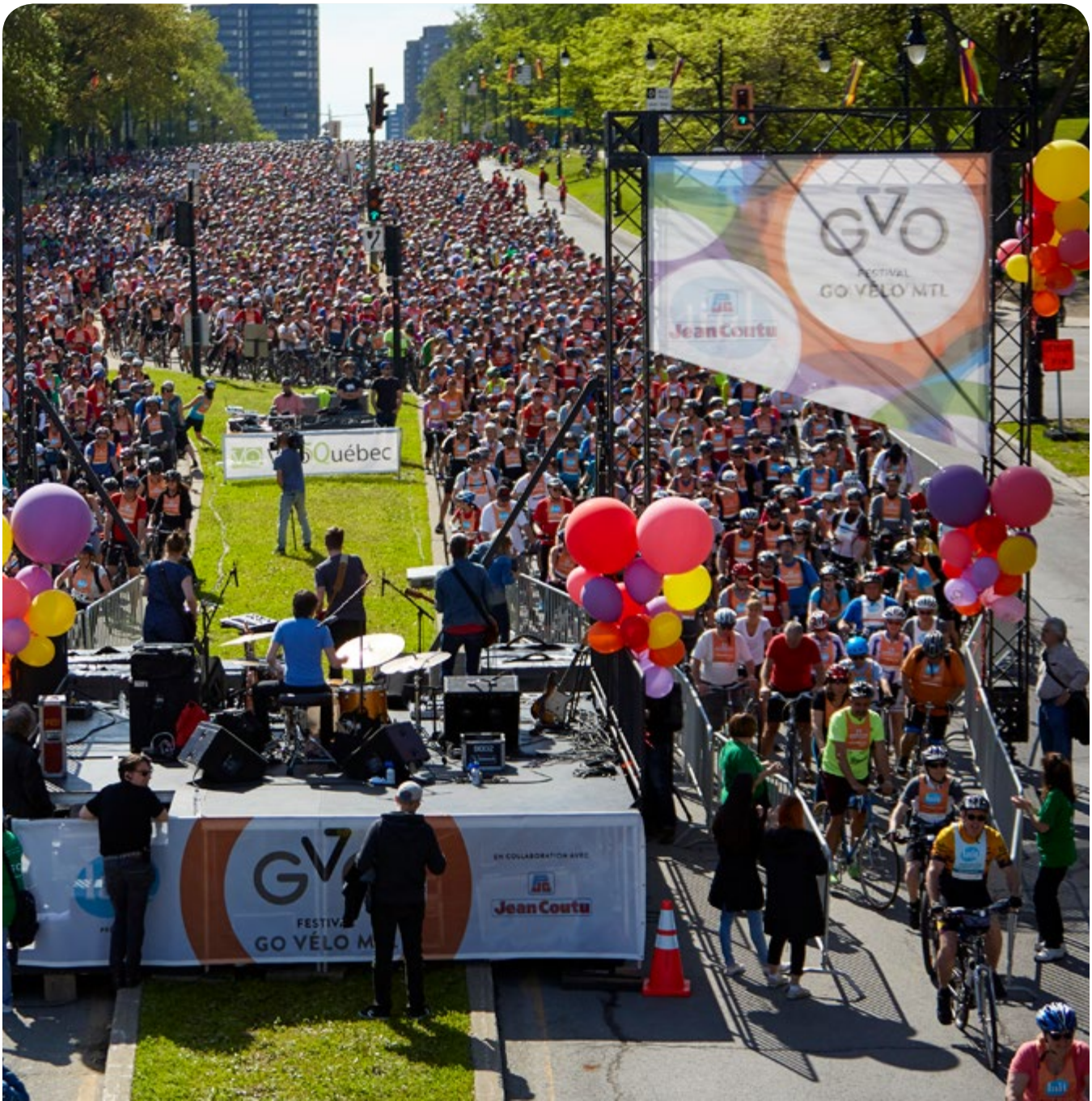
Mi Viejo San Simon Canada (Bolivia), Club Portugal de Montréal (Portugal), La R'voyure (Québec), the Ensemble de folklore hongrois Bokréta (Hungary), the Ensemble Balgari (Bulgaria), Les Chevaliers du Liban (Lebanon), Le Ballet Raices de Colombia (Colombia), Les Notes du corps (Haiti), Les Gafieiristes (Brazil), Danse Cadence (Québec).

TOUR DE L'ÎLE DE MONTRÉAL © Maxime Juneau

Tour de l'Île de Montréal

June 4, 2017
50-KM CIRCUIT IN MONTRÉAL
Vélo Québec

Some 25,000 people took part in the 33e Tour de l'île de Montréal, a special edition that celebrated Vélo Québec's 50th anniversary. At the start line, cyclists enjoyed a singing send-off by Vincent Vallières, a 50-km route with thematic markers, a moving exhibition on the history of cycling in Montréal and a performance by Montréal Complètement Cirque at the finish line in Parc Jeanne-Mance.





LA GRANDE TOURNÉE © Charles Mercier



Montréal by communities

All summer long, the Grande Tournée offered an array of activities in every one of Montréal's 19 boroughs that shone the spotlight on its respective history, iconic places, businesses and artists. In addition to these wide-ranging activities, the Society showcased 102 neighbourhood events commemorating the 375th on every street corner of the city. Montrealers and visitors had the chance to take advantage of diverse programming, rooted in Montréal's heritage and identity, that celebrated the city's history and cultural vitality.



Celebrations in Montréal's 19 boroughs

May 12 to September 17, 2017

For 19 consecutive weekends, from Friday to Sunday, each of Montréal's boroughs was at the heart of the celebrations. Every weekend, an array of activities unfolded in a park, a neighbouring street and a back-alley for the borough being fêted.

The goal of the Grande Tournée, a flagship event on the 375th programming for the 375th celebrations, was to highlight each borough's cultural wealth and uniqueness and celebrate the diversity of its citizens.



An array of activities for everyone

Among other activities La Grande Tournée included an open-air circus, a travelling historical show, a post office with messages for the future, a neighbourhood treasure hunt, an exhibition of art on house fronts, a back alley party, a giant picnic as well as broadcasting from Radio-Canada onsite and special television shows on TVA.

In a captivating, carnivalesque ambiance, the Grande Tournée featured activities for every moment of the day. In the morning, a storyteller took children on a voyage to a world weaving reality and fantasy together. In the afternoon, artists and musicians mingled with the crowd, treating them to performances as well as encouraging young and old to take part in circus and dance workshops. On Saturday evening, when the setting sun's rays made the horizon sparkle with golden magic, the Cirque Éloize performed L'heure magique, a 35-minute show for the whole family.

Highlights

+ Some 104,205 people, for the most part families, came out to take part in the Grande Tournée, despite inclement weather at times.
+ The Sucré Salé television shows dedicated to the Grande Tournée boroughs on Fridays reached between 700,000 and 900,000 viewers each week.
+ Of the 19 boroughs, the Villeray–Saint-Michel–Parc-Extension, the Sud-Ouest and the Plateau-Mont-Royal attracted the biggest crowds.
+ More than 8,000 postcards from the Postes du futur will be mailed in 2042 for Montréal's 400th.

Beyond the celebrations

+ Many citizens and businesses expressed a desire that the program be recurrent. The positive and enthusiastic response from people was particularly inspiring: Montrealers showed a keen interest in getting together in parks in the summertime to enjoy family activities.
+ Many boroughs inherited the material, content and urban furniture created for these activities, including Sharing Tables, the Chats de ruelles, La ville suspendue and the Grands Apéros.
+ These gatherings allowed people from the same neighbourhood to create bonds and meet new neighbours: a good start to building a harmonious society.

1. © Charles Mercier | 2. © Maxime Juneau | 3. © Sébastien Parent





ITINERARY OF LA GRANDE TOURNÉE

ROSEMONT–LA PETITE-PATRIE
May 12 to 14, 2017 – Parc Jean-Duceppe

OUTREMONT
May 19 to 21, 2017 – Parc Beaubien

RIVIÈRE-DES-PRAIRIES–POINTE-AUX-TREMBLES
May 26 to 28, 2017 – Parc Marcel-Léger

PIERREFONDS-ROXBORO
June 2 to 4, 2017 – Parc-nature du Cap-Saint-Jacques

LACHINE
June 9 to 11, 2017 – Parc de la Marina d'escale

SAINT-LAURENT
June 16 to 18, 2017 – Parc Beaudet

VERDUN
June 23 to 25, 2017 – Parc de l'Honorable-George-O'Reilly

CÔTE-DES-NEIGES–NOTRE-DAME-DE-GRÂCE
June 30 to July 2, 2017 – Parc Kent

MERCIER–HOCHELAGA-MAISONNEUVE
July 7 to 9, 2017 – Parc de la Promenade-Bellerive

L'ÎLE-BIZARD–SAINTE-GENEVIÈVE
July 14 to 16, 2017 – Parc Eugène-Dostie

MONTRÉAL-NORD
July 21 to 23, 2017 – Parc Aimé-Léonard

LASALLE
July 28 to 30, 2017 – Parc Leroux

AHUNTSIC-CARTIERVILLE
August 4 to 6, 2017 – Parc Ahuntsic

LE SUD-OUEST
August 11 to 13, 2017 – Square Sir-George-Étienne-Cartier

ANJOU
August 18 to 20, 2017 – Parc Lucie-Bruneau

VILLERAY–SAINT-MICHEL–PARC-EXTENSION
August 25 to 27, 2017 – Parc Jarry

SAINT-LÉONARD
September 1 to 3, 2017 – Parc Wilfrid-Bastien

LE PLATEAU-MONT-ROYAL
September 8 to 10, 2017 – Parc La Fontaine

VILLE-MARIE
September 15 to 17, 2017 – Parc des Faubourgs



L'heure magique

Cirque Éloize

L'Heure magique dazzled crowds with its story of love and friendship, told with great tenderness and breathtaking acrobatics. The performance, created exclusively for La Grande Tournée, lived up to the troupe's reputation. One after another, the exhilarating acts drew spectators of all ages into its magical urban and modern universe. The show was warmly received by the public in the 19 boroughs.

La ville suspendue

McCord Museum

Created by the McCord Museum, the travelling show La ville suspendue told the story of Montréal, its neighbourhoods, its people and its iconic symbols in an original exhibition that evolved with each borough; half of the exhibition was reinvented each weekend to showcase each borough's particular history while the other half was dedicated to that of Montréal.

Iconic symbols of Montréal were presented in each borough: Mount Royal and its gigantic cross, St. Joseph's Oratory, the Biosphere, Place Ville-Marie, the "Main", the St. Lawrence River and the Lachine Canal. Archive photos depicted the story behind these symbolic Montréal landmarks. The other half of the exhibition changed according to each of the 19 boroughs, featuring shows specific to each, while memories and anecdotes culled from citizens made it even more memorable.

This history-themed exhibition, which featured 550 photos, mobilized different partners. In addition to delving into its own archives, the McCord Museum worked with the Ville de Montréal and the historical societies of its different boroughs. The Société de transport de Montréal also contributed old photos of the city's public transportation. Some 42,000 people visited the exhibition in these 19 open-air museums.



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Neighbourhood Treasure Hunts

VDM Global

Some 1,500 people took part in the Neighbourhood Treasure Hunts organized in the 19 boroughs, which offered an excellent and entertaining way for citizens to test their knowledge of their borough.

Each of the 19 hunts was tailor-made to each borough so that every corner of the city, from north to south and east to west, revealed its secrets. Two versions were offered each time: one 45-minute circuit for children and one 90-minute circuit for adults.

Les Grands Apéros

Association des restaurateurs de rue du Québec

Montréal citizens and visitors were invited to a giant outdoor picnic reminiscent of a great outdoor feast. The ARRQ, which organized it, set out to find the best food stores from each borough and put each borough's cultural and culinary diversity in the spotlight: 120 restaurants and businesses offered their products and services.

Talking Windows

Diasol

Residents of each of Montréal's boroughs let artists use their windows, porches and even stairs as exhibition spaces. Photographs, comic strips, installations, paintings, texts—all art forms were showcased by an array of artists. A stroll in the city thus became a chance for people to make new discoveries and talk with artists.

Les Postes du futur

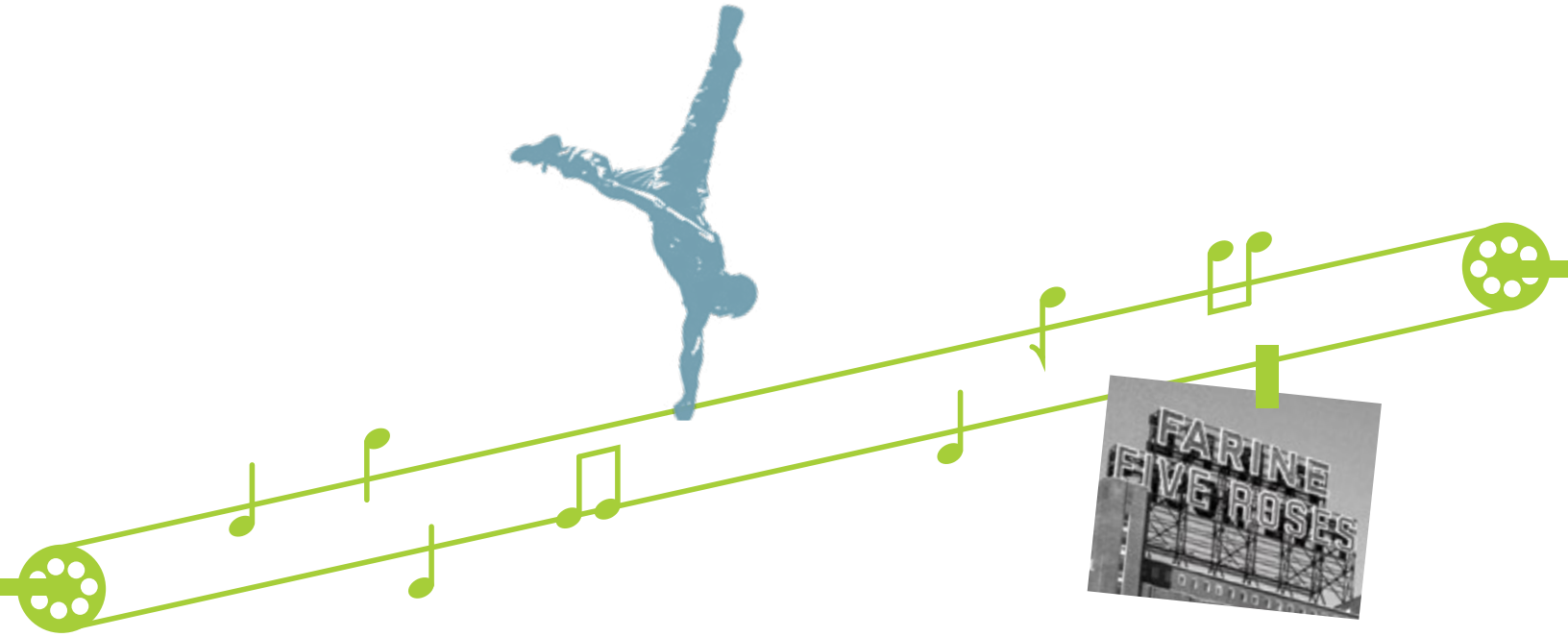
Comptoir public

Les Postes du futur offered citizens and visitors unique postcards that will be delivered to the recipient of their choice in 25 years, just in time for Montréal's 400th. It was a unique opportunity for people to share their vision of the city of tomorrow and share their reflections with the citizens of 2042.

Thirty-eight Montréal artists designed 38 different postcards. More than 9,000 postcards were written by the public, and will be mailed in 2042. Of this number, a few hundred will be sent to Montréal's city hall of the future, while others will be sent to future owners of the sender's current property and hundreds were written with great tenderness by grandparents to their grandchildren. A dozen or so celebrities wrote postcards and made them public, including Anaïs Barbeau-Lavalette, Sophie Cadieux, Hubert Reeves, Michel Tremblay, Manon Massé, Joséphine Bacon and Julie Payette.

The project was spearheaded by Comptoir public, an interdisciplinary project that brings together performing arts and installation design.

1. LA VILLE SUSPENDUE © Hardiesse | 2. CIRQUE ELOIZE © Maxime Juneau | 3. LES POSTES DU FUTUR © Maxime Juneau



Chats de ruelles

The Comity and LA TOHU

Many of Montréal's back alleys are important and dynamic sources of neighbourhood life. Chats de ruelles wanted to celebrate these unique spaces for meetings and conversation with an original show and a citizen-focused, festive programming. People enjoyed circus shows, emerging artists in music, films and more. Participative workshops were also offered to bring greater visibility to greening initiatives and urban agriculture.

Chats de ruelles received support from all of Montréal's écoquartiers. The project was developed with citizen groups, back alley greening committees and local community organizations. In total, more than 50 trees and 250 plants were planted in the back alleys visited.

Radio-Canada radio live

Radio-Canada

Each weekend, shows from ICI Première and ICI Musique were broadcast from the celebrating neighbourhoods, including Le 15-18, La sphère and the DJ Set. A podcast of J'aime Montréal, a cultural magazine inspired by each borough, was also created exclusively for La Grande Tournée.

Sucré Salé celebrates the 375th

Société générale de production

Every Friday on TVA, the summer show Sucré Salé, hosted by Patrice Bélanger and his team of cultural reporters, including Marie-Ève Janvier and Marie-Josée Gauvin, gave viewers an inside peek at the featured borough, accompanied by public figures from Québec. Between 700,000 and 900,000 people watched the show each week.







Vélo Paradiso

Wapikoni mobile

Wapikoni mobile's projector-bikes joined La Grande Tournée to present short films and video clips created through collaborations between First Nations musicians and the city's cultural communities on giant screens. Featured were La Bronze and Esther Pennell, Random Recipe and Natasha Kanapé Fontaine, SoCalled and Shauit, Sunny Duval and Laura Niquay, as well as Dramatik and Matthew Vachon.

Sharing Tables

President's Choice

President's Choice set the table—literally. This Great Montrealer donated a multigenerational, modern and durable picnic table to each borough. Designed by students in the Université de Montréal's design department, these unique tables are a testament to Montréal's expertise and creativity. President's Choice invited all Montrealers to gather around one of these tables with family and friends, enjoy a meal or simply relax and enjoy the company.

VivaCité

Desjardins

VivaCité allowed the young and the young at heart to have fun tackling an obstacle course that required skill and perseverance while using new technologies (digital tablets). At the same time, participants collected points that were transformed into money donated by Desjardins to youth organizations in each borough. In total, $37,500 was donated to the city's youth organizations.

RECORD DE PARTICIPATION À LA GRANDE TOURNÉE

« … Depuis le début de la tournée, je vois rarement des personnes qui gardent les yeux sur leur téléphone. Les gens se parlent… »

MARILYNE DEMERS
LE JOURNAL MÉTRO –June 15, 2017

DERNIER ARRÊT POUR LA GRANDE TOURNÉE

« La Grande Tournée s'apprête à réaliser son tout dernier arrêt ce week-end après avoir attiré plus de 200 000 personnes cet été dans les parcs de Montréal. »

FRÉDÉRIC T. MUCKLE
JOURNAL DE MONTRÉAL – September 14, 2017

LA VILLE SUSPENDUE RACONTE L'HISTOIRE DES QUARTIERS DE MONTRÉAL

« Nous souhaitons avec ce projet créer de la fierté chez les Montréalais, les émouvoir et les rapprocher aussi en leur faisant prendre conscience qu'ils vivent dans un environnement riche en histoires, avec un "s", parce que c'est leurs histoires qu'on souhaite raconter. » — Suzanne Sauvage, présidente et chef de la direction du Musée McCord.

MARTINE LETARTE
LE DEVOIR – April 22, 2017



1. TALKING WINDOWS © Éric Bergevin | 2. RADIO-CANADA © Maxime Juneau | 3 and 4. © Maxime Juneau

Arts Nomades celebrates the 375th

April 4, 2017
TOHU
Cirque du Soleil

CIRCUS ARTS FOR YOUTH IN THE BOROUGH OF SAINT-MICHEL

Since 2006, the Cirque du Soleil has been running the Arts Nomades program in the borough of Saint Michel, home of the Cité des arts du cirque, and has introduced it to all its primary schools. Created by the Cirque du Soleil, in partnership with the community and the CSDM (Montreal school board), Arts Nomades allows preschool and primary school children participating in the program to express themselves through art, circus and dance workshops, get a taste for the stage during artistic performances and discover cultural venues.

The 375th provided an opportunity to expand the program's scope of actions by allowing the most elementary students possible in Saint-Michel to take part. Performances took place in eight of the borough's primary schools. On April 4, 2017, participating students and teachers were also invited to a grand show in TOHU, performed by around 20 secondary students from the National Circus School.

Close to
4,000 students
attended the in-school performances

Over
900 students
attended the April 4 show at La TOHU

« La beauté ne devrait pas être élitiste. Qui sait ce qui est semé dans les petits cœurs des enfants de St-Michel. »

SYLVIA MARQUIS
Facebook comment

Neighbour-hood Parties and Dans ta canopée

April 22, 2017
ÉCOQUARTIERS AHUNTSIC-CARTIERVILLE, LACHINE, PARC-EXTENSION, VILLERAY, MAISON DE L'ENVIRONNEMENT
Jour de la Terre

All day in five of Montréal's écoquartiers, which were selected by random draw, people of all ages participated in the Neighbourhood Parties, workshops, a clean-up of the banks of the St. Lawrence River, tree planting and more. In the evening, at the Chalet du Mont-Royal, people were invited to Dans ta canopée, a conference featuring botanist Francis Hallé and architect Pierre Thibault as well as a show with the Gypsy Kumbia Orchestra and Tire le Coyote.



East boroughs

Anjou

Sur les traces d'Anjou

August 23, 2017

BOULEVARD LOUIS-HIPPOLYTE-LA FONTAINE

Opération Surveillance Anjou

Unveiling of a large mosaic of historical photos at Place des Angevins, Montréal's 375th anniversary legacy to the borough.



Chanter Montréal, chanter Anjou

August 17, 2017

PLACE DES ANGEVINS, PARC GONCOURT

Service d'aide et de référencement aîné d'Anjou

A grand intercultural and intergenerational feast outdoors with entertainment, music performances and a concert by the Chorale des Voix des Moulins.

Anjou in color, a whole world at the end of the (green) line!

July 5, 2017

PLACE DES ANGEVINS, PARC GONCOURT

Arrondissement Anjou

Music, art, and culinary discoveries: a trip around the world with the Anjou community.

EAST BOROUGHS PHOTOS:
1. CHANTER MONTRÉAL, CHANTER ANJOU © Michel Pineault |
2. PLEINE LUMIÈRE SUR LES FILLES DU ROY, PIONNIÈRES DE MONTRÉAL | 3. VUE DE RUELLE © Laurent Guérin |
4. LAP © Architecturama

Mercier–Hochelaga-Maisonneuve

Pendant ce temps-là à Montréal

August 12, 2017

THÉÂTRE DENISE-PELLETIER AND PARC MORGAN

Théâtre Denise-Pelletier and Zone Homa

Artists unveiled six unique creations in dance, theatre, poetry and performance, inspired by the sites and history of the neighbourhood.

Les Ruelles enchantées à MHM

June 27 to August 20, 2017

RUELLES DE MERCIER–HOCHELAGA-MAISONNEUVE

Le Théâtre de la botte trouée

Performances and fun anecdotes three evenings a week, in the back alleys, and an original play in the park on Sunday.

Flashmob in your neighborhood!

May 6, 12, 18 and 27, June 2 and 3, 2017

THÉÂTRE DENISE-PELLETIER ET DIFFÉRENTS LIEUX HISTORIQUES DU QUARTIER

Événements Prima Danse

Flash mob, dance performances, digital projections, entertainment for the whole family, and raffle prizes!

La Symphonie d'Hochelaga

May 28, 2017

CENTRE PIERRE-CHARBONNEAU

L'école et les arts

A four-movement symphony created by four Montréal composers recounting four great historical periods in the borough's history.


2

Pleine lumière sur les Filles du Roy, pionnières de Montréal

March 8 to June 24, 2017

PARC DE LA PROMENADE-BELLERIVE

Société d'animation de la promenade Bellerive

Participative activities celebrating the "Mères de la nation" with women playing the roles of the Filles du Roy and skits of daily life in the 17th century.

Les Passerelles aux étoiles

August 5, 2017

PROMENADE ONTARIO AND PLACE SIMON-VALOIS

Déviation^2 Théâtre

A great gathering to celebrate Montréal poet Claude Gauvreau. A vocal ensemble, giant marionettes and a marching band!

Espace libre pour la culture 375

May 1 to December 31, 2017

VACANT LOT AT THE CORNER OF NOTRE-DAME STREET AND D'ORLÉANS AVENUE

Conscience urbaine

Temporary occupation of a vacant lot that became four artist residencies, each exploring a season and the neighbourhood history.



Rivière-des-Prairies–Pointe-aux-Trembles

Hymne à l'arrondissement de RDP-PAT

August 12, 2017
PARC MARCEL-LÉGER

August 26, 2017
PARC ARMAND-BOMBARDIER

Centre multimédia de l'est de Montréal

Unveiling of the anthem Du bout du monde au bout de l'île, created to pay homage to the borough for Montréal's 375th, in a choral and video version.

Montréal au féminin : The great Ladies – their stories in music

August 12, 2017
PARC MARCEL-LÉGER

August 26, 2017
PARC ARMAND-BOMBARDIER

September 24, 2017
MAISON DE LA CULTURE DE POINTE-AUX-TREMBLES

October 15, 2017
ÉGLISE SAINT-JOSEPH DE RIVIÈRE-DES-PRAIRIES

Société pour la promotion des bienfaits de l'apprentissage de la musique SOBAM

A grand intercultural and intergenerational feast outdoors with entertainment zones, music performances and a concert by the Chorale des Voix des Moulins.

Festival d'hiver

March 3 and 4, 2017

PARC SAINT-JEAN-BAPTISTE

Pointe-aux-Fêtes

Activities for the whole family and music shows in the evening to beat the winter blues!

Vue de ruelle

September 8 to 16, 2017

IN FOUR GREEN ALLEYS OF THE NEIGHBOURHOOD

Regroupement des éco-quartiers

Outdoor screenings of webdocs highlighting the relationship between citizens and their green back alleys, with corn and popcorn, families, kids and neighbourhood camaraderie.

Le country, de la colonisation à nos jours

February 3 to July 28, 2017, every Friday
BISTRO LE STE-CATH

August 4, 5 and 7, 2017
IN A PARK, ON THE STREET AND INDOOR

Journal de la rue

Shining the spotlight on the history and importance of country music across generations. Musicians, artists and fun.

Espace VU

June 27 to August 15, 2017

PARC DE LA PROMENADE-BELLERIVE

Station VU

As a follow-up to the construction of Espace VU, a permanent and sustainable outdoor film structure, eight Québec films were screened with directors and actors present.

À RDP-PAT, fêtons Montréal !

Various dates

PARC ALEXIS-CARREL

Société historique de Rivière-des-Prairies

Divided into five distinct themes over four seasons, activities that transcended barriers, blending history, dance, music, theatre, spoken word and sports.

Rosemont–La Petite-Patrie

Page blanche

May 6 to September 2, 2017, every Saturday
PARC DU PÉLICAN AND PARC BÉLANGER-CHÂTEAUBRIAND

October 4 to November 3, 2017
GALERIE D'ART LSB

Regroupement arts et culture Rosemont–Petite-Patrie

Meetings between citizens and artists sparked think-tanks, discussions and the creation of works exhibited in art galleries.

Les Amuses-Bouches

May to September

VARIOUS LOCATIONS

Open scene

Live painting on manhole covers, theatre, music, circus and marionette shows, with the participation of the borough's artists, organizations and schools.

Sur les rails

May 26, 2017

PARC JEAN-DUCEPPE

Toxique Trottoir

An amazing theatre circuit with 100 children and teens from the borough. A trip back in time to the Angus factories and the Rosemont of today revealed.

MTL375 Rosemont Petite-Patrie

December 21, 2016, to March 26, 2017

VARIOUS LOCATIONS

Diffusion A.G.C. Montréal

A pop-up art gallery of over 100 works in several locations around the Rosemont-La Petite Patrie neighbourhood.

Streets of Montreal

May 2 to October 23, 2017

PARCS BALDWIN, MOLSON AND DE LA PETITE-ITALIE

Revue Planches et Festival BD de Montréal

Urban exhibit of comics strips created by Montréal artists, in 13 iconic or off-the-beaten-path places in the neighbourhood.

LAPS

July 29 to October 8, 2017

VARIOUS LOCATIONS

Rosemont–La Petite-Patrie Borough

A historic, artistic and architectural installation, created from old photographs and recordings with the elderly. Laps is a keeper of memories.



North boroughs

Ahuntsic-Cartierville

Parc Belmont 2017 : Grande fête foraine champêtre (volet 1)

July 8 and 9, 2017

PARC BELMONT

Conseil local des intervenants communautaires de Bordeaux-Cartierville

New life was breathed into Parc Belmont, Montréal's first amusement park and tourism destination par excellence from 1923 to 1983, for Montréal's 375th anniversary. The borough of Ahuntsic-Cartierville came up with an array of activities that were featured in three distinct components to underscore its importance to the neighbourhood.

The legendary Parc Belmont was brought back to life for a weekend, with a grand outdoor picnic, a carousel, a giant slide, funhouse mirrors as well as a photo and video exhibition, with everything on the original Cartierville site. It was a celebration of history on a human scale.



Parc Belmont 2017 : Parc Belmont mobile (volet 2)

July 8 and 9 - PARC BELMONT

July 14 and 15 - PARC DES HIRONDELLES

July 21 and 22 - PARC RAIMBAULT

July 28 and 29 - PARC DE MÉSY

August 4 and 5 - PARC DE BEAUSÉJOUR

August 11, 12 and 20 - PARC NICOLAS-VIEL

August 18 - PARC DES BATELIERS

August 27 - PARC-NATURE DE L'ÎLE-DE-LAVISITATION

Centre d'action bénévole de Bordeaux-Cartierville

Parc Belmont 2017's unique ambiance and festive spirit hit the road to bring the celebration to different borough parks. With its inflatable structures and open-air movies, the activity attracted many families and citizens.

Parc Belmont 2017 : Défilé de miniatures (volet 3)

August 18, 2017

IN THE STREETS OF BORDEAUX-CARTIERVILLE

Loisirs de l'Acadie de Montréal

Throughout the summer, students at the Loisirs de l'Acadie day camps made different Parc Belmont symbols. To wrap up this great park revival, they presented their creations in a great parade that ended with a gigantic celebration for families.

Pow-wow de l'amitié

June 18, 2017

PARC AHUNTSIC

OktoEcho

A friendship pow-wow: an interactive and inclusive afternoon for all cultures highlighting the Indigenous presence on the Montréal territory.

Ahuntsic-Cartierville : 375 ans d'histoire revue et patinée

April 8 and 9, 2017

AHUNTSIC ARENA

Patinage Ahuntsic

The borough history sprung to life with an ice show featuring scenes and music from the past, performed by citizens of Ahuntsic-Cartierville.

Concert Sept stations musicales des berges

August 25, 2017

PARCOURS GOUIN-PARC BASILE-ROUTHIER

Concerts Ahuntsic en fugue

A musical voyage that showcased the banks of the Rivière des Prairies, an original work dedicated to Ahuntsic-Cartierville.

Ouverture officielle du pavillon d'accueil du Parcours Gouin

May 17, 2017

BASILE-ROUTHIER STREET, CORNER OF PARK STANLEY AVENUE

Arrondissement Ahuntsic-Cartierville

Inauguration of the hospitality pavilion, first municipal building Net Zéro de Montréal and 375th legacy to the borough.

Montréal – 375 years of art and culture

July 15, 2017

PARC HIRONDELLES

Loisirs Saints-Martyrs-Canadiens

This theme of this great family celebration was Ahuntsic-Cartierville's architectural heritage, and featured an exhibition and unique entertainment.

Zone d'affluences

JUNE 17, 2017

PARC AHUNTSIC

Les Amis d'Ahuntsic

A circus show under the big top, parade, games and crafts in Parc Ahuntsic created bonds between the citizens of the neighbourhood.

On vient de partout danser, chanter et conter sur les rives de la rivière des Prairies dans Ahuntsic-Cartierville

August 27 and September 10 - ÎLE DE LA VISITATION

August 20 and September 3 - ÉGLISE DE LA VISITATION

August 20, September 10 and 17, December 31 – MAISON DE LA CULTURE AHUNTSIC

EspaceTrad / Société pour la promotion de la danse traditionnelle québécoise

Cultural and nature walks along Parcours Gouin gave people the chance to admire the beauty of the borough's landscape and the Rivière des Prairies riverbanks.



2

NORTH BOROUGHS PHOTOS:
1. PARC BELMONT © Angélique Boulet | 2. 375 ANS D'HISTOIRE REVUE ET PATINÉE © Patinage Ahuntsic | 3. MON VÉLO RACONTE | 4. SMALL BOAT, BIG HOPES © Maud Thery | 5. ST-MICHEL EN 375 SAVEURS | 6. HALTE 3

Montréal-Nord

Mon vélo raconte

July 8 to August 27, 2017

VARIOUS LOCATIONS

Artistes en arts visuels du nord de Montréal

A heritage route, sidewalk sales and a giant parade of 375 decorated bikes created by the citizens of Montréal-Nord! A great celebration of the history, diversity, effervescence, creativity and natural beauty of the borough.

Saint-Laurent

Tricotés serrés

Project development from January to October 2017
Présentation on August 26, 2017

PLACE RODOLPHE-ROUSSEAU

Comité des organismes sociaux de Saint-Laurent

Cultural exchange workshops around a collective knitting project which culminated in the finished project being presented to the public.

375 visions de Saint-Laurent

June 21, 10 days during summer 2017

VARIOUS LOCATIONS

Arrondissement Saint-Laurent

Public exhibition of photographs and written, audio or online testimonials, and activities in various borough locations.

Saint-Laurent in 7 beats

May 25 to December 31, 2017

MUSÉE DES MAÎTRES ET ARTISANS DU QUÉBEC

Musée des maîtres et artisans du Québec

A 360° techno-poetic screening: seven short stories inspired by the borough's history told by the children of the neighbourhood.



Saint-Léonard

Small boat, big hopes

Construction from February to June 2017
Launched on June 17, 2017

PARC WILFRID-BASTIEN

Jeunes Marins Urbains

More than 150 miniature boats created by children and families in the neighbourhood, followed by a festive launch that coincided with the inauguration of the new cultural stage.

Saint-Léonard en 3 dimensions, 7 langues, 5 continents

Six dates, from June to September 2017

SAINT-LÉONARD

Accueil aux immigrants de l'est de Montréal

A family camping night capped off an array of activities that included games, music shows, a BBQ supper and tales.

Famille Plein Air

July 25, 2017

PARC DELORME

Maison de la famille de Saint-Léonard

A family camping night capped off an array of activities that included games, music shows, a BBQ supper and tales.

Festival Jeunesse : Active ta couleur !

May 24, 25 and 26, June 10, 2017

SAINT-LÉONARD

Collectif jeunesse

Part 1: Saint-Léonard students ran from Québec City to Montréal on the Chemin du Roy.

Part 2: Soap box race on Jean-Talon Street.

La sculpture en folie

May 27, 2017

GALERIE PORT-MAURICE

Association des artisans de la sculpture de Saint-Léonard

Sculpture exhibitions and demonstrations as well as an introduction to the craft. The public also took part in creating a model of the borough.

Cultivons Saint-Léonard

April to October 2017

VARIOUS LOCATIONS

Écoquartier de Saint-Léonard

Fun activities highlighting the know-how of gardeners from Saint-Léonard's many different cultural communities.

Time to remember

June 10 to November 10, 2017

RUE JEAN-TALON EST

Société de développement commercial de la rue Jean-Talon

Exhibition of photos and drawings by children and teens, depicting Saint Léonard's past, present and future.

Lancement Scène culturelle Saint-Léonard

June 17 and 18, 2017

PARC WILFRID-BASTIEN

Arrondissement Saint-Léonard

Exhibition of photos and drawings by children and teens, depicting Saint Léonard's past, present and future.

Montréal dans toutes ses couleurs

July 9, 2017

PARC WILFRID-BASTIEN

Association haïtiano-canado-québécoise d'aide aux démunis

A day of music, theatre, gourmet food and folklore, showcasing the contribution of the Haitian, African and Arabic cultures to the community.


4

Villeray–Saint-Michel–Parc-Extension


5

Saint-Michel en 375 saveurs

June 4, 2017

LA TOHU

Vivre Saint-Michel en santé

Flash mob brought together 375 citizens from all backgrounds to dance a choreography set to original music as well as create a documentary and video of *Fêter Montréal dans la diversité!*

Exposition 2 Îles, 2 Histoires, 1 Quartier

November 30, 2017, to January 14, 2018

VARIOUS LOCATIONS

Maison d'Haïti

Seven authors and three photographers explored seven Montréal boroughs to create a play lying somewhere between documentary and fiction.

Where will Montréal take you?

May 6 to 12, June 7 and 8, October 12 to 14, 2017

THÉÂTRE AUX ÉCURIES

Jamais Lu / Théâtre Aux Écuries / Festival TransAmériques

Seven authors and three photographers explored seven Montréal boroughs to create a play lying somewhere between documentary and fiction.

Halte 3

June 1 to September 30, 2017

VILLERAY, SAINT-MICHEL AND PARC-EXTENSION

La Cenne

Transformation of three public spaces, three original art installations, and a series of eventful and surprising gatherings.

Les Ruelles enchantées

June 27 to August 20, 2017

PARKS AND GREEN ALLEYS OF VILLERAY

Le Théâtre de la botte trouée

Theatre entertainment and tales three evenings a week in the back alleys, plus an original play on Sunday in the park.

Montréal : De passion et de liberté

May 27, 2017

ÉGLISE SAINT-RENÉ-GOUPIL

Ensemble vocal Musica Viva

Choir performances and tales, retracing highlight moments in the city's and neighbourhood's history.

The Outremont Yard: Railroad Memories

Various dates

MAISON DE LA CULTURE VILLERAY–SAINT-MICHEL–PARC-EXTENSION

Société d'histoire de Parc-Extension

Exhibition, screenings and walking tours illustrating the former Outremont rail yard's history.


6

West boroughs

Lachine

Cultivons nos racines

March 30 to August 27, 2017

LACHINE

Groupe de recherche appliquée en macroécologie

Five workshops offered participants the chance to discover time-honoured agricultural knowledge of the First Nations and colonists.

Historical Nights

September 16, 2017

VARIOUS LOCATIONS ON SAINT-JOSEPH BOULEVARD

La Corporation du Pôle des Rapides

Lantern-lit evening walks hosted by actors and extras recounting the founding and history of Lachine and Montréal.

Small Streams Become Large Rivers

May 25, 2017

ÉGLISE DES SAINTS-ANGES

Concerts Lachine

A music show celebrating Lachine's history and cultural effervescence, featuring music ensembles and choirs from the borough schools.

Being neighbourly in Lachine

February 19, June 4, September 16 and 30, 2017

VARIOUS LOCATIONS

Productions Multisens inc.

Theatre, music, dance and song performed on balconies, street corners and parks of Lachine's neighbourhoods.

Inauguration of Place des Festivités for Montreal's 375th anniversary, and launch of Lachine's 350th anniversary

December 31, 2016

PARC DE LA MARINA D'ESCALE

Arrondissement de Lachine

Colourful evening with Nicolas Pellerin et les Grands Hurleurs, Les Éclusiers de Lachine, Cherry Chérie, Guy Bélanger, Kim Richardson, and fireworks with DJ Losier.



1

LaSalle

Rhythm of the Rapids

May 12 and 14, 2017

PARC DES RAPIDES

Société historique Cavelier-De LaSalle

Theatre, song, dance and a history itinerary, in collaboration with the students of the Commission scolaire Marguerite-Bourgeoys.

Zoom sur les communautés culturelles

August 21 to 27, 2017

THÉÂTRE DU GRAND SAULT DU CENTRE CULTUREL ET COMMUNAUTAIRE HENRI-LEMIEUX

Centre culturel et communautaire Henri-Lemieux

Seven evenings, seven cultural communities who made their mark in Lasalle history. On the menu: outdoor screenings, entertainment, potlucks and exhibitions.

LaSalle d'hier à aujourd'hui

From June 2017

PARC DE L'AQUEDUC, MOULIN FLEMING, BELVÉDÈRE DU PARC DES RAPIDES

La radio communautaire de LaSalle

Three shows, three unique venues and a summer of festivities. Performances featuring diversity, local artists and renowned Québécois artists.



3



2

L'Île-Bizard–Sainte-Geneviève

Tisser avec vous ce lien !

June 3 to September 30, 2017

VARIOUS LOCATIONS

Centre des arts de la scène Pauline-Julien

Featuring visual arts and photography activities, historical tours and the unveiling of Cégep Gérald-Godin's grand mural.

375 reasons to celebrate!

June 3, 2017

BIBLIOTHÈQUE DE L'ÎLE-BIZARD, JARDIN DE LA BIBLIOTHÈQUE AND PARC EUGÈNE-DOSTIE

Arrondissement L'Île-Bizard–Sainte-Geneviève

Celebrating the inauguration of the 375th legacy project: a new multifunctional venue, plus festivities featuring musical shows, a carnival zone, historical conferences and photo exhibition for the whole family.

Pierrefonds-Roxboro

Inter(sections)

July 2017

PARC SAINT-BARNABAS

Projet communautaire de Pierrefonds

Interactive outdoor installation built to reinvigorate an under-used public space.

Pierr-Rox 3.75 Project

May 29, 30 and 31, and June 1 + Fall 2017

CENTRE COMMUNAUTAIRE DE L'EST

Cloverdale Multi-Ressources

Creative workshops for citizens that shared the borough's history, followed by an exhibition and an online documentary blog.

Montréal 375... La ville à qui j'appartiens

Mémoires de facteur...

July 6 to August 18, 2017

CENTRE COMMUNAUTAIRE DE L'EST DE L'ARRONDISSEMENT PIERREFONDS-ROXBORO

Société patrimoine et histoire de l'Île-Bizard et Sainte-Geneviève

Interactive exhibition that re-creates the old Sainte-Geneviève village. Visitors were invited to follow the route by postman Henri-Marc Locas to identify places and discover historical anecdotes.

Pierrefonds-Roxboro par les voix du 375e de Montréal

May 1, 2017

PORT DE PLAISANCE DE PIERREFONDS-ROXBORO AND OTHER LOCATIONS

Arrondissement Pierrefonds-Roxboro

A performance and exhibition project that travelled to various parts of the borough to offer residents an entertainment program.

Verdun

Les contes de Verdun

July 20 to October 31, 2017

PARC DE L'ÉGLISE NOTRE-DAME-DES-SEPT-DOULEURS

Société de développement commercial Wellington

Three evenings, three authors read by three storytellers highlighting the Irish, Madelinot and Indigenous communities that contributed to the development of Grand Sud-Ouest. A picnic, campfire, music and a free app!

Portageons la fête! Un défi patrimonial

June 16 to 18, 2017

MAISON NIVARD-DE SAINT-DIZIER

Arrondissement Verdun

Weekend discovery activities at the Maison Nivard-de-Saint-Dizier, museum and archaeological site.

Transgenerational Verdun

November 2016 to October 2017
MEETINGS BETWEEN YOUTH AND THE ELDERLY

June to October 2017 – COMMUNITY SHARING

Fall 2017 – GAMES

Ludociels pour tous

Creation and distribution of a video game questionnaire on Verdun's history designed by the borough's youth and senior citizens.



WEST BOROUGHS PHOTOS:
1. CULTIVONS NOS RACINES © Grame | 2. AU RYTHME DES RAPIDES © Raymond Sylvestre | 3. TISSER DES LIENS © Club Photo Pierrefonds | 4. LES CONTES DE VERDUN © Caroline Perron

South boroughs

Côte-des-Neiges–Notre-Dame-de-Grâce

Associated Screen News: News From Our Past

August 18 - PARC JEAN-BRILLANT

September 15 - BÂTIMENT DE L'ASN

September 22 - PARC BENNY

November 28 -
MAISON DE LA CULTURE DE CÔTE-DES-NEIGES

Cinéclub de Montréal

Screenings of a series of short films created between 1921 and 1958 by the Associated Screen News, the largest private production company in Canada of the first half of the 20th century.

REP NDG

August 21 to 27, 2017

NDG

Carrefour Jeunesse-Emploi Notre-Dame-de-Grâce

Intergenerational relationships and perspectives from youth, seniors and the business community through songmaking, music videos, photography, and documentary-style filmmaking.

Lutter, c'est vivre !!! : Éva Circé-Côté

November 18, 2017, to January 28, 2018

MAISON DE LA CULTURE
NOTRE-DAME-DE-GRÂCE

Archives Passe-Mémoire

Tribute to Éva Circé-Côté, a free thinker and founder of Montréal's first public library through various personal documents.

ScaveNDGers

August 13 to 20, 2017

NDG

Conseil communautaire Notre-Dame-de-Grâce inc.

Community-building projects, plus an interactive exhibition for everyone to take part in.

MTL Soundwalks

June 1 to December 31, 2017

NDG-CDN

Tally Abecassis et Magnéto

A podcast series on Notre-Dame-de-Grâce and Cote-des-Neiges through compelling characters and excellent storytelling.

Passages : D'un état à l'autre

November 25, 2017, to February 4, 2018

MAISON DE LA CULTURE DE CÔTE-DES-NEIGES

Arrondissement Côte-des-Neiges–Notre-Dame-de-Grâce

A photo exhibit that featured recent photos and archive images created to celebrate the vitality and diversity of borough citizens.

Le Plateau-Mont-Royal


1

Viaduc 375

October 3 to 8, 2017

VAN HORNE VIADUC AND ADJACENT AREAS

Mile End Memories, Les Amis du Champ des Possibles, Société du développement environnemental de Rosemont

In tribute to Montréal's railway heritage, the Van Horne Viaduc was turned into a festive, unique and educational promenade. Temporarily pedestrian-only, the viaduct offered a new experience of crossing the sector and excellent views of the city.

Literary Saint-Denis

June 15 to December 31, 2017

SAINT-DENIS STREET, BETWEEN ROY AND GILFORD STREETS

Société de développement commercial rue Saint-Denis

An innovative literary environment, with excerpts from Plateau authors transcribed at the base of trees, on brick walls and street banners.

Streets of Montreal

May 6 to October 26, 2017

PARC BALDWIN

Festival BD de Montréal

Montréal comic artists drew inspiration from the city's recognized and lesser-known historic areas to create an urban comic strip on giant panels, also available on the web.

Dessine-moi une maison

December 1 to 17, 2017

GALERIE MAI

L'Autre Montréal

Accompanied by artist Anaïs Favier, a Montréal immigrant, 10 immigrants told the story of their past and present through drawings of their homes and the story of their life in Montréal.

Promenades sur le Plateau

May 14 to October 29, 2017

VARIOUS LOCATIONS ON PLATEAU-MONT-ROYAL

Mile End Memories/ Société d'histoire du Plateau-Mont-Royal

25 guided tours allowed participants to discover meeting places, events and communities that have shaped the Plateau-Mont-Royal neighborhood of today.

Paysages Urbains

September 2017 to September 2018

ESPACE LA FONTAINE

Arrondissement Le Plateau-Mont-Royal

Creation of a photo mural illustrating the identity of the Plateau Mont-Royal by artists Miki Gingras and Patrick Dionne.

Le Sud-Ouest

Vue de ruelle

AUGUST 12 TO 25, 2017

IN FOUR GREEN ALLEYS OF THE BOROUGH

Regroupement des éco-quartiers

Outdoor screenings of webdocs highlighting the relationship between citizens and their green back alleys, with corn and popcorn, families, kids and neighbourhood camaraderie.

Michel Gondry Home Movie Factory

September 1 to October 15, 2017

COMPLEXE DOMPARK

Chromatic

For its world tour and Canadian premiere, the Michel Gondry Home Movie Factory offered 15 cinema decors and two mini-sets inspired by the artist's creative world. During the three-hour experience, participants became actual filmmakers!



2

Place à la tour !

June 22 to July 16, 2017

PROMENADE SMITH – TOUR D'AIGUILLAGE WELLINGTON

Manœuvres et Ateliers créatifs Montréal

Temporary urban installation that invited Montrealers to come together and celebrate on the banks of the Lachine Canal with a meal, concerts, exhibitions, a cocktail, dance classes, creative workshops and screenings.

La guirlande du 375e

October 2016 to April 2017

Carrefour d'éducation populaire de Pointe-Saint-Charles

Creation and collective decoration of a 1,400-metre-long garland that will adorn the streets of the P-S-C neighbourhood

375 years in my neighbourhood

May 26 to 28, 2017

ARRONDISSEMENT LE SUD-OUEST

Arrondissement Le Sud-Ouest

Celebration of the borough's cultural and artistic vitality, and a commemorative interactive circuit of Sud-Ouest.

Outremont

Feu, feu, joli feu – un karaoké des bois

February 5, June 24 and September 30, 2017

PARC SAINT-VIATEUR

Les Amis de la place Marcelle-Ferron

Evenings around a campfire, featuring songs, historical anecdotes and our relationship to the land and nature, followed by the unveiling of the work La Vague.

SOUTH BOROUGHS PHOTOS:
1. VIADUC 375 © FX Tremblay | 2. L'USINE DE FILMS AMATEURS DE MICHEL GONDRY © Chromatic | 3. 375 BERCEUSES POUR MONTRÉAL © Ilya Krouglikov | 4. IMAGERIE D'UNE MÉTAMORPHOSE © Mohamed Ariba | 5. FRANCHIR UN PONT © Olivier Bousquet

375e en famille ! « Chasse aux trésors »

October 1, 2017

BOROUGH STREETS AND PARKS

Outremont en Famille (OeF)

Circuit highlighting Outremont's history, culminating with "La fête populaire – bal guinguette", and a treasure chest containing messages and wishes written by children that will be opened for the 400th.

Imagerie d'une métamorphose

October 19 and 20, 2017

AUDITORIUM PAUL-ANDRÉ-MICHAUD

Productions Artrillium

10-act plays by citizens celebrating Montréal's historic heritage.

The Outremont Yard: Railroad Memories

November 30, 2017, to January 14, 2018

VARIOUS LOCATIONS

La Société d'histoire d'Outremont

Exhibition, screenings and walking tours on the history of Outremont's old rail yard.


3


4

Ville-Marie

Le Grand Banquet du « p'tit gars de Sainte-Marie »

August 22 to September 2, 2017

PARC DES FAUBOURGS AND LION D'OR

Voies culturelles des faubourgs

The continuation of the Camillien Houde, « le p'tit gars de Sainte-Marie » show presented at Espace Libre featured free fun activities, banquets, screenings, and circus performances for everyone.

375 berceuses pour Montréal

Fridays and Saturdays of July and August 2017

SQUARE DORCHESTER, PLACE DE LA DAUVERSIÈRE, PLACE DE LA PAIX, PLACE SUN-YAT-SEN

Goethe-Institut Montréal

An interactive sound installation on a rocking chair, which activated the memory of four history areas of the Ville-Marie borough. 375 songs were collected and shared to portray the Montréal of today through its inhabitants' collective heritage.

Celebrating Heritage with the Ecomuseum

June 2, 3, 10, 17 and 25, and July 2, 2017

ÉCOMUSÉE DU FIER MONDE, MARCHÉ SAINT-JACQUES, ÉCOLE GARNEAU

L'Écomusée du fier monde

A celebration of the neighbourhood's heritage and Montréal's 375th, École Garneau's 100th, the Bain Généreux's 90th and the 145th of the Marché Saint-Jacques. Entertainment and activities for all ages!

Franchir un mur pour construire des ponts

Winter 2017, May 24, 2017

ÉCOLE SECONDAIRE PIERRE-DUPUY

Society for Arts and Technology (SAT)

Workshops introducing young people to various creative processes of mural art inspired by the Jacques Cartier Bridge.



Quartiers improvisés

13 dates in 2017

13 PUBLIC PLACES

Télévision communautaire Frontenac

13 happenings in public places, 13 improv matches with local history as their theme.

Les Midis Ville-Marie

May 17 to October 4, 2017

16 DIFFERENT LOCATIONS

Cœur des sciences UQAM

A meeting with 23 scientists for 23 fun and educational encounters, hosted by a truly curious marionette.

Bouger l'inertie du système social : Éva Circé-Côté

September 26, 2017

MAISON DE LA CULTURE FRONTENAC

Union des écrivaines et des écrivains du Québec

A reading/performance of the chronicles of free thinker and militant progressive Éva Circé-Côté: secularism, inclusion, gender equality, access to free education, etc.

Archifête 150/375

March 4, 2017, and several other dates

MAISON DE L'ARCHITECTURE ET PLUSIEURS ÉDIFICES DE VILLE-MARIE

Maison de l'architecture du Québec

A cultural and festive event dedicated to the architecture of the Ville-Marie neighbourhoods, with guided visits, workshops, exhibitions, debates, conferences… and Nuit blanche with the exhibition *Soirée diapos chez Jean Drapeau.*

Archives à voix haute – L'héritage d'hier vivant aujourd'hui

October 14, 2017

POINTE-À-CALLIÈRE, MONTRÉAL ARCHAEOLOGY AND HISTORY COMPLEX

Table de concertation des archives religieuses de la région de Montréal et Centre d'archives et de patrimoine religieux de Montréal

Public readings of archives that documented religious presence and showcased "the city of a hundred spires".

La langue de feu

Six dates, Winter and Spring 2017

PIERCE AND SAINTE-CATHERINE STREETS

Arrondissement de Ville-Marie

Storytelling and tea around a campfire, hosted by a professional actor highlighting the history and important figures in the Peter-McGill district.



LE GRAND BANQUET DU « P'TIT GARS DE SAINTE-MARIE » © Christina Alonso



ROUND TABLES - LA GRANDE TOURNÉE © Visa Niemeläine



Socioeconomic development projects for the future of Montréal

Completion of socioeconomic projects

The 375th not only gave us an opportunity to celebrate Montréal's dynamism with unforgettable programming and ambitious projects, but also helped revitalize the city.

The mobilization of socioeconomic forces reflects the widespread engagement that the festivities of the 375th were able to create. No fewer than 21 major organizations and companies, firmly rooted in Montréal, responded to the call of the 375th and the Chair of its Board of Directors, France Chrétien Desmarais, and contributed to the work of the Board of Governors.

Chaired by Monique F. Leroux, the Board of Governors sought to identify, coordinate and foster socioeconomic development projects for the future of Montréal. Board members acted as facilitators by bringing together and involving Montréal's entire ecosystem in order to generate solutions to help extend the effects of the 375th in concrete projects.

The work of the Board of Governors is based on the recommendations in the report, "Pour une métropole prospère et inclusive pour un développement durable" [Toward a Prosperous and Inclusive City With a View to Achieving Sustainable Development], submitted in October 2015. The work was grouped around three major themes:

+ **Youth and succession**
+ **Leadership and innovation**
+ **Social solidarity**

Members of the Board of Governors

BELL CANADA
(Martine Turcotte, Pierre Rodrigue)

BMO FINANCIAL GROUP
(Jacques L. Ménard, Claude Gagnon)

BOMBARDIER
(Pierre Beaudoin, Olivier Marcil)

CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC
(Michael Sabia, Christian Dubé)

THE CHAMBER OF COMMERCE OF METROPOLITAN MONTREAL
(Michel Leblanc)

CLARIDGE
(Stephen Bronfman)

MCCONNELL FOUNDATION
(Stephen Huddart)

JEUNE CHAMBRE DE COMMERCE DE MONTRÉAL
(Gabriel Bran Lopez)

JEUNE CHAMBRE DE COMMERCE DE MONTRÉAL
(Nicolas Duvernois)

LOBLAW COMPANIES LIMITED
(Richard Dufresne, Johanne Héroux)

THE YMCAs OF QUÉBEC
(Cathy Wong)

MCKINSEY & COMPANY
(Vincent Bérubé and Éric Lamarre)

MONTRÉAL INTERNATIONAL
(Hubert Bolduc)

MOUVEMENT DESJARDINS
(Guy Cormier)

POWER CORPORATION OF CANADA
(Claude Généreux)

QUÉBECOR
(Pierre Dion, Manon Brouillette)

RBC ROYAL BANK
(Martin Thibodeau, Rachel Andrews)

SAPUTO
(Sandy Vassiadis, Lino Saputo Jr.)

SOBEYS
(Yves Laverdière, Pierre St-Laurent)

TOURISME MONTRÉAL
(Raymond Bachand)

UNIVERSITÉ DE MONTRÉAL
(Guy Breton)

"The 375th was an exciting challenge. The presence of these many partners, including 12 Great Montrealers, in bringing large-scale projects to fruition for Montréal attested to a shared desire of making this anniversary a true springboard for the city."

— France Chrétien Desmarais,
Chair of the Board of Directors,
Society for the Celebration of Montréal's 375 Anniversary

"Montréal has been able to count on the unique spirit of collaboration that has rallied people around the 375th anniversary."

— Monique F. Leroux,
Chair of the Board of Governors,
Society for the Celebration of Montréal's 375th Anniversary

Youth and succession

Passeport MTL étudiant international

Developed in collaboration with La Vitrine culturelle and BMO Financial Group as well as the contribution of numerous other institutional, private and public partners

This innovative cultural project aims to foster the long-term attraction, integration and retention of newly arrived students in Montréal by allowing them to discover the city's rich and diverse cultural offer. With Passeport MTL, students from outside Québec can enjoy privileged access to a host of cultural events, special offers and networking activities that immerse them in Montréal's cultural and artistic scene.

Some 30,000 students in Greater Montréal come from other Canadian provinces or from abroad. The QS Best Student Cities 2017 awarded Montréal the top honour – placing it ahead of Paris and London and closer rival cities like Boston and New York. To maintain this competitive edge, we must be able to retain a larger number of students to continue to build on our qualified workforce in Montréal. So much of the future depends on our ability to not only attract and develop talent, but also to retain it.

In March 2018,
17,700
passports
were in circulation

"The very high quality of our universities represents an important asset for Montréal in terms of attracting foreign students. However, a creative and feasible solution must be found to reach these students to facilitate their integration and keep them here until the end of their studies. That is how we came up with the idea of joining forces with La Vitrine to create a free passport for all foreign students attending Montréal universities and their affiliate schools that would give them access to attractive cultural activities."

— **Claude Gagnon,** Director, Operations and Executive Assistant to the President, Québec, BMO



1. STUDENTS ENJOYING PASSEPORT MTL

Fonds ADM / 375 idées

Developed in collaboration with Jeune Chambre de commerce de Montréal, Aéroports de Montréal, PME MTL and La Ruche

The creation of Fonds ADM will help support a whole generation of entrepreneurs who, in their own way, participate in the city's development. This new microfinance fund aims to encourage entrepreneurial succession by actively supporting the development of 375 new projects. The fund calls for the allocation of microcredits to young Montrealers aged 18 to 40 who want to develop sustainable and innovative projects. The purpose of this initiative is to help young entrepreneurs at the pre-start-up or start-up stage in order to increase the city's entrepreneurial index.

The fund supports emerging Montréal entrepreneurs who reinvent business models or an industry by granting up to $3,750 in microcredits, which the entrepreneur must match via crowdfunding on Québec's La Ruche platform. This combination of "crowd" and "micro" financing is a first for the city and directly contributes to Montréal's long-term economic development.

THE FUND WILL SUPPORT 375 INNOVATIVE MONTRÉAL ENTREPRENEURS BETWEEN NOW AND THE CITY'S 400TH ANNIVERSARY BY GRANTING $3,750 IN MICROCREDITS PER PROJECT.

"In addition to encouraging future generations to innovate and start a business, this partnership showcases Montréal and Québec know-how as a model of sharing and success for young entrepreneurs. I applaud this initiative from the entrepreneurial sector, which helps develop and promote the innovative nature of our city and our province."

— **Martin Coiteux,** Minister of Municipal Affairs and Land Occupancy, Minister of Public Security and Minister responsible for the Montréal region

"The success of the Montréal–Trudeau Airport is directly linked to the vitality of Montréal's economy, which is why we were enthusiastic about the creation of the fund!"

— **Philippe Rainville,** President and CEO of Aéroports de Montréal and cofounder of Fonds ADM / 375 idées



Design 375°

Developed in collaboration with Fusion Jeunesse and RBC Royal Bank

Design 375° aims to beautify young Montrealers' living environments by redesigning and redeveloping 25 schoolyards each year, using a participatory approach. As of 2017, 700 students had joined forces to create and shape a more stimulating living environment for youth attending these educational institutions.

Each of these reimagined spaces is a unique collaborative effort between elementary or secondary school students, university students, design industry professionals, RBC employees, local businesses and neighbours.

To date, nearly 10,000 elementary or secondary school students and more than 500 university students and 250 volunteers teamed up to beautify 125 elementary schools in the five school boards on the island of Montréal.

375,000 hours

invested in creating innovative, inspiring and vibrant school environments that reflect young Montrealers



"2017 was not only a year to celebrate our city, but also to transform it. What better starting point than the incubators of future generations: the schools at the heart of our neighbourhoods? With Design 375°, our young people are taking charge of transforming their very own schools!"

— **Gabriel Bran Lopez,** President and Founder of Fusion Jeunesse

"We are passionate about this legacy, since it is the students, teachers and the community who decide what will be improved, not to mention the RBC employees who are involved in their neighbourhood school and rolling up their sleeves to help. RBC is proud to contribute to communities and the future of young people as part of Montréal's 375th anniversary."

— **Martin Thibodeau,** President, Québec Division, RBC

1. DESIGN 375° - ST-HENRI | 2. ROUND TABLES



2

Round tables

Developed in collaboration with the Maison de l'innovation sociale, President's Choice, the McConnell Foundation, the Saputo Foundation, the Foundation of Greater Montréal, the Lucie and André Chagnon Foundation and Centraide of Greater Montréal

From May to September 2017, the Maison de l'innovation sociale partnered with the Grande Tournée du 375e to host round table events. The goal of this wide-scale consultation was to find out what young Montrealers aged 6 to 17 think about their city. The initiative sought to consult a sample of Montréal youth that was as diverse and representative as possible. Children taking part in the activity were able to talk about their hopes and dreams and give their opinion on the realities of their neighbourhoods and daily lives.

Each time the celebration moved to a new borough, some 20 children aged 6 to 17 joined a discussion around a "sharing table." This meant getting these young people to express their views about their neighbourhood in order to better understand both their needs and hopes. Next, the results of the consultation were forwarded to elected officials so that the young people's proposals were taken into consideration, notably within the action plan of the Politique de l'enfant de la Ville de Montréal, and so that their ideas were integrated into promising projects for the future of the city.

+ **During the 375th's Grande Tournée, stakeholders met with more than 500 children and teens in the 19 Montréal boroughs.**
+ **The presentation of youth testimonials as an art installation was held at the Maison de l'innovation sociale on March 17, 2018.**

"There is no other initiative in the world that gives such a voice to children."

— **Lyndsay Daudier,** Director of Strategic Development and Partnerships at the Maison de l'innovation sociale and person in charge of the round table events (comments made to La Presse – June 26, 2017)

"We must develop the instinct to take children's opinions into consideration and ask how they can become involved in the decision-making process. Hopefully, when these children become parents themselves one day, they will share it with their own kids, who can continue the cycle of youth involvement in the community. This type of thing starts early on in life!"

— **Tommy Kulczyk,** Commissioner for Children of the Ville de Montréal (comments made to La Presse – June 26, 2017)

MTL Leaders – Student leadership bursaries

Developed in collaboration with the Foundation of Greater Montréal and Fusion Jeunesse

At the time of publication, the Society for the 375th of Montréal and its partners were working on coming up with a solution to keep young Montrealers in school. The dropout rate in Montréal secondary schools is 21%, the highest in Canada. MTL Leaders intends to award 375 bursaries of $2,000 each to students who have demonstrated exceptional leadership and community involvement.

Leadership and innovation

Multimedia project in digital creativity

The Board of Governors of the Society for the 375th worked on opening up networking opportunities for key players in digital creativity to strengthen Montréal's international positioning in this up-and-coming industry. The joining of forces of two major associations from this sector – the Alliance numérique and the Guilde des développeurs de jeux vidéo indépendants du Québec, along with the Québec Film and Television Council (QFTC) – will create greater synergy among the different sectors. This synergy will be on display at two major annual gatherings showcasing Montréal's expertise: C2 Montréal and HUB Montréal.

+ **In May, a forum on digital creativity will take place during C2 Montréal, where leading thinkers and decision-makers from around the globe will be invited to discuss issues and trends in the digital creativity sector.**
+ **In November, a showcase of Québec know-how will be held at HUB Montréal, a market where buyers and artisans can discuss best industry practices.**

Lune Rouge will serve as the link between these two important annual events. Through its incubator, the company will coordinate a call for projects that will respond to the ideas launched in May at C2 Montréal and pave the way for presenting these projects in November at HUB Montréal.

Social solidarity

A program for ending food insecurity

Created, produced and developed by the Society for the 375th together with Moisson Montréal

Since 2016, the Society for Montréal's 375th has brought together community stakeholders to identify and propose strategic short-, mid- and long-term solutions for ending food insecurity in Montréal. As such, it has gathered vital forces in the city to take sustainable action now.

Financed by the 12 Great Montrealers, members of the Board of Governors, the creation of a fruit and vegetable conversion unit compliant with Québec Ministry of Agriculture, Fisheries and Food standards, as well as the purchase of a new refrigerated truck for Moisson Montréal's Food Recovery Program in Supermarkets (FRPS), have increased the organization's capacity to combat food insecurity. The new conversion unit can process 1,000 kilograms of fruit and vegetables a day, while the new refrigerated truck will also collect 1.5 million additional portions of meat each year from 25 supermarkets as part of the FRPS. Converting food into cooked portions will also extend the life of food items distributed through food banks, thus reducing waste.

This investment of more than $850,000 will make it possible to distribute an additional 2,200 tonnes of fruit, vegetables and meat over the next five years. In other words, 3.8 million supplemental food portions will be offered annually.

"This investment will improve food offerings to 250 neighbourhood organizations that are combating food insecurity."

— **Richard D. Daneau,** Executive Director of Moisson Montréal

2,200

tonnes of additional foodstuffs distributed over the next five years



1. MOISSON MONTREAL © Ryan Ramiorz



SKATING RINK - OLD MONTRÉAL © MTTQ - Picture Canada



Thinking big about Montréal's future together

Visibility of celebrations

Throughout 2017, the 375th anniversary celebrations gave Montréal greater visibility, encouraged initiatives that will continue into the future and, above all, strengthened Montrealers' sense of pride in their city. These are sustainable initiatives whose impact will be felt far beyond 2017. In the short term, the success of the 375th with the public also generated important tourism and economic spin-offs, as illustrated by the study carried out by the KPMG auditing firm and data compiled by Tourisme Montréal.

Extensive visibility within Canada and on the world stage

For the festivities, Tourisme Montréal acted as a representative for the Society for Montréal's 375th to promote and market the destination in markets outside of Québec, while the Society's team concentrated its efforts on markets within Québec. As evidenced by the numbers, the desire to turn 2017 into a springboard came to fruition. The city welcomed 11.1 million tourists, for an increase of 5.1% over 2016, and the forecast is even more optimistic for future years. Whatever the niche market, from meetings and conventions to leisure to culture, Montréal's visibility grew and reached diverse clienteles in different ways.

An arsenal of media strategies to showcase Montréal

In addition to Tourisme Montréal's Sorry campaign, which received more than 19 million views and over 2.6 interactions on social media, Montréal's 375th anniversary provided a unique opportunity to build new relationships with tourism writers and journalists. New collaborations sparked by the celebrations, the activities and the events of the official programming and the mobilization of partners became not only subjects but indicators of the city's dynamism. That is why, from January 1 to December 31, 2017 alone, Tourisme Montréal and the Society for Montréal's 375th were able to increase Montréal achievements to bring them more visibility and, conjointly, create new spin-offs.

The Washington Post
Democracy Dies in Darkness

Travel

At 375, Montreal's cosmopolitan charm still seduces travelers

By Elizabeth Zach
April 13, 2017



The stunning stained glass and carved pews at Basilique Notre-Dame de Montreal, a Gothic Revival church that was completed in 1829 -- without nails. (Keith J. Smith/Alamy Stock Photo)

ouest france

A LA UNE | PAYS DE LA LOIRE | NANTES

Royal de luxe. La petite géante se réveille à Montréal...



La petite géante se réveille à Montréal ce vendredi 19 mai | Archives Franck Dubray

MODIFIÉ LE 19/05/2017 À 17:15 | PUBLIÉ LE 19/05/2017 À 16:04 - STÉPHANIE LAMBERT / OUEST-FRANCE

Abonnez-vous à Ouest-France

Chuuuuut ! Elle dort encore ! Mais dans quelques minutes, les Québécois vont assister au réveil de la Petite géante, personnage

VOGUE

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LIVING > TRAVEL

Why You Should Visit Montreal This Winter



FEBRUARY 13, 2017 9:01 PM
by TODD PLUMMER



Photo: Alamy

Résultats de recherche

MONTREAL: LA VERDADERA TIERRA PROMETIDA

Por: Pedro Montaño

Esquire (México) 1 Mai 2017



Generalmente, cuando los mexicanos pensamos en el norte del continente, viene a nuestra cabeza la (ahora) nación goberna-

BBC Home News More

NEWS



Montreal's Jacques Cartier Bridge is 'smart' infrastructure

Montreal's Jacques Cartier Bridge has been transformed into a piece of "smart" infrastructure with the installation of interactive lighting. The project was created by Moment Factory in collaboration with six other Montreal-based studios: Ambiances Design Productions, ATOMIC3, Éclairage Public/Ombrages, Lucion Média, Réalisations and UDO Design.

Video by Dan Lytwyn

20 May 2017

THE AUSTRALIAN
PAPER'S BEST MOBILE SITE

In two minds

Montreal is pulling out all stops to celebrate its landmark year.

No Comments

By HANNAH MELTZER

July 22nd, 2017 | 7 min read



Jacques Cartier Bridge lights up for Montreal's 375th anniversary. Picture: Alamy

Rolling Stone



Image tirée de la bande-annonce de l'opéra

Another Brick in the Wall, l'opéra

publié le 13/03/2017 à 15:55

La première de l'opéra *Another Brick in the Wall : l'Opéra* avait lieu à Montréal. La production a reçu deux standing ovations

Another Brick In The Wall - ...

A content strategy driven by the celebrations

In 2017, the 375th celebrations dominated Tourisme Montréal's editorial calendar. After drawing up a list of activities that showed promise for potential tourists, the plan was developed to provide visibility on all platforms (blogs, web sites, social media platforms, newsletter and activities with local influencers). The creation of these activities allowed Tourisme Montréal to promote the 375th celebrations on a multitude of digital platforms tailored to specific clientele, such as the social media accounts of "Visit Montréal" on Weibo and WeChat for the Chinese market.

Of this content, the videos available on Tourisme Montréal's YouTube channel and videos downloaded directly from the Facebook page "Visit Montréal" are of special note. By far, the video with the greatest reach was that of the Giants, published on influencer's Facebook pages worldwide, with more than 28 million views as well as 500,000 shares and more than 30,000 users engaged (reactions and comments).

Optimizing Montréal networks to prepare for upcoming seasons

Tourisme Montréal also rolled out promotional activities for the city among travel agencies and tour operators. In 2017, the organization helped manage and organize 67 site visits which led to meetings with 428 buyers. As well, 14 specialized tradeshows and fairs, including Showcase Canada-Asia in China and Rendez-vous Canada in Calgary allowed Tourisme Montréal representatives to meet with 1,384 potential buyers. These relationships help attain tourism spin-offs that will be examined later, but they also created sustainable effects since these potential buyers may keep Montréal top of mind for many years to come.

Efforts by different levels of government through diplomatic relations, particularly that of the Ville de Montréal, contributed to strengthening ties with dignitaries from some of the world's major cities. Montréal was able to cultivate its status as an international metropolis, particularly when hosting international events for the 375th anniversary's programming that benefitted from coming here. For further details, consult the document on the investments and legacy projects of the Ville de Montréal, the Gouvernement du Québec and the Government of Canada for Montréal's 375th anniversary.

Highlights (Tourisme Montréal)

+ Hosted 500 writers/journalists.
+ In total, 926 mentions in the media (solicited and non-solicited) about the celebrations. Of these, 372 mentions covering the 375th in 2017, which represents 40% of the total coverage.
+ Taping in Montréal of major programs for Canadian or foreign radio and television, including Télématin in France, Frommer's Travel Show in the United States, etalk and Your Morning in Canada.
+ Publication of in-depth articles on the celebrations or elements of the programming, as in the L'Express Hors-Série dedicated to Montréal, articles in The Washington Post, Frommer's, WestJet Magazine, Toronto Star, BBC World, The Telegraph, Version Femina, Madame Figaro and others.
+ Coverage on the program Télématin on France 2, on radio shows on Europe 1, on Radio Télévision Suisse (RTS), on the National Geographic channels in the United Kingdom and Germany and more.

Making Montréal shine throughout Québec

Whether it was to inform Montrealers, offer new experiences to day trippers or attract tourists from Québec, the Society for Montréal's 375th used an arsenal of communications already presented in Chapter 2.

Using the latest communication tools, the Society provided daily content to the media to showcase what was going on during the celebrations for local and regional markets. Over a period of 18 months, the 375th received media coverage close to 20,000 times. Whether it was about the city's dynamic culture, the creativity of its entrepreneurs or the beauty of its architecture, Montréal has never occupied such an important place in the media.

The efforts contributed not only to allowing people from different regions of Québec to discover or rediscover Montréal, but allowed the Québécois who love Montréal to show their deep attachment for the city.

Highlights (Society for the Celebration of Montréal's 375th Anniversary)

MEDIA

+ 19,361 reports mentioning the 375th anniversary
+ Total reach of more than 4 billion impressions
+ Positive or neutral mentions in 86% of the cases

WEB

+ 3,026,514 web visits between January 1 and December 31, 2017
+ 9,000 daily visits on average
+ Week of May 14 to 21: 615,000 sessions (117,000 on May 17 alone)
+ Origin: Montréal (60%), Laval (4%), Longueuil (3.5%)
+ Nearly 20% mobile users

MOBILE APP

+ 165,000 downloads
+ 90,000 downloads in May alone, thanks to a feature that allowed visitors to follow the Giants in real time, among others
+ Nearly 2,000 visits per day between May and August 2017
+ The most popular app in Canada in 2017 in the travel category and 6th in all categories combined

FACEBOOK

+ 117,000 subscribers
+ More than 25.5 million impressions in 2017
+ 4.8% engagement (industry average: 1.6%)
+ 74% of subscribers live in the Greater Montréal region, including 54% in Montréal itself
+ The video of the Giants and that of the inaugural show of Living Connections received 650,000 views each

INSTAGRAM

+ 17,700 followers
+ 68,000 publications with the hashtag #375mtl
+ 74% of subscribers live in the Greater Montréal area

TWITTER

+ 13,000 followers
+ More than a million impressions for the @375mtl tweets
+ 42% of followers are Montrealers
+ 82% live in Québec
+ #375mtl: trending number 1 in Canada on May 17 and December 11, 2017

YOUTUBE

+ More than 250 videos posted since its creation

NEWSLETTER

+ 16,000 subscribers to the French newsletter
+ 4,000 subscribers to the English newsletter

Outstanding participation

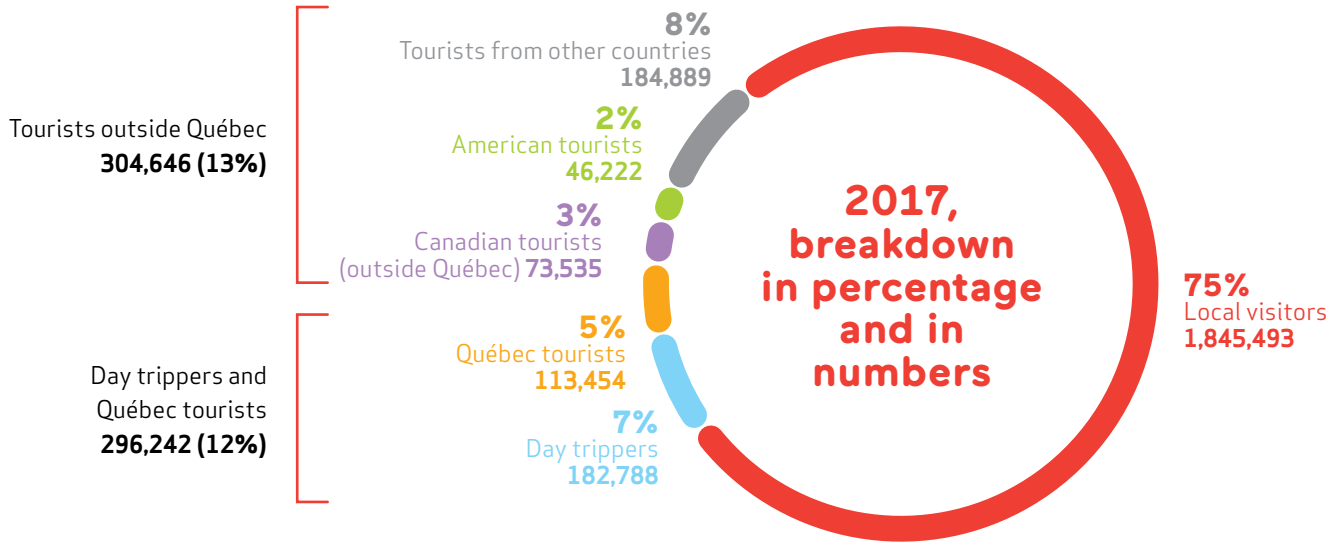
Throughout the year, there was excellent participation from the public, who took advantage of a diversified and unifying programming, creating a turnout of 2.4 million unique participants, totaling 6.2 million days of participation. The total turnout is evaluated at 75% local participants and 25% day trippers and tourists.

If the local component of the programming attracted some 778,558 unique participants in the different neighbourhoods, the blockbuster events attracted 2,101,006 unique participants. Of all the activities, two in particular stand out based on the excitement and participation they generated: the Giants and the inaugural show of Living Connections. The crowds in attendance on these two occasions (620,000 people for the first and 400,000 for the second) represent exceptional participation rates for Montréal. Also of note, according to KMPG, the 1.8 million local participants equal nearly half of the Montréal population (45%), who also would have participated in at least one major 375th event.

While day trippers and tourists represented 25% of the total participation, those from Québec represented 7% and 5% of the total turnout respectively. Moreover, visitors from outside Québec represented 13% of the participants, or nearly 305,000 people.

As well, there was a very high satisfaction rate among people who attended the blockbuster events. According to a CROP poll, 96% either really appreciated or appreciated these activities (71% – Very much, 25% – Quite).

BREAKDOWN OF UNIQUE PARTICIPANTS IN MONTRÉAL'S 375TH ANNIVERSARY ACTIVITIES AND EVENTS*



In total, these turnout numbers as well as the high satisfaction rate pave the way for significant economic spin-offs from this anniversary year.

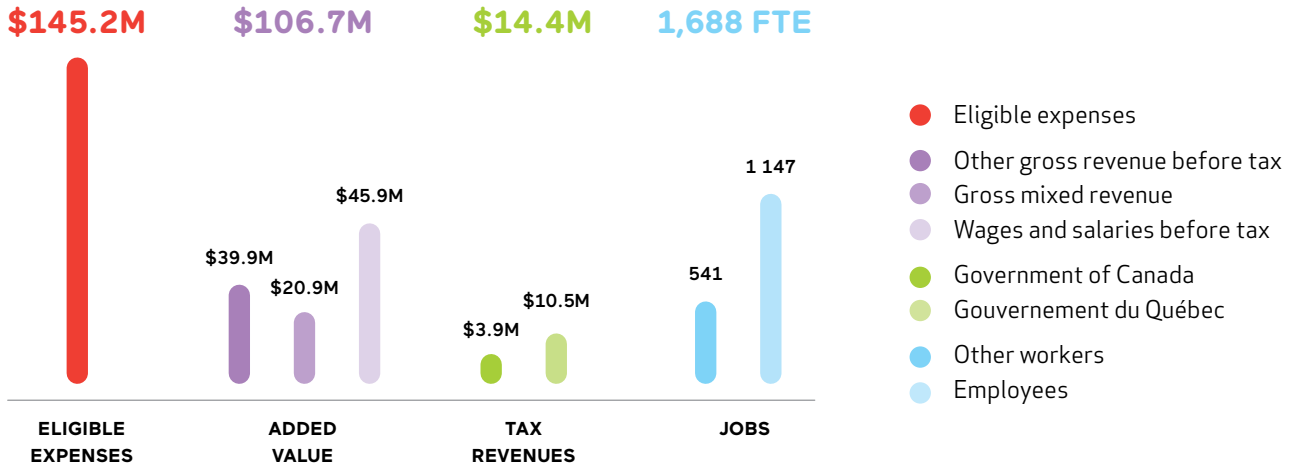
Outstanding celebrations that generated economic spin-offs

The Society for the 375th, which is responsible for official programming and socioeconomic projects, was keenly interested in underscoring the efforts of everyone who took part in Montréal's celebrations and used a rigorous methodology to assess the economic spin-offs of the 375th celebrations. Only data pertaining strictly to the activities of the Society for the 375th was considered.

The study of the 375th's economic spin-offs conducted by KPMG-CROP illustrates the tangible spin-offs of this anniversary year. The audit firm concluded its report by saying: "These celebrations were not only noteworthy because of the overall level of participation, but because of the socioeconomic spin-offs they created for the city and the province."

+ The total net cost of the contribution of public authorities (Ville de Montréal, Gouvernement du Québec and Government of Canada) to the Society for Montréal's 375th was $92.8 million.
+ The celebrations resulted in an estimated $106.7 million in immediate economic spin-offs and in 1,688 full-time equivalent jobs maintained or created.
+ The 375th generated tax revenues of $10.5 million for the Gouvernement du Québec and $3.9 million for the Government of Canada.
+ Considering the unused amounts and the tax revenues, a total of $30.8 million will be returned to the coffers of the three levels of government.

TOGETHER, THE ECONOMIC SPIN-OFFS GENERATED BY THE 375TH CELEBRATIONS FOR 2015-2018, BASED ON A RESTRICTIVE APPROACH, IN MILLIONS OF DOLLARS AND FULL-TIME-EQUIVALENT JOBS* TOTAL $145.2 MILLION.



A RIGOROUS METHODOLOGY

In compliance with the *Guide méthodologique pour la réalisation des études sur l'impact économique des grands festivals et événements* [Methodological Guide for Economic Impact Studies of Major Festivals and Events], reference tool of the Ministère du Tourisme du Québec, economic spin-offs are divided into two major groups: direct effects and indirect effects of expenditures incurred. In use since 2016, this methodology was designed to be more restrictive.

These expenditures include visitors from outside the region, expenses of celebration sponsors and operating expenses of the Society for Montréal's 375th.

* Source: KPMG-CROP Report – Les retombées économiques des festivités du 375e anniversaire de Montréal [The Economic Spin-offs of the Celebration of Montréal's 375th Anniversary]



A record year for tourism

In 2017, the excitement created by the 375th celebrations helped increase Montréal's visibility and reach new tourism heights. As previously mentioned, the number of tourists is estimated at over 11 million, representing, in absolute numbers, half a million additional visitors between 2016 and 2017.

The data shows that use of the Montréal airport, calculated by the number of passengers who flew to or from it, increased significantly. The number of hotel rooms occupied in Greater Montréal, as well as the average rates, also experienced a surge in the past year. Moreover, the growth of Montréal hotel rates in 2017 exceeded those of other major Canadian cities, including Vancouver, Toronto, Ottawa and Québec City. For the 375th, all segments of the tourism sector benefitted, and more than 380,000 room nights in commercial accommodation were confirmed, representing a 15% increase over 2016. This increase in hotel bookings and in average costs of room nights had a positive effect on the entire tourism sector. The joint approach of Tourisme Montréal and the Society for Montréal's 375th will help build new business relationships that will have a positive impact on long-term tourism spin-offs.

 LES PLASTICIENS VOLANTS - WE'RE ACTING OUT! © Yann Roy

A year to be proud of

Driven by a desire to build bridges and celebrate the city's vitality, the Society for the 375th acted as a mobilizing force for people who love Montréal. Without a doubt, 2017 will also have social benefits, although a study of these benefits has yet to be carried out. Possible benefits are experience acquired by event organizers supported by the Society, relationships that were built, social bonds that were created and sustainability of certain initiatives that were implemented.

Reports on neighbourhood projects also indicate the scope of the 375th's impact on the population of these neighbourhoods. By the end of January 2018, the Society for Montréal's 375th had received reports from 51 of these neighbourhood projects. The following beneficial effects were among those most cited by the organizers:

90%: Strengthened pride of borough citizens

84%: Increased cultural awareness and appreciation

78%: Strengthened citizens' sense of belonging

69%: Strengthened relations between citizens

65%: Fostered social inclusion

Moreover, even though a vast majority (94%) of these projects did not exist before the 375th, the organizers of three out of every four projects are looking into the possibility of renewing the exercise over the coming years to bolster the sustainability potential of initiatives undertaken during the 375th.

A sustainable effect that goes beyond 2017

Much like the work of the individuals who undertook and facilitated steps leading up to the festivities of the 375th, notably through Opération Carte blanche in 2011, the effects of a celebration of this magnitude will be felt for years to come. For this reason, the KPMG analysis does not include the evaluation of the dynamic effects of the 375th celebration or even the spin-offs related to new products like the illumination of the Jacques Cartier Bridge or the Biosphere. In addition, it does not measure the scope of socioeconomic projects aimed at future generations that will be carried out over time, or the 27 projects from the official program that expressed interest in returning in 2018. By building bridges, the Society for Montréal's 375th has acted as a catalyst, creating new collaborations that just may lead to projects that will be on the program for Montréal's 400th anniversary! The evaluation of the socioeconomic spin-offs will take some time—and evaluating the real impact of the Society's activities for the 375th anniversary will require some patience. Far from being the results of a single year, the impacts and spin-offs of Montréal's 375th celebration could be more significant than anticipated.

Financial report

Summary

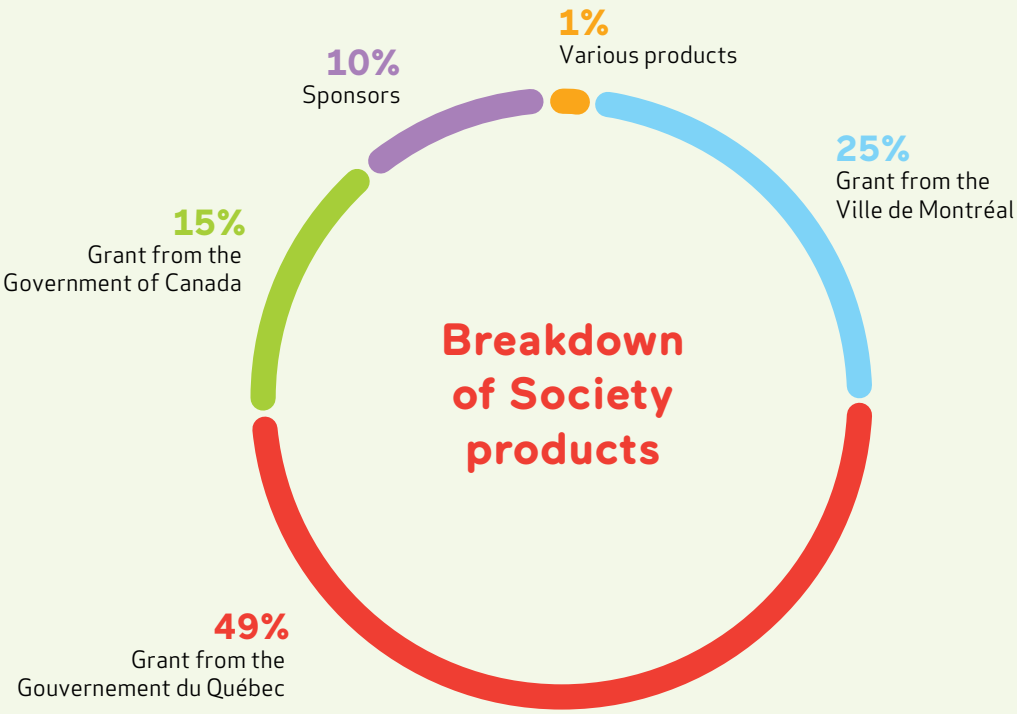
Overview of products and expenses 2015-2018

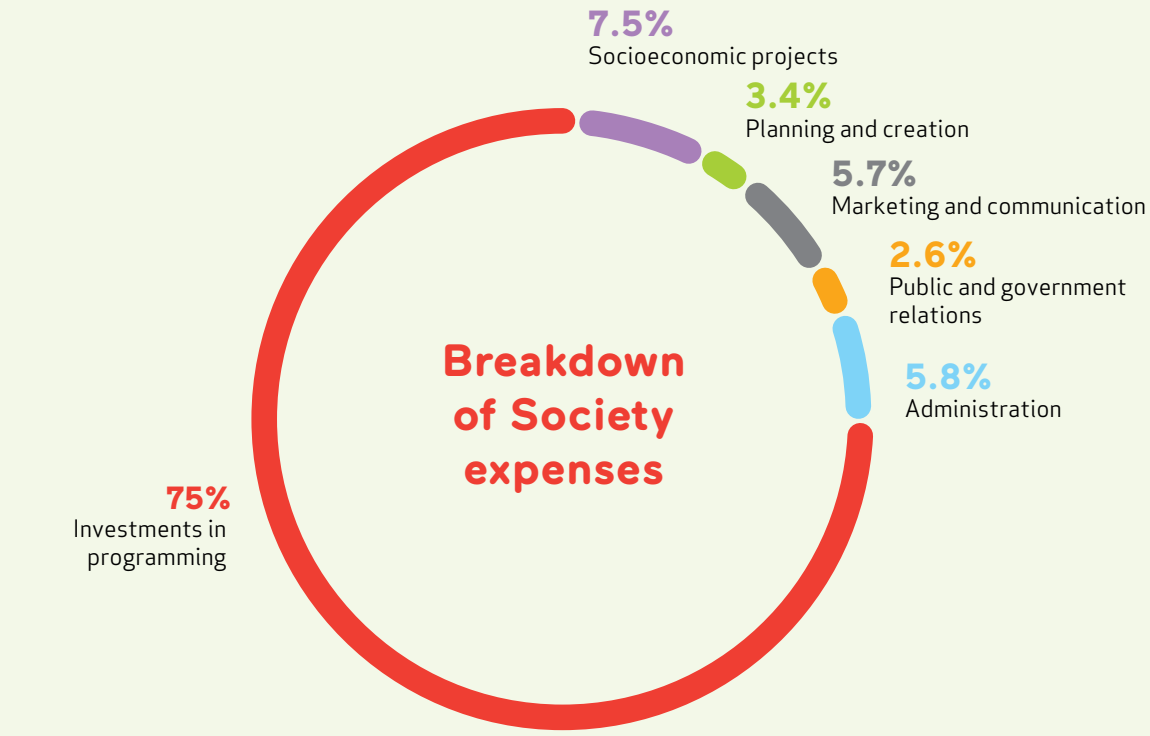
PRODUCTS	
Grant from the Ville de Montréal	$30,815,456
Grant from the Gouvernement du Québec	$60,000,000
Grant from the Government of Canada	$18,375,000
Sponsors	$12,500,000
Interest	$1,157,954
Various products	$432,387
Product total	$123,280,797

EXPENSES	
Planning and creation	$3,577,377
Marketing and communication	$6,113,150
Public and government relations	$2,763,624
Administration	$6,251,425
Investments in programming	$80,258,956
Social economic projects	$8,000,000
Total expenses	$106,964,532

Difference	$16,316,265

* Excluding the net value of $93,735 from unspent amounts before 2015.


1%
Various products
10%
Sponsors
25%
Grant from the
Ville de Montréal
15%
Grant from the
Government of Canada
Breakdown
of Society
products
49%
Grant from the
Gouvernement du Québec


7.5%
Socioeconomic projects
3.4%
Planning and creation
5.7%
Marketing and communication
2.6%
Public and government
relations
5.8%
Administration
Breakdown
of Society
expenses
75%
Investments in
programming



"The 375th will forever remain a year of new heights, creativity, excellence, pride, friendship, memories, smiles and laughter. It's a goodbye filled with gratitude, because the celebrations were a reflection of Montréal's beauty and rich character and encounters with people that were dedicated, kind and generous. This is a huge success that attests to the immeasurable efforts by everyone to ensure that the 375th will always stay in our hearts! Bravo, a thousand times over!"

— Marie Denis

"Thank you so much, all you that are part of the Society for Montréal's 375th anniversary. We experienced a year of extraordinary festivities, one of the best of our lives. My spouse and I are senior citizens, 72 and 76 years old. At Expo 67, we were in our early thirties. It was the same thrill all over again."

— Claude Lamarre

LA FINALE © Benoit Z Leroux



"THANK YOU to you too, kind organizers. As a Montrealer and volunteer, I took part in everything I possibly could. My favourite was the Giants. Bravo and as you so aptly say: Vive Montréal!"

— Maxime Fiset-Lalancette

"I would like to thank everyone, and I mean EVERYONE, who participated in planning and organizing this wonderful year that I had here in Montréal. I've seen grandiose shows (thought I had already seen everything, everywhere else...). Hats off also to the many volunteers! As an amateur photographer, I took so many photos that at least I have these fantastic memories to cherish. 2018 will be a lot calmer than what I experienced in 2017, but such is life... thank you, thank you, thank you!"

— Valérie

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