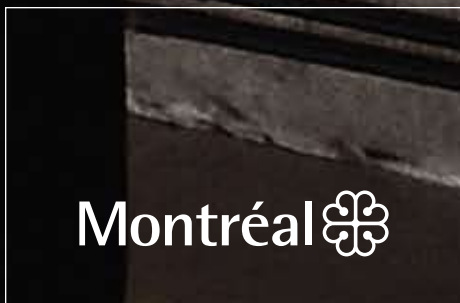
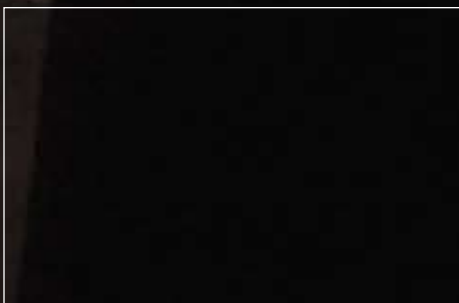


2005-2006 Report


Implementation of
Montréal, Cultural Metropolis,
Cultural Development Policy
of Ville de Montréal 2005-2015



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COVER *Monochrome* is an interactive installation produced by one of the experimental research groups working on new fusions between art, science and technology at the *Interactive Institute* (Stockholm, Sweden). *Monochrome*, which was presented at the gallery of the Society for Arts and Technology [SAT] during the *Touching the Invisible* exhibit of autumn 2006, invited visitors not only to “touch the invisible,” but also to experience interactive design.

A visitor wearing the *Monochrome* © Inga Palmer. Reproduced with the kind permission of Smart Studio, with the cooperation of the [SAT].

Montréal 

Service du développement culturel, de la
qualité du milieu de vie et de la diversité
ethnoculturelle
Cabinet de la directrice générale adjointe

Édifice Louis-Chartrand
Pavillon Prince
801, rue Brennan, 4^e étage
Montréal (Québec) H3C 0G4

ville.montreal.qc.ca/culture

Le 16 mars 2007

Monsieur Benoit
Membre du com
Responsable de
Maire de l'arrond
Ville de Montréal

March 16, 2007

Mr. Benoit Labonté
Member of the Executive Committee
Responsible for culture, heritage,
the downtown area and design
Mayor of the borough of Ville-Marie
Ville de Montréal

Mr. Labonté:

I am pleased to submit the first annual
progress report of our Cultural Development
Policy, Montréal, Cultural Metropolis.

Monsieur Labonté

Il me fait plaisir
développement

Ce rapport témoigne
arrondissements
oublier l'implicat
sûr auprès des
dans nos proces

Nous faisons un
à des travaux p
contenus dans s

Par ailleurs, lon
les moyens d'ac
la confirmation

Organisé conjo
même que les
Montréal, métr
infrastructures
culture, de mén

Tout en étant a
à déployer tou
culturelle.

This report is an eloquent testimony to the
work accomplished by the corporate services,
the boroughs, the Conseil des arts de
Montréal, the paramunicipal sector, and our
city's highly committed elected
representatives. They have not only promoted
the arts and culture in the public at large and,
of course, in support of the cultural sector,
but also within the city apparatus and our
administrative processes.

This is the first report of a ten-year project.
Even though they are at the initial stage, many
initiatives show that the city is resolute in its
determination to implement the pledges made
in its policy.

The challenges are enormous and one wishes
we had the means to implement this policy a

MONTRÉAL,
MÉTROPOLE
CULTURELLE

bit faster. Therefore, as you know, the
confirmation of the Montréal, Cultural
Metropolis-Rendez-vous November 2007
could not have come at a better time.

Organized jointly by Ville de Montréal, the
representatives of the cultural and business
sectors, and by the two levels of government,
the Rendez-vous, set as it will be against the
backdrop of our Montréal, Cultural Metropolis
policy, will help rally everyone's resolve
around such key objectives as cultural
infrastructures and development, the
dissemination platforms, the funding of the
arts and culture, as well as Montréal's cultural
governance.

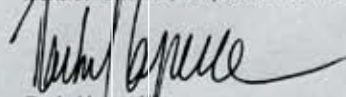
As we prepare for this Rendez-vous, every
day we shall do our best to fulfill the pledges
made in Montréal, Cultural Metropolis.

Thank you for your unflagging cooperation
and support. All the best, and good reading.

Rachel Laperrière
Associate City Manager

cc Mr. Claude Léger, City Manager

En plus de vous remercier de votre collaboration et de votre appui constants, je vous prie d'agréer,
Monsieur Labonté, l'expression de mes sentiments les plus cordiaux et vous souhaite bonne lecture.



Rachel Laperrière
Directrice générale adjointe

c.c. : M. Claude Léger, directeur général

March 22, 2007

Mr. Gérald Tremblay
Mayor of Montréal

Mr. Mayor:

I am happy to present this first report of the progress made since the city council adopted our Cultural Development Policy in August 2005.

There is no longer any doubt about the strategic significance of the arts and culture in Montréal's development. In the spirit of the Montréal, Cultural Metropolis-Rendez-vous November 2007, I believe that we should not only define the future of culture in Montréal, but also, and most importantly, the development of Montréal through culture.

As you will see in this report, many actions were undertaken. Allow me to underline one that is particularly dear to me. My colleague Soraya Martinez and I have invited all the elected political representatives responsible for cultural matters in their boroughs to meet on a regular basis within the context of the Réseau des élus pour la culture, whose mandate is to bring together its members and inform them of the objectives, achievements and challenges of cultural development throughout Montréal's territory.

I take this opportunity to pay tribute to the work of the two colleagues who presided over the elaboration of this policy, Helen Fotopulos and Francine Senécal. I would also like to underline the excellent work of Montréal's civil service and the staff of the Conseil des arts de Montréal, not only in implementing this policy, but also in providing cultural services to the entire population.

Above and beyond the relevance of the deliberations and the extent of the consultations that led to its adoption, one of the great merits of this Policy is its commitment to account publicly for its actions. Even though this is required from every modern public administration, I think that in the coming years, this transparency will prove to be a great incentive in the implementation of this policy.

I offer you, Mr. Mayor, my warmest wishes.

Mayor of the borough of Ville-Marie and
Member of the Executive Council of Ville de Montréal

Responsible for culture, heritage, the
downtown area and design

Benoit Labonté

MONTREAL,
METROPOLE
CULTURELLE
Une œuvre collective

les travaux en cours
de développement

Montréal ne fait plus de
culturelle, je crois
à Montréal, mais

déjà été entreprises.
Ma collègue, Soraya
politiques des dossiers
eau des élus pour la
bres des enjeux, des
territoire montréalais.

deux collègues qui ont
ncine Senécal. De la
la fonction publique
ment dans la mise en
taires à l'ensemble de

Au-delà de la valeur de la réflexion et de l'ampleur des consultations qui ont mené à son adoption, un des mérites importants de la Politique est de prendre l'engagement d'une reddition publique de comptes. En plus d'être un passage obligé pour toute administration publique moderne, je crois que cette transparence constituera, au cours des prochaines années, une précieuse source de motivation dans la mise en œuvre de cette politique.

Veillez recevoir, Monsieur le Maire, l'expression de ma plus haute considération.

Le Maire de l'arrondissement de Ville-Marie et
Membre du Comité exécutif de la Ville de Montréal
responsable de la Culture, du Patrimoine, du Centre-Ville et du Design,



Benoit Labonté

The proposal for a Cultural Development Policy for Ville de Montréal was the outcome of three years of cooperation with all segments of the population, leading up to extensive public consultations at the beginning of 2005 under the aegis of the Office de consultation publique de Montréal. Adopted unanimously by the city council on August 29, 2005, the document *Montréal, Cultural Metropolis* covers a period of ten years, ending in 2015. Well received by the representatives of the cultural sector, who came in great numbers to its October 2, 2005 public launching, presided by Mayor Gérald Tremblay, the Cultural Development Policy of Ville de Montréal is now everyone's business—a collective project.

Since the prime objective of this document is to report on the status of every pledge made in the Policy, the information will be presented as clearly as possible. In some cases, additional information will be provided in boxes to give a more exhaustive picture of the status of the pledges in question.

The city has been active on the cultural front for several decades. We should therefore underline the extent of the day-to-day work put into cultural development by the corporate services, the boroughs and the Conseil des arts de Montréal, intent, all of them, on making Montréal a city of knowledge, art and culture, intent, in other words, on making Montréal a cultural metropolis. In the coming years, we also intend to make this report an increasingly well documented source of information of the status of cultural development in Montréal.

With this first report, the city fulfills one of the pledges made in *Montréal, Cultural Metropolis*. Let us now move on to the other pledges...

Objectives and positionings

Before moving on to the pledges and accomplishments of this first policy, let us recall the three major objectives that form the basis of this document and the positionings targeted for each one of them. This short section constitutes the city's strategic dashboard.

Objectives

Target positioning

Pages

Objective 1: Cultural democratization	City of knowledge and culture	8 to 11
Objective 2: Support for the arts and culture	Cultural metropolis of creation	12 to 17
Objective 3: Cultural quality of the living environment	City distinguished by the quality of its cultural intervention	18 to 21

To Begin with...

FO

If Montréal wishes to become a true cultural metropolis, it must recognize the diversity and richness of its Aboriginal heritage. Moreover, the city will take the necessary steps together with all parties concerned, to enhance the visibility of the Aboriginal people in its urban landscape.

By placing the First Nations issue at the top of its pledges, the city wanted to recognize its roots, redress a major historical oversight, and point the way to the future. From the Belvédère Kondiaronk on Mount Royal, to streets with names like Hochelaga and Ontario, all the way to the First Nations Garden in the Montréal Botanical Garden, the city's aboriginal heritage is visible but still inadequate. Therefore, the city will make every effort to recognize and develop existing elements and further enhance its territory.

Aware of the richness of its Native heritage, the city also pledges to enhance its modern heritage by supporting projects that encourage living artists. One example that perfectly illustrates this course of action is the ephemeral mural at the First Nations Garden, redesigned every year and inaugurated on National Aboriginal Day, June 21.

First Nations Garden¹

Created in 2001, the First Nations Garden features some of Québec's plant species in their "natural" environment. It also features Québec's eleven First Nations and the close bonds they always had and still have with Nature, especially with the plant world. A modern interpretation pavillion designed by architects Saucier+Perrotte was built in the heart of the Garden.

One of the pavillion walls was left bare for a future work of aboriginal art. This work will be selected in a competition aimed at the dissemination and promotion of Native talent. The competition will be held every year, and the winner provided with assistance in the production and inauguration of the ephemeral mural.

The St. Lawrence Iroquians, Corn People Exhibition²

This exhibition showcases the culture and lifestyle of the St. Lawrence Iroquians through everyday objects dating from the 15th and 16th centuries. The exhibition is presented at the Montréal Museum of Archaeology and History of Pointe-à-Callière, from November 7, 2006 to May 6, 2007. Some 130 artifacts from archaeological sites in Québec, Ontario and the State of New York bring to life the horticulturists who introduced corn in the St. Lawrence valley.

Main stages completed or under way

Support for the *Visions Autochtones* project proposed by Land InSights, the National Film Board and the Native Friendship Centre of Montréal, as part of the Programme de partenariat culture et communauté. Agreement reached between 2005 and 2007 to provide young city Natives with digital video training workshops.

The city, which is regularly in touch with Land InSights, has received the draft project for the Centre culturel autochtone de Montréal.

The restoration of the Kwakiutl totem, a legacy of Expo 67, in Parc Jean-Drapeau, is at the planning stage and should be completed in the summer of 2007.

02

French is a major component of Montréal's originality and creativity in North America and throughout the world. Therefore, the city will adopt a linguistic policy stipulating that Montréal is a cultural metropolis where French is the common language and whose anglophone population will be provided with municipal services in their own language.

Montréal's public libraries offer a wide range of mediation programs devoted to the promotion of the French language. The *Mots partagés* program, for instance, allows adults who have recently arrived in Montréal to meet, converse, read and write in French.

Main stages completed or under way

The *Service des communications et des relations avec les citoyens* is currently developing a linguistic policy project.

03

Considering that inclusiveness is one of Montréal's greatest challenges and that dialogue between cultures is a key concern embodied in every municipal activity, Montréal will develop, together with all its partners, an action plan on cultural diversity based on equal access, the strengthening of competence and public development.

A lot of energy has been invested in interculturalism, a lot of brainwork too, to help the administration redefine its strategic orientations in the matter. A report presented by the city to the parliamentary commission on racism and discrimination, then the grouping of the teams of the department of Affaires interculturelles et du Développement social within a single administrative unit constitute the first results of this project.

The Conseil des arts de Montréal has strongly supported the *Délégation sur la diversité culturelle dans les arts* since its creation in the wake of the seminar of March 2004. In 2006, it changed and became *Diversité artistique Montréal (DAM)*.

In 2005, when the *Entente sur le développement culturel 2005-2008 entre la Ville de Montréal et le ministère de la Culture et des Communications du Québec* was renewed, the city, to consolidate its support of artists of cultural diversity, strengthened its partnership with the MAI (Montréal, arts interculturels), an independent, non-profit organization that acts as a multidisciplinary venue for professional and intercultural contemporary art. As the only Montréal dissemination venue invested with such a mandate, the MAI presents engaging, contemporary works that draw from the world's various cultures. The MAI opened its doors in May 1999. It houses a theatre, a gallery, a café, and two rehearsal rooms.

Many mediation programs of Montréal's public libraries provide newcomers with the opportunity to get acquainted with the local culture through books and readings. The *Contact* literacy and integration program is now offered in 19 Montréal boroughs.

The mission of Diversité artistique Montréal³

To promote cultural diversity in the arts and culture through the recognition and inclusion of all artists and professional artistic practices within professional arts networks, cultural institutions and dissemination venues in Montreal.

To maintain an active and critical watch over policies and procedures in order to prevent discrimination by the artistic and cultural establishment.

Main stages completed or under way

Creation in 2006 of a strategic think tank on Montréal's objectives in interculturalism. Rachel Laperrière, associate general manager of the Service du développement culturel, de la qualité du milieu de vie et de la diversité ethnoculturelle (SDCQMDE), was in charge of the project.

Support for the work of the Délégation sur la diversité culturelle dans les arts, and for the creation of Diversité artistique Montréal by the Conseil des arts de Montréal.

Partnership agreement between the city and the MAI for the implementation of a sponsorship program for artists of cultural diversity.

Partnership agreement between the city and Musique Multi-Montréal for the development of a mentorship program for musicians from ethnocultural communities.

An additional contribution of \$200,000 to the CAM to help it fulfill its obligations towards artists from ethnocultural communities and young cultural organizations.

Elaboration of a policy for the promotion and development of cultural diversity in the arts and its adoption by the CAM in December 2006. This document will be made public in May, at the Montréal Diversité seminar.

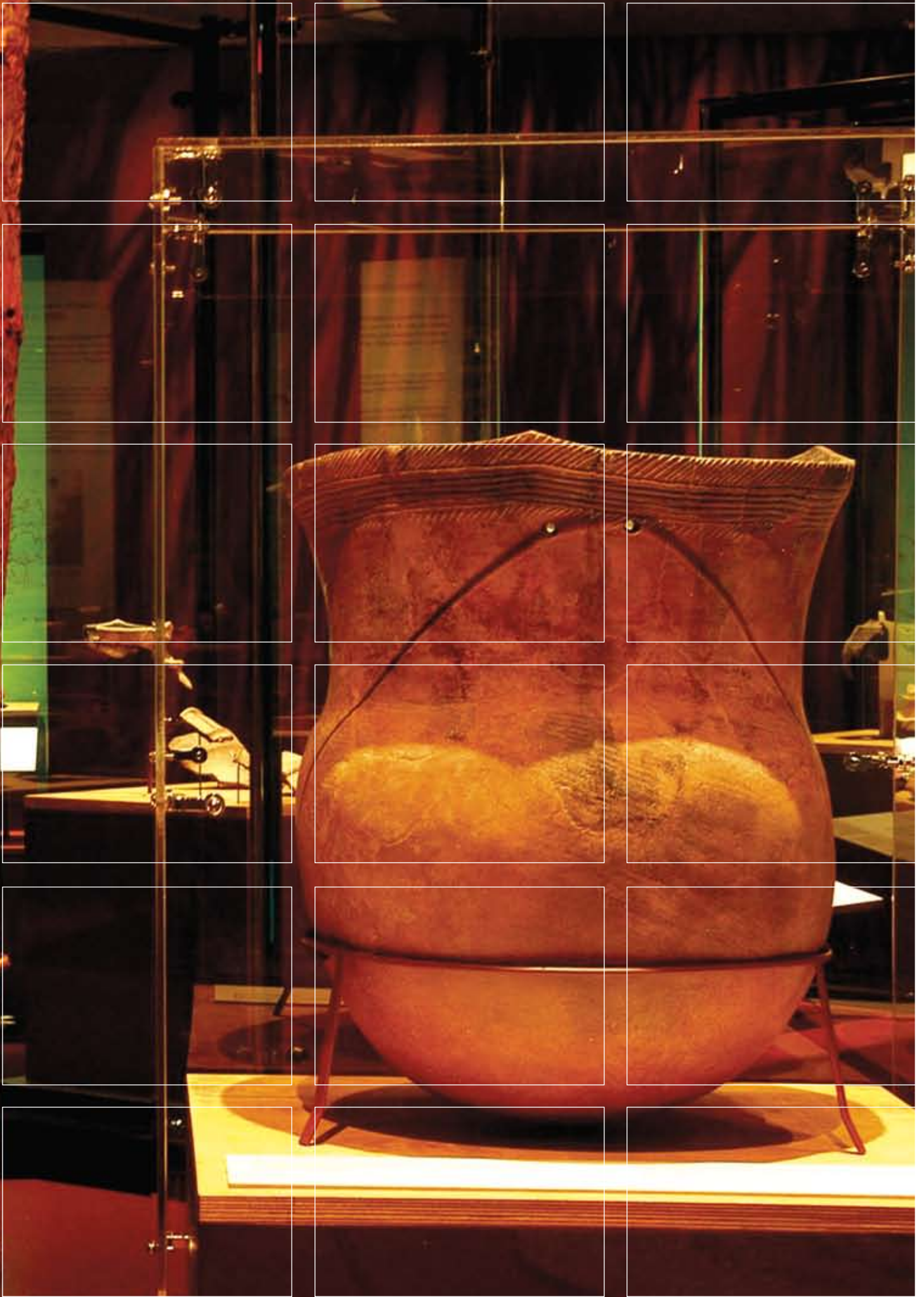
Large storage vases. The St. Lawrence Iroquoians. The St. Lawrence Iroquoians, Corn People Exhibition, the Montréal Museum of Archaeology and History of Pointe-à-Callière © Yves Renaud. A. Wigwam © Montréal Botanical Garden, Lise Servant. B. Cherokee dancers © Land INsights.



A



B



04

Considering that cultural diversity is part of the common heritage of humanity and that its success is vitally important to Montréal's cultural future, the city will support the *Coalition for cultural diversity*, as well as the governments of Québec and Canada, in their international interventions as well as in their information and promotion initiatives aimed at Montréal's social actors and population.

Convention on the Protection and Promotion of the Diversity of Cultural Expressions⁴

Because cultural goods are vehicles of identity, values and meaning, the city is convinced that they should not be subject to the traditional rules governing trade. Culture should be protected by the state. Therefore, the city adheres to the principles stated in the Convention on the Protection and Promotion of the Diversity of Cultural Expressions adopted by the General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO), at its 33rd session held in Paris from October 3 to 21, 2005.

The city has supported the *Coalition for Cultural Diversity* throughout this process and is quite proud of Québec and Canada's leadership in this matter. Indeed, Canada was the first country to ratify the Convention on November 23, 2005. By the end of 2006, more than 30 countries had ratified the Convention, paving the way for its implementation on March 18, 2007. More countries will be asked to subscribe to the Convention's principles in order to maximize its legitimacy.

In real terms, the implementation of this international convention gives Québec and Canada the right to support such cultural products as films, CDs and books, through legislative, regulatory and tax measures, without being subject to reprisals under international trade regulations. A significant percentage of Québec and Canada's cultural products are made in Montréal. In film production, for instance, Montréal is the fourth most important city after Los Angeles, New York and Toronto.

Finally, to promote cultural diversity, the city, in close partnership with the Ministère de la Culture et des Communications du Québec, initiated and participated in a seminar on the diversity of cultural expressions, organized in 2005 during the 18th edition of Entretiens Jacques-Cartier in Lyon.

November 23, 2005, Canada signs the Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

December 2006, more than 30 countries ratify the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which ensured its implementation on March 18, 2007.

05

Montréal will not only adopt a cultural development policy, it will also make culture a key component of its urban policies. Furthermore, it will help monitor and implement the *Agenda 21 for Culture*, locally and internationally.

Main stages completed or under way

June 2005, Montréal's city council adopts *Agenda 21 for Culture*.⁵

Adoption in 2005 of *Stratégie de développement économique* and of *Montréal 2025*, a long-term development plan. These two major economic documents give a lot of importance to the arts and culture.

Soraya Martinez, associate councillor responsible for culture and the downtown area and councillor of the Saint-Michel city district, takes part in the taskforce on culture of *United Cities and Local Governments (UCGL)*, held in Barcelona on October 23 and 24, 2006. This taskforce was officially entrusted with the implementation, at the city level, of *Agenda 21 for Culture*.

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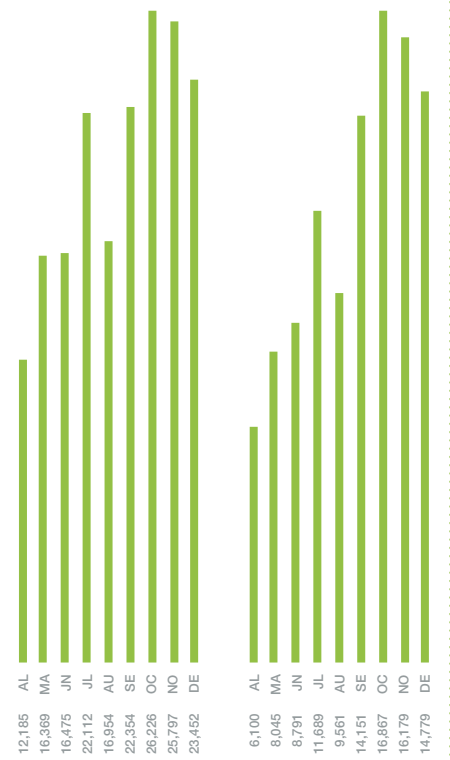
International recognition

- Montréal designated by UNESCO World Book Capital, 2005-2006.
- June 2006, Montréal designated "City of Design" by UNESCO's Creative Cities Network.
- Montréal in the heat of the battle for cultural diversity (see pledge 4).

The Culture Web site

The number of hits the Culture Web site has been getting has risen sharply since it went online in March 2006. The number of unique users has more than doubled in a period of six months, from about 6,000 to more than 14,000 a month, reaching a peak in the fall (a high season in culture), with more than 16,000 unique users in October and November.

ville.montreal.qc.ca/culture



Total number of hits in 2006

Number of unique users in 2006

Culture, the flagship of Montréal's international reputation

06

Because culture is a key component of its trademark and reputation, the city will enhance its positioning as a cultural metropolis, locally as well as nationally and internationally, by building on its creativity, its cultural effervescence, the synergy between knowledge, artistic creation and heritage, and its various niches of excellence.

Montréal, Cultural Metropolis

The *Montréal, Cultural Metropolis*—a collective project signature is available on the Culture⁶ Web site and may be used by all cultural organizations. In fact, its use would enhance Montréal's national and international status as a cultural metropolis, and remind everyone that in Montréal the arts and culture are a concern shared by all citizens, cultural sectors and public partners.

MforMontréal—A great initiative

The *MforMontréal* project was set up by an artistic manager, Sébastien Nasra, to draw the attention of journalists, programmers of international festivals, professionals and the public, to “alternative” music groups, which are a true Montréal phenomenon.

Local bands and their music—labelled as the “Montreal sound” by the international press—use Montréal's signature on the world scene. The buzz surrounding Montréal's alternative music scene literally exploded with the international success of Arcade Fire in 2004. The Breastfeeders, Champion, Patrick Watson and Malajube are some of the groups that have attracted attention.

“It's hard to stand out from the pack and draw the attention of professionals and the public, especially for a band trying to make it out on its own. So we decided to get together to maximize our visibility and use Montréal's name to get people to pay attention.”

— Sébastien Nasra, initiator of the *MforMontréal* project and manager of Montréal artists.⁷

International cultural activities of Montréal's representatives

MARCH 2006-PARIS UNESCO At the end of Montréal's reign as *World Book Capital 2005-2006*, Francine Senécal, vice president of Montréal's executive committee, presented *Liber*, a work of art by Lisette Lemieux, at a ceremony held at UNESCO headquarters in Paris, in honour of the new world book capitals, Turin and Rome, in Italy (see pledges 7 and 8).

APRIL-SHANGHAI The cities of Montréal and Shanghai developed close ties in 2006. A gift of 500 books prompted the inauguration of the Shanghai collection at the Mile-End public library. During a mission undertaken in April 2006, Mayor Tremblay reciprocated by offering Shanghai a Montréal collection. During this mission, Louise Guillemette-Labory, associate manager responsible for libraries, signed a partnership agreement with her Chinese counterpart, Wu Jianzhong, that includes a three-year book exchange program between the two cities. This partnership is the first of its kind in Canada.

During the same mission, Danielle Sauvage, managing director of the Conseil des arts de Montréal, signed an agreement with the Shanghai International Cultural Association, for the establishment and consolidation of cultural exchange.

APRIL 2006-PARIS A cooperation agreement was signed between the mayors of Paris and Montréal. Article 2 deals with design, integrating design in a city's development process, and the promotion and dissemination of design and designers.

OCTOBER 2006-BARCELONA Soraya Martinez, associate councillor responsible for culture and the downtown area and councillor of the Saint-Michel city district, took part in the taskforce on culture of *United Cities and Local Governments (UCGL)*, held in Barcelona on October 23 and 24,

2006. This taskforce was officially entrusted with the implementation, at the city level, of *Agenda 21 for Culture* (see pledge 5).

During her stay, Ms. Martinez also spoke at the *Interraccio 06*, a national seminar on neighbourhood cultural practices, and some of Montréal's cultural mediation initiatives caught everyone's attention. Lastly, our city's representative consolidated our friendship ties with the *Institut de Cultura de Barcelona*. In short, the Barcelona mission went so well it now serves as a template for cultural governance and provides food for thought on the matter.

NOVEMBER 2006-TURIN AND ROME Roch Poirier, coordinator of *Montréal, World Book Capital*, took part in the activities devoted to Montréal and its literature, organized by the Italian cities of Turin and Rome, the World Book Capitals of 2006-2007, thus consolidating the ties between the world's book capitals.

DECEMBER 2006-LYON During the 19th edition of the *Entretiens du Centre Jacques-Cartier*, held in Lyon in 2006, the organization of the “Cartiers” de la fiction in partnership with the city of Montréal, provided ten young Québec writers with the opportunity to take part in a series of seminars and public readings, as well as get their new short fiction published by Montréal's XYZ publisher. When this collection was launched in Lyon, Mayor Gérald Tremblay thanked the *Entretiens Jacques-Cartier*, created in 1987, for exploring all spheres of human activity. Creativity was the subject of nearly fifty cultural seminars, a great many publications and other cultural activities and fora. During the same mission, Mayor Gérald Tremblay was made honorary doctor by Université Jean Moulin Lyon 3.

Main stages completed or under way

Startup of the process leading up to *Montréal, Cultural Metropolis—Rendez-vous November 2007*, with the cooperation of Culture Montréal, the Chambre de commerce du Montréal métropolitain, the governments of Québec and Canada, and Ville de Montréal.

March 2006, the new Culture Web site goes online.

Summer 2006, promotional campaign of *Montréal, Cultural Metropolis*.

Participation of city representatives in the advisory group set up on the heels of the agreement on cultural tourism reached between the Ministère de la Culture et des Communications du Québec and Tourisme Montréal.

Objective 1: Cultural Democratization

Positioning: Montréal, city of knowledge and culture

- Montréal will be considered a city that:**
- promotes access to knowledge and culture for all its citizens;
 - has undertaken a major upgrading of its network of public libraries;
 - has adopted cultural mediation as a strategy to fulfill its accessibility mandate.

Montréal considers access to culture to be a universal right. But this right is fragile and vulnerable, because large segments of the population, for economic, social or cultural reasons, feel alien or unwelcome to this celebration of culture. A true cultural democratization requires more than the enhancement of the cultural output; it requires the steady, targeted and concerted development of the public. This action is called “cultural mediation.”

A cultural mediator is a go-between, a guide, a messenger, a human intermediary who calls on a potential public to promote, explain, even help it adapt, the cultural services offered. He helps individuals and groups—marginalized clientele as well as citizens too taken up by their daily lives—to better identify with and appropriate their cultural institutions. A cultural mediator strives to make everyone feel he is an active participant in our cultural output and collective memory.

Cultural mediators have been around for a long time: librarians and cultural organizers, to name only two, already act, by definition, as mediators. To be successful, this cultural mediation strategy also requires the continuous contribution of a large number of socio-community and sociocultural organizations. It is not enough for Montréal to endorse such organizations and to develop partnerships with them; it should also take action within its own administration.

Particular attention was paid to cultural mediation during the discussions leading up to the renewal of the *Entente sur le développement culturel 2005-2008 entre la Ville de Montréal et le ministère de la Culture et des Communications du Québec*, concurrently with the adoption of Montréal’s *Cultural Development Policy*.

Thus, funding programs were reviewed and targeted at community needs, especially at clientele with little access to cultural products. A new program launched in 2005 combines culture with social action by bringing together cultural and community organizations in an integrated urban revitalization approach. The projects may be spread over three years.

Cultural mediation program for Montréal’s boroughs

Many Montréal boroughs have obtained grants for mediation projects aimed at bringing certain clientele, especially students, adolescents and members of ethnocultural communities, in direct contact with culture.

In 2005, 15 boroughs received approximately \$320,000 for 26 projects.

In 2006, 17 boroughs received approximately \$410,000 for 35 projects.

Main stages completed or under way

A review of the programs of the *Entente sur le développement culturel 2005-2008 entre la Ville de Montréal et le ministère de la Culture et des Communications du Québec*, in light of the ongoing shift towards cultural mediation.

Completion of two of these new programs.

Montréal will set a plan for the updating and upgrading of its libraries, that will include increasing the number of specialized and non-specialized employees, updating collections, extending opening hours, electronic networking, as well as bringing up to standards, expanding or building some facilities.

After making 2005—the year Montréal was designated World Book Capital by UNESCO and the new Bibliothèque nationale du Québec was inaugurated—year 1 of the updating and upgrading plan of its libraries, Montréal will pursue the implementation of this plan aimed at reaching within ten years the average set for Canadian cities with a population of more than 500,000.

Generally speaking, the mission of libraries is to provide their users with steady, lifelong access to knowledge, culture, and recreation.

Montréal’s first task was to draw up an inventory of its public libraries. In July 2005, the publication of *Assessment of the Municipal Libraries On the Island of Montréal*, a document prepared by the city and approved by the Ministère de la Culture et des Communications du Québec, drew a blunt portrait of the situation. The findings of this extensive study helped define the priorities of the development of libraries.

In this study, the standards and scales of comparison are established according to the average set for large Canadian cities in terms of number of professional librarians, number of employees, and surface area. The number of library hours was set in 2002 by Montréal’s Commission permanente sur le développement culturel et la qualité du milieu de vie. The number of books per resident was set by the *Politique québécoise du livre et de la lecture*.



In April 2006, the Assessment was submitted to public consultation by the Commission permanente du conseil municipal sur le développement culturel et la qualité du milieu de vie, chaired by Marie Cinq-Mars. The Commission's report, adopted in May 2006, makes 21 recommendations,⁸ that clearly state that Montréal libraries are below the minimum service standards, that they should extend opening hours, increase the number of employees, and upgrade their collections and facilities.

Service assessment

The *Assessment of the Municipal Libraries On the Island of Montréal* broke new ground by proposing to the international community of library science a major adjustment to service assessment standards. Montréal devised a new system that takes into account the variations in area and population density. By factoring in this information, one can figure out a library's service radius, which varies between 0.75 km and 2.4 km. This new way to assess a library's impact on a community has been the subject of several international conferences.

The 25th edition of *Livres dans la rue*

Since 1982, the organizers of *Livres dans la rue* have read more than 100,000 stories to more than 70,000 children aged 5 to 12 years. Through its activities, *Livres dans la rue* can reach children in their own—often low-income and culturally mixed—environment. These children do not usually go to libraries and rarely get the chance to read. *Livres dans la rue* gives them access to books and helps them develop a taste for reading. This activity is held in 9 boroughs.

Every afternoon during the summer, teams of two organizers visit some of the 30-odd designated locations to read to the children. This weekly reading session allows them to reach children in their own environment. During the winter, these activities are held in daycare centres as well as in residential and recreational environments.

- *Livres dans la rue* is a three-time winner—in 2001, 2002 and 2004—of the Canadian section of the IBBY-Asahi International Reading Promotion Award.
- 2007 marks the program's 25th anniversary.

Main stages completed or under way

2005

In July, publication of the *Assessment of the Municipal Libraries On the Island of Montréal*.⁹

In December, publication of the *Répertoire du Réseau des bibliothèques publiques de Montréal*, which lists every public library in Montréal, the services, collections and programs offered.

2006

Subscription is now free in all Montréal libraries.

Libraries are henceforth open a minimum of 47 hours a week during the school year.

All boroughs now carry the basic collections of CDs and DVDs.

Nine boroughs take part in the *Livres dans la rue* program, which now runs all year.

Mots partagés is now available in 12 libraries. This program consists of reading and writing workshops, offered twice a month, from October to March, to help subscribers improve their spoken and written French skills, in a context of intercultural relations.

The *Contact* program is offered in all boroughs. It is aimed mainly at helping newcomers learn French, as specified in the agreement reached with the Ministère de l'Immigration et des Communautés culturelles.

Preliminary work on the introduction of a software that will help harmonize the data-processing systems of Montréal's libraries. This service will be available in 2007.

Acquisition of *WiFi* technology for all libraries and cultural venues in Montréal. This wireless Internet access service will be available in 2007.

Highlights of our city's one-year reign as Montréal, World Book Capital, 2005-2006

Official inauguration of the Grande Bibliothèque du Québec in Montréal, on April 29, 2005, at the start of Montréal's one-year reign as World Book Capital. The Grande Bibliothèque contains the collections of the Bibliothèque centrale and employs more than 40 city employees.

Exhibitions, shows, activities, author visits, performances, theatre, panels, creativity workshops—the program of *Montréal, World Book Capital* covered all spheres of the book trade, thanks in great part to the city's active participation and \$725,000 contribution. And all boroughs shared the limelight through individual projects showcased during the week devoted to each one of them.

Montréal, World Book Capital brought together all actors of the book trade, and, for the first time ever, a Web site was launched with the names, activities and addresses of all writers, publishers, libraries and librarians. This information will also be available on the new Web site of the librarians network.

Creation of Prix de littérature jeunesse des bibliothèques de Montréal for excellence in children's literature, to be awarded to a book by a Montréal writer or publisher. The first winners were Christiane Duchesne in 2005 and Philippe Béha in 2006. The Prix de littérature jeunesse des bibliothèques will be given every year.

Elaboration and presentation in city hall's foyer of a retrospective in celebration of the 40th anniversary of the Grand Prix du livre de Montréal.

In 2006, on World Book and Copyright Day, an amnesty was granted to overdue books and fees. This helped recover more than 17,000 books.

Completion of *Liber*, a commemorative work by Montréal artist Lisette Lemieux, presented to UNESCO on March 24, 2005 at a ceremony in Paris, given in honour of Turin and Rome, the new world book capitals of 2006-2007.

Scores of programs, common values: the municipal cultural dissemination venues

60

The City—in this case, the boroughs, with the support of the corporate service and the cooperation of the Conseil des arts de Montréal—will convene by June 2006 a seminar that will help assess a quarter of a century of cultural action, clarify and implement a collective mission better suited to Montréal's new environment, and identify the means needed to achieve it.

Over the years, Montréal's cultural dissemination network has become a major player in the local supply of cultural products. Its program, especially in dance and music, accounts for about 25 per cent¹⁰ of Montréal's cultural offerings. Moreover, the financial support granted by the Conseil des arts de Montréal under its touring programs has greatly enhanced the network's cultural offerings.

Projects by emerging artists will be given a place of choice. Two major events, *Le Théâtre La Roulotte* and *Les Printemps de la danse*, are produced in partnership with professionals from the cultural sector.

Théâtre La Roulotte was founded by Paul Buissonneau in 1952. The city has been producing its shows for several years, with the cooperation of the National Theatre School of Canada and the Conservatoire d'art dramatique de Montréal. This enables young theatre graduates of the two schools to work on their first professional production. In 2006, more than 13,000 people saw the play *Alice au pays des merveilles*, and about 700 young people attended theatre workshops.

Presented together with Tangente, *Les Printemps de la danse* aims to promote the work of emerging Montréal choreographers among the general public. In 2006, to celebrate its tenth edition, this event presented a special featuring the work of ten young choreographers. This tour not only helped extend the life span of their work, it also provided these young creators with a real touring experience.

The network often calls on professional partners to help it promote local emerging artists. Thus, it has presented some past grantees with the help of the Fondation du maire de Montréal pour la Jeunesse. In 2006-2007, about a dozen artists from all disciplines showcased their work. Also, for the second consecutive year, the network paired up with Espace Musique (Radio-Canada's music radio station) for *Sacré Talent!*, an event showcasing emerging Francophone singers and songwriters. During the summer, the *Arts Circuit* project of the Association des écoles supérieures d'art de Montréal (ADÉSAM) also gave young artists the opportunity to perform in front of a live audience in the city's parks.

Théâtre de Verdure celebrates its 50th anniversary

In 2006, Théâtre de Verdure, a cultural institution that has seduced generations of Montrealers, celebrated its 50th anniversary with a bevy of special events. Théâtre de Verdure is located in the heart of Parc Lafontaine. Its mandate is to present professional shows combining dance and music which, in July and August, attract more than 65,000 Montrealers. The theatre has a seating capacity of 2,500 but could seat up to 500 more people on the park's natural incline.

25 years of bringing culture to Montrealers...

Montréal's first Maison de la culture opened its doors on October 27, 1981, in Hochelaga-Maisonneuve. The cultural dissemination network of Montréal's boroughs has been greatly enhanced since 2002: nearly 30 presenters, including the 12 Maisons de la culture, offering a multidisciplinary program at more than 60 venues.

In the last 25 years, the Maisons de la culture network has attracted six million people, who attended for free more than 20,000 cultural events, saw more than 2,000 exhibitions, and met with more than 100,000 professionals from the cultural sector.

Main stages completed or under way

"Portrait de la diffusion culturelle à Montréal: son évolution et sa situation actuelle (1984-2004)" deals with the evolution and initiatives of cultural dissemination in Montréal.

An internal forum held on June 15 and 16, 2006, as a preliminary step to the seminar mentioned in pledge 9 of the Cultural Development Policy.

October 2006, the Maison de la culture Maisonneuve celebrated 25 years of cultural dissemination in Montréal.

Special support for Théâtre de Verdure's 50th season.

Work starts on a mission statement and the strategic development of Montréal's cultural dissemination network. This work will continue through 2007.



Youth, school, neighbourhood, and culture

10

Montréal will review, together with the school boards of its territory, the various areas of cooperation, with the aim of optimizing the cultural services provided to the young, in schools and boroughs, and, if necessary, elaborate a joint-action plan aimed at helping youngsters drop back into school and the social life of their community, in particular via the arts and culture-based projects.

The municipal cultural dissemination network works closely with schools in their respective neighbourhoods. In some schools, cultural committees were set up to develop cultural assistance programs for elementary school students. This major intervention helps introduce students to arts and culture. For many, this is often their first contact with culture.

The partnerships between the network and schools has led to the development of activities targeted specifically at the young. Thus, every year, more than 100,000 young spectators take part in some 300 activities organized by professional artists.

Projects of discovery in schools

Artist Patrick Beaulieu's *Poussières d'étoiles* exhibition, presented at the Maison de la culture Notre-Dame-de-Grâce, proposes a creative intervention to the students of heavily multicultural École St-Luc: building a collective installation with his light-emitting diodes (LEDs).

The *Théâtre à l'école* project of the Verdun borough, held over for a second year, has greatly helped students between the ages of 8 and 10, who have a hard time integrating or learning, to discover the performing arts by experimenting with a creative process and mixing with the professional artists of the La Simagrée company.

In 2006, the Direction du développement culturel et des bibliothèques launched a consultation process together with the borough and schools of Rosemont-La Petite-Patrie, with the aim of laying the foundations of a partnership between public and school libraries. The pooling of these resources could prove profitable to residents and students alike.

In 2006, the *Bibliothèque à la rescousse* program extended its workshops to four Montréal boroughs. These workshops promote perseverance at school, at the primary level, and encourage pupils to develop research skills and explore the tools available in libraries.

Main stages completed or under way

During the ongoing discussions with school boards and the Ministère de l'Éducation, du Loisir et du Sport, establish a clear cooperation framework, whether it concerns sports platforms, libraries, or schoolyards.

Participation of a city representative in the advisory committee working on a cultural policy for the Commission scolaire de Montréal.

Several cultural mediation projects destined for schools backed by the *Entente de développement culturel 2005-2008 entre la Ville de Montréal et le ministère de la Culture et des Communications du Québec*.

Implementation of the *Bibliothèque à la rescousse* program in four Montréal boroughs at the end of 2006.

Patrick Beaulieu, *Poussières d'étoiles*, 2007, using 1000 LEDs and an electronic device, presented at the Maison de la culture Notre-Dame-de-Grâce. A project funded by the 2006 program of cultural mediation © Paul Litherland.



Masks built by children during activities organized under the *Bibliothèque à la rescousse* program © Ville de Montréal.



The opera *Lakmé*, performed by children and produced in partnership with Opéra de Montréal. The coOpéra project involves the production of an opera in schools and is funded by the *Programme montréalais d'action culturelle* © Yves Renaud, 2007.



Culture and social intervention

11

The city will add a cultural segment to its *Integrated Urban Redevelopment Program (IURP)*, enhance access to amateur arts in projects stemming from this program, and give more consideration to culture's contribution to Montréal's social development.

The cultural mediation program destined for Montréal's boroughs includes a section dealing with zones in need of redevelopment as identified by the IURP. Since its inception, 19 cultural development projects have been completed, making culture a vehicle that reinforces the social action of the city and the government.

Main stages completed or under way

Some IURP projects already include significant cultural components, especially in Montréal-Nord, where the *Maison culturelle et communautaire de Montréal-Nord* was inaugurated in May 2006.

Before developing its IURP any further, the city's main concern is to ensure this program's steady and reliable funding. Discussions to this effect are under way with the Government of Québec.

Cultural recreation and amateur arts

12

Montréal will support cultural recreation and amateur arts:

a) by actively seeking contributions from professional artists and other recognized experts to projects undertaken with the population;

b) by devising support programs for culture-based recreational events, promoting, among other things, the richness of Montréal's expression heritage;

c) by creating a fund for the upgrading and development of culture-based recreational infrastructures.

Cultural recreation stimulates personal growth, learning and creativity. It includes several fields of endeavour, in particular scientific recreation, activities associated with cultural and intangible heritage, and amateur arts.

As in the case of professional cultural venues, the services provided in cultural recreation and the amateur arts are managed by the boroughs. The strategies for the development of cultural recreation are devised in each borough, together with the local population. This stimulates the participation of residents in the development of their recreational activities, by enabling them to take an active part in their community.

Main stages completed or under way

Three new repertoires are now available on the city's Culture Web site: amateur music, amateur dance, and amateur visual arts.

The *Rendez-vous montréalais du cinéma d'animation amateur* was added to the program *De la culture à loisir 2006*. Thanks to a new partnership with the NFB's Cine-Robothèque and the cooperation of the team of young video amateur artists of Maison des jeunes MAGI de Mercier-Ouest, 66 Montrealers aged 14 years and more, who had never handled a camera before, were able to create 14 animated shorts.

Work on the creation of a sports and recreation equipment stock is in progress.

The 2007 capital assets budget, adopted in December 2006, has, for the first time in years, set aside \$4.2 million.

Moreover, at the review of the city's activities, services, operations and programs, it was decided that the *De la culture à loisir* program be renewed in 2007.

Showroom at Maison culturelle et communautaire de Montréal-Nord
© Ville de Montréal.



Festival montréalais du patrimoine d'expression, July 2005, Old Port of Montréal
© Ville de Montréal.



Festival montréalais du patrimoine d'expression, July 2005, Old Port of Montréal
© Ville de Montréal.



A partnership with museums

13

The city will subscribe to a privileged partnership with Montréal's museums in the implementation of its cultural development policy. This partnership will give priority to cultural mediation for Montrealers, particularly the young.

A three-year partnership agreement was concluded with the Montréal Museum Directors Board (MMDB), for the promotion of cultural mediation. The MMDB will plan, among other things, the access to the *Centre des collections de Montréal* and organize activities for the young there. A \$65,000 annual subsidy will be used to enhance access to Montréal's museums.

Main stages completed or under way

The city has increased its financial contribution to the MMDB, under the *Entente sur le développement culturel* with the *Ministère de la Culture et des Communications* du Québec.

The MMDB project for cultural itineraries was submitted for review.

In view of *Montréal, Cultural Metropolis—Rendez-vous November 2007*, meetings with the directors of several museums to discuss their expansion projects.

14

Montréal will promote Pointe-à-Callière as a national museum.

Montréal would like to set up a true partnership with the governments of Québec and Canada, to help Pointe-à-Callière become a truly national museum and provide it with the resources needed for its future development.

Main stages completed or under way

In view of *Montréal, Cultural Metropolis—Rendez-vous November 2007*, and together with government partners, a review of the museum's status and expansion project.

The Centre d'histoire de Montréal and the Musée de Lachine are municipal museums with modest resources. Initiation and popularization are an important part of their mandate.

Montréal will increase the resources of these municipal museums so that they could better fulfill their mandates.

Main stages completed or under way

Beginning of the joint study, in accordance with the Heritage Policy, aimed at better defining the mandate and needs of the Centre d'histoire de Montréal and the Musée de Lachine, as well as the city's objectives regarding these two institutions.

An additional contribution of \$45,000, mostly aimed at helping the Musée de Lachine plan in 2006 an exhibition by artist Claude Millette scheduled for 2007.

Since 1966, the Planétarium, located in the downtown area, has attracted more than five million people, and is now showing its age. Montréal intends to build a new Planétarium, with the financial help of the upper levels of government and the private sector. It will be located near the Biodôme. Bringing it closer to the other natural science museums will reinforce their critical mass. It will have greater impact on scientific culture, especially after its contents are updated, and enhance the tourist appeal of the Pôle Maisonneuve.

Main stages completed or under way

Report on the new Planétarium submitted to the Commission permanente du conseil municipal sur le développement culturel et la qualité du milieu de vie.

April 2005, public consultation and recommendations on the project.

Financial arrangements and search for partners under way.

Activities at the Montréal Botanical Garden
© Montréal Botanical Garden, Michel Tremblay.



Linda Covit, *Theatre for Sky Blocks* (1992), after its restoration in 2006, Parc Fort-Rolland, Musée plein air, Lachine borough © Ville de Montréal.



Control panel © Planétarium de Montréal.



The Montréal Heritage Network

15

The city will support the implementation of the Montréal Heritage Network (MHN) project whose principal mandate will be to promote the heritage stakeholders and their activities. With this aim in view, the MHN will assemble and make use of a large number of resources, to efficiently reach the largest audience possible.

In 2006, \$10,000 were given to the Héritage Montréal Foundation to ensure the secretariat of the Montréal Heritage Network. On May 25, 2006, the MHN organized a public meeting to review the first year of the city's *Heritage Policy*. Moreover, in 2006, Héritage Montréal e-mailed the MHN's members information on various current issues.

Main stages completed or under way

The city contributes \$10,000 to the Héritage Montréal Foundation to ensure the secretariat of the Montréal Heritage Network.

Montréal's Cultural Showcase

Finally, to encourage citizens, particularly the young, to go to shows, museums and other cultural venues, the city throws its support behind the "Cultural Showcase" project. As a tool for exploring and discovering program offerings, it will allow ticket purchase both at regular and reduced last-minute rates. It will encourage spectators, particularly — with special rates — the less fortunate, to take a closer look at art, even its boldest creations, thereby developing a new public.

Montréal's Cultural Showcase

The mandate of Montréal's Cultural Showcase will be to provide in one and the same location an overview of the cultural offerings available in the Greater Montréal area, as well as a central information and ticket office selling tickets at regular or reduced rates. The goal is to support and promote the activities and productions of Montréal's cultural sector among residents and tourists.

The Cultural Showcase is a non-profit organization administered by a board of directors composed of representatives from various fields of activity and interest of Greater Montréal's cultural sector. The board is chaired by Lorraine Pintal, artistic director and general manager of Théâtre du Nouveau Monde.

The project will also include a promotion space reserved for the municipal cultural dissemination network.¹¹

Main stages completed or under way

November 2006, announcement of Montréal's Cultural Showcase, scheduled to open in the summer of 2007 in the Quartier des spectacles, on Rue Sainte-Catherine, near Place-des-Arts.

Announcement of the city's \$125,000 contribution, beginning in 2008 and spread out over four years.

Authorization given to start expropriation procedures involving the buildings located at the southeast corner of Rue Sainte-Catherine and Boulevard Saint-Laurent, in the Quartier des spectacles. The building that will eventually be built there will house, among other things, the offices of the Cultural Showcase.

Beaver Lake pavilion after its restoration, summer 2006
© Ville de Montréal, Jean Landry.



A sign next to a monument to Émile-Nelligan de Roseline Granet (2005),
Square Saint-Louis, borough of Plateau Mont-Royal © Ville de Montréal.



Pierre Bourgault, *Le Village imaginé* (2005), Parc Marguerite-Bourgeoys,
Sud-Ouest borough © Ivon Binet.



Objective 2: Support for the Arts and Culture

Positioning: Montréal, Cultural metropolis of creation

Montréal will be considered a city that:

- strives to ensure the development and permanence of its creative capital;
- prioritizes creation as a major vehicle of artistic and cultural growth;
- takes a leadership role in enhancing the funding of the arts and culture on its territory.

Respecting every type of intellectual property is certainly the first step. Even though this concern is widely shared, Montréal should review all its practices on that score. The same applies to legislation on the status of the artist.

Main stages completed or under way

Assessment of the tools and current internal practices.

The elaboration, together with the Direction du contentieux, of copyright licenses to protect photographers and artists when works and images are used for promotional purposes.

16

The city will support—via its Conseil des arts as much as its services, boroughs and paramunicipal companies—initiatives that help Montréal stand out for its creativity, its artistic risk-taking, and the innovation of its cultural products.

Maintaining Montréal's high standing as a creative and innovative cultural metropolis requires the following actions:

- to value innovation and risk-taking, whether they involve emerging talent, cultural organizations, festivals or major institutions;
- to promote intercultural exchange;
- to promote synergy between the knowledge and research sectors and the cultural sector, as well as interdisciplinary exchange;
- to encourage projects involving art and technology;
- to foster the consolidation and development of festivals and events focusing on contemporary creations;
- to ensure better support of new art form practices;
- to provide organizations with the means to invite foreign talent to work on original projects in all creation-based sectors;
- to enhance, jointly with the city's program of international relations, the promotion of Montréal's creativity with a view to increasing visibility, dissemination and hospitality;
- to host major international cultural fora.

International cultural events to which the city has given its support

September 2005, the 15th World Congress and Festival of the Arts for Young Audiences, organized by the Association internationale des théâtres pour l'enfance et la jeunesse (ASSITEJ).

The city agrees to host the Congress of Informal European Theatre Meeting (IETM), now known as the International Network for Contemporary Performing Arts, to be held in Montréal in May 2007. The IETM includes Europe's major cultural presenters and meets twice a year. This will be the first time it meets outside Europe.¹²

Initiatives by the Conseil des arts de Montréal (CAM) on its 50th anniversary

In 2006, the CAM celebrated its 50th anniversary with several special projects highlighting innovation, artistic audacity and creativity.

MEDIA ARTS Creation of an original work, circulated on the Internet,¹³ by artist J. R. Carpenter with the cooperation of the Oboro gallery.

VISUAL ARTS Taking the exhibition *Œuvre de Prix: collection du Conseil des arts de Montréal* on the road, which featured the winners of the Grand Prix du CAM since 1985.

Acquisition of 50 proofs of an original engraving by artist Denis Juneau.

FILM Presentation at various festivals and movie theatres of a film paying homage to the CAM, by Pierre Hébert, an animated film artist.

DANCE Danse-Cité marked its 25th anniversary by touring its *Événements de la pleine lune* show, which featured the same number of dancers and musicians, though the total number varied from venue to venue. Performances were improvised by young as well as older artists, including dancers Louise Bédard, Marc Boivin, Nicolas Filion, Élinor Fueter, Andrew Harwood, Emmanuel Jouthe, Geneviève La, Daniel Soulières, Jonathan Turcotte, Catherine Viau, and musicians Mélanie Auclair, Antoine Berthiaume, Nicolas Caiola, Michel F. Côté, Jean Derôme, Lori Feedman, Joane Héту, Diane Labrosse, Philippe Lauzier, and Pierre Tanguay.

LITERATURE *La relève littéraire de Montréal* consisted of ten series of postcards by ten emerging local writers: Nicolas Dickner, Kim Doré, Nelly Arcan, Tania Langlais, Martine Desjardins, Marie-Hélène Poitras, Jeffrey Moore, Jason Camlot, Guillaume Vigneault, and Serge Lamothe.

Presentation of *Mots de la relève*, a tour of public readings by these authors through Montréal's cultural dissemination network. This two-tier project was carried out jointly by the Union des écrivaines et des écrivains québécois (UNEQ) and Montréal, World Book Capital 2005-2006.

MUSIC Presentation of an original symphonic work commissioned from Emily Doolittle, a young Montréal composer. It premiered on March 19, 2006 at the Orchestre métropolitain du Grand Montréal, conducted by Yannick Nézet-Séguin.

THEATRE *Les Levers de rideau* were performed as curtain raisers in shows included in the CAM's touring program. Before every show, one of three actors—Maxime Dénommé, Andrée Lachapelle or Monique Miller—read an excerpt from one of the forty Québec plays selected by the Centre des Auteurs dramatiques (CEAD). This tour was carried out jointly by the CEAD, which was celebrating its 40th anniversary, and Montréal's cultural dissemination network.

In cyberculture, in addition to the implementation of the actions included in its Success@Montréal, Montréal's 2005-2010 Economic Development Strategy, the city will work cooperatively with the sectors concerned and its institutional partners on a permanent monitoring unit, to ensure the conditions conducive to the consolidation and growth of cyberculture in Montréal and to the enhancement of its international reputation.

Montréal is extremely well positioned on the world stage of new information and communication technologies and cyberculture. The Communauté métropolitaine de Montréal is already home to a cluster of information and communication technologies, which include the major players in the field.

Concurrently with the cluster's initiatives, the city has invited its government partners to pursue together the development and promotion of Montréal as a digital city. To this effect, they agreed to set up a standing joint-action committee made up of partners from the public sector,¹⁴ to exchange information and ideas on the organizations, activities, and dynamics of digital culture in Montréal.

Initiatives endorsed or in progress

Support for the creation of the new Festival TransAmériques.

Support for the promotion of emerging artists via Montréal's cultural dissemination network, especially for the *Sacré Talent!* and *Arts Circuit* projects.

Creation of new public art works, both temporary and permanent (see pledge 28).

The city and the Conseil des arts de Montréal endorse *Outiller la relève artistique montréalaise*, a project by Forum jeunesse de l'île de Montréal.

Launching of the *Vill'Art-Marie* public art program of the borough of Ville-Marie. *Légoïsme*, a work by Roadsworth, was installed in front of the Palais des congrès, in the summer of 2006.

Digital installations in public areas

ARS NATURA An underwater and interactive installation, visible in the rotunda of the Square-Victoria métro station, by Yan Breuleux, designer and artistic director, and Luc Lavergne, the project's technical director, built in 2004 by the Society for Arts and Technology [SAT] and Montréal Nature Museums.

AFTER IMAGE/AFTER LANGUAGE The city contributed to the temporary installation of *After Image/After Language* in Parc Lafontaine's ornamental lake.

After Image/After Language is an audio and video intervention designed specifically for Montréal's urban landscape by Madelon Hooykaas, Chantal duPont, and the late Elsa Stansfield. This intervention, built by Hooykaas and duPont, was held on two sites in close proximity to each other: Parc Lafontaine's ornamental lake and Galerie La Centrale on Boulevard Saint-Laurent. The artists drew their inspiration from the "fluid geography" concept first proposed by R. Buckminster Fuller. A third intervention site is hinted at, since the work was inspired by the world's largest geodesic dome, the Biosphère in Parc Jean-Drapeau on île Ste-Hélène.

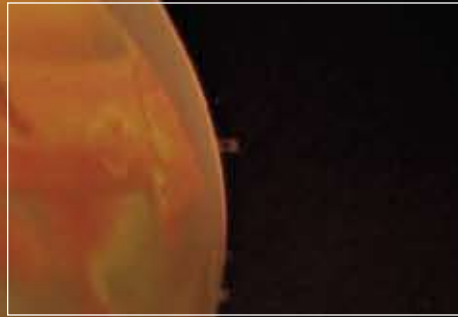
Main stages completed or under way

In 2005, Society for Arts and Technology [SAT] received a grant of \$25,000, to carry out a study on the expansion and restoration of its building, located at 1195 Boulevard Saint-Laurent, in the heart of the Quartier des spectacles.

April 2006, creation of a standing joint-action committee on cyberculture, composed of the public stakeholders concerned.

January 2007, the standing joint-action committee published a first report on the state of digital arts in Montréal, in addition to monitoring the progress of the cluster of information and communication technologies. The report is available on the city's Culture Web site.





Arts Nature (2004-2007), Society for Arts and Technology (SAT), near the south exit of the Square-Victoria metro. A. Banner celebrating the 50th anniversary of the Conseil des arts de Montréal. B. *After Image/After Language*, Hooikaas/Stansfield/duPont, Parc Lafontaine, September 2006. © Guy L'Heureux. C. Francine Simoini, *To Be or Not*, 1990, engraving print 1794. Presented through the network of municipal cultural disseminators during the exhibition *Œuvres de Prix : Collection du Conseil des arts de Montréal* © Guy L'Heureux. D. *After Image/After Language*, Hooikaas/Stansfield/duPont, Parc Lafontaine, September 2006.

18

The city will work together with its Conseil des arts and government partners to devise and implement a long-term development plan for Montréal's world-class, cultural festivals and events that present contemporary works.

19

The city will work together with its public partners and Tourisme Montréal, to devise and implement a long-term development plan for Montréal's major cultural festivals.

Main stages completed or under way

In view of Montréal, *Cultural Metropolis—Rendez-vous November 2007*, and with the cooperation of the Conseil des arts de Montréal and Tourisme Montréal, conduct a study of the present situation of Montréal's festivals.

The study, to be completed in 2007, will help all partners of the Rendez-vous ponder over the role of festivals as a major platform of cultural dissemination in Montréal and abroad.

20

The city will ratify the legal autonomy of the Conseil des arts de Montréal, with regard to the duties assigned to it: funding professional, non-profit artistic organizations, funding disciplinary development, and recognizing excellence.

In the spirit of pledge 20 of the *Cultural Development Policy*, the agglomeration council of Montréal, following the recommendation of Montréal's municipal council, asked the National Assembly to amend the Charter of the City of Montréal.¹⁵

In December 2006, Québec's National Assembly amended the Charter of the City of Montréal so as to allow the Conseil des arts de Montréal (CAM) the right to select the recipients of grants, independently and in accordance with the strategic orientations adopted by the agglomeration council.

Main stages completed or under way

April 2006, the agglomeration council requests that the Charter of the City be amended.

December 2006, Québec's National Assembly adopts the amendments granting the CAM the right to select the recipients of its grants, independently and in accordance with the strategic orientations adopted by the agglomeration council.

Anniversaries celebrated in 2006

The Festival du Nouveau Cinéma, the oldest running festival, turns 35.

The Montréal World Film Festival, known, among other things, for its urban activities that draw thousands of film buffs, is 30 years old.

In 20 years, Festival Nuits d'Afrique has built a solid reputation by featuring music from all over the world.

In 20 years, Coup de cœur francophone has become a world-class promoter and disseminator of Francophone music.

In 10 years, Festival Fantasia has become the leading promoter and presenter of science-fiction films.

Events on the rise celebrating their 5th anniversary:

Festival Voix d'Amérique, managed by Les Filles électriques, is Canada's leading "spoken word and music" festival. "Spoken word" is a new form of musical expression in which words, poems and stories are spoken rather than sung.

The POP Montreal International Music Festival specializes in emerging music and showcases the best and most innovative independent talent of the local and international music scenes.

Vasistas, an event produced by Théâtre La Chapelle, presents new art forms.

Montréal will set up a permanent mechanism for cooperation between the cultural sector and the administration with a view to ensuring that all strategic issues of common interest are reviewed regularly and monitored appropriately.

The Groupe permanent de concertation culturelle was set up in April 2006. Its mandate is to provide a permanent venue of exchange and consultation between the municipal cultural players concerned (boroughs, corporate services, Conseil des arts) and Montréal's cultural sector. Therefore, its work will mainly be dictated by the pledges made in Montréal's Cultural Development Policy. The report submitted in July 2003 by the steering committee on the harmonization of programs between the Conseil des arts de Montréal, the Service du développement culturel and the boroughs, should be an important tool. The creation of this permanent venue of exchange should inspire participants to share information and consult with each other.

Main stages completed or under way

April 2006, creation of the Groupe permanent de concertation culturelle, composed of representatives from the boroughs, the corporate service responsible for cultural development and the Conseil des arts de Montréal, as well as of stakeholders from the cultural sector appointed by Culture Montréal. Interculturalism was the first major theme it dealt with.



22

The city will continue its effort to increase the budget of the Conseil des arts de Montréal as it has done since 2003. However, such an effort requires a substantial improvement of its present fiscality.

Organizations funded by the Conseil des arts de Montréal through its grants program¹⁶

IN 2005 292 organizations shared \$8,635,685.

IN 2006 289 organizations shared \$8,621,035.

Main stages completed or under way

The 2005 budget is increased by \$500,000, from \$9.5 million to \$10 million.

In 2006, the CAM's annual budget was maintained at \$10 million.

December 2006, a sum of \$200,000 was allocated to cover various obligations towards artists from immigrant communities and young cultural organizations, as well as for the revival of the Prix Arts-Affaires.

23

Obtaining the Communauté métropolitaine de Montréal's financial contribution to the funding of the arts and culture will be a priority for the city. This contribution will be earmarked for Montréal's major cultural institutions and festivals. For the sake of efficiency and consistency, the contribution to artistic organizations should be entrusted to the Conseil des arts de Montréal.

"The funding of the arts and culture is everyone's business and I hope my colleagues from the Metropolitan Community will cooperate and contribute to this collective project by offering their support to the creators of our metropolis."

— Gérald Tremblay, mayor of Montréal, at the award ceremony of the Grand prix du Conseil des arts de Montréal, February 28, 2006.

1. That Montréal ask the Communauté métropolitaine de Montréal to recognize the pertinence of regional funding by contributing financially to the metropolitan area's leading cultural institutions and events.

2. That Montréal ask the Communauté métropolitaine de Montréal to set up a taskforce with a mandate to review the funding of the major cultural institutions and metropolitan events, to draw up a list of such institutions, defining their features and financial needs.

— Recommendations by the Commission permanente du conseil municipal sur le développement culturel et la qualité du milieu de vie, April 7, 2005.

Main stages completed or under way

March 2005, presentation of a status report and funding concerns of the major metropolitan cultural institutions.¹⁷

April 2005, public consultation and recommendations of the Commission permanente du conseil municipal sur le développement culturel et la qualité du milieu de vie.

Public interventions by the mayor of Montréal aimed at building awareness among his Communauté métropolitaine de Montréal colleagues.

24

Convincing the governments of Québec and Canada to increase the budget of their respective arts councils will be a priority for the city, because even the smallest increase of these budgets will provide significant benefits for hundreds of Montréal arts organizations.

"Last November, the Government of Canada said it intends to double the budget of the Canada Council for the Arts within three years. I hope Mr. Harper's government will follow through on its promise, because—and you know that better than anyone—such an initiative would greatly help many Montréal artists."

— Gérald Tremblay, mayor of Montréal, at the award ceremony of the Grand prix du Conseil des arts de Montréal, February 28, 2006.

Main stages completed or under way

November 2005, the municipal council adopts a motion seconding a proposal by the Canadian Arts Coalition, requesting that the budget of the Canada Council for the Arts (CCA) be increased.¹⁸

This concern is included in the pre-budget report of Ville de Montréal presented to the Government of Canada in April 2006.

25

The city will strongly support the Government of Québec's initiative to encourage, via the appropriate mechanisms, citizens and businesses to invest more in the arts and culture.

*Placements Culture*¹⁹

This program aims to encourage individuals as well as Québec's companies and foundations to give more generously to non-profit organizations (NPOs) operating in the fields of culture and communications. For its part, the Conseil des arts et des lettres du Québec (CALQ) will award grants matching the donations and contributions made to these organizations by donors and foundations, with a view to building endowment and reserve funds.

*Bénévoles d'affaires*²⁰

As a partner of Centraide and the Chambre de commerce du Montréal métropolitain, the Conseil des arts de Montréal endorses the Bénévoles d'affaires (BA) project, whose mandate is to facilitate and enhance the business sector's involvement in NPOs. Thus, BA meets two needs: the business community's wish to share benevolently its expertise and skills with the NPOs, and the NPOs' need of more expertise and skills to carry out their mandates with success. BA is an independent organization growing with the help of many partners from the business, community, cultural and government sectors.

Main stages completed or under way

The city endorses the Placements Culture initiative, launched in 2005 by Line Beauchamp, the Québec Minister of Culture and Communications.

The Conseil des arts de Montréal participates as a partner in the project Bénévoles d'affaires pour les organismes culturels.

The Conseil des arts de Montréal revived the Prix Arts-Affaires in 2006 to underscore the leadership of the business community in cultural development. By recognizing the business community's support of the arts and culture, this award will inspire other individuals and businesses to do the same.

The revival of the Prix Arts-Affaires de Montréal is an initiative of the Conseil des arts de Montréal and the Chambre de commerce du Montréal métropolitain, with the cooperation of *Le Devoir*. Its aim is to reward businesses and individuals who have provided support to Montréal's arts and culture organizations.

The 2006 recipients of the Prix Arts-Affaires de Montréal are:

- Québecor inc., in the large business category (500 employees and more), for its contribution to Montréal Museums Day organized by the Montréal Museum Directors Board, to the Société pour l'avancement de la chanson d'expression française, and to Théâtre du Rideau Vert.
- Caisse populaire Desjardins du Mont-Royal, in the small- to medium-size business category (250 employees or less), for its alliance with Laboratoire nouveaux médias OBORO.
- Alvin Segal, president and chief executive officer, Vêtements Peerless Clothing inc., in the Personnalité Arts-Affaires category, for his support of the Saidye Bronfman Centre for the Arts.
- A mention of excellence was also bestowed on the law firm Fasken Martineau for its long-standing involvement in the arts community and its exemplary contribution to Quartier Éphémère.

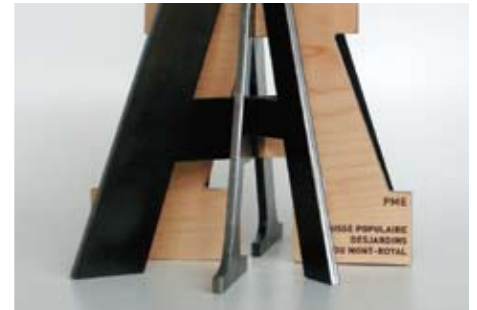
The Prix Arts-Affaires design competition

The Prix Arts-Affaires award was designed by Rita, atelier multidisciplinaire de design, composed of Stéphane Halmai-Voisard, Karine Corbeil and Francis Rollin.

Main stages completed or under way

Revival in 2006 of the Prix Arts-Affaires by the Conseil des arts de Montréal and the Chambre de commerce du Montréal métropolitain, with the financial support of Ville de Montréal.

A \$10,000 CAM grant awarded to Rita, atelier multidisciplinaire de design, winner of the Prix Arts-Affaires design competition.



Prix Arts-Affaires © Rita, 2006.

The city will elaborate, together with its partners, a structured and coherent development plan for the film and audiovisual industry. The plan's primary focus will be on the priorities set at the Forum métropolitain de l'industrie cinématographique, i.e. the creation of a Bureau du cinéma et de la télévision du Québec, located in Montréal, as well as the creation of a public-private production investment fund.

Following the Forum métropolitain de l'industrie cinématographique (FMIC), in November 2004, steps were taken for the creation of the Bureau du cinéma et de la télévision du Québec (BCTQ)²¹ and a Production Development Fund. The BCTQ has been in operation and carrying out its mandate since May 2006. The Québec government is currently studying the Production Development Fund project.

The Bureau du cinéma et de la télévision du Québec

The Bureau du cinéma et de la télévision du Québec is based in Montréal and employs eight people. Its mandate is twofold: to attract more international productions and business opportunities, and to produce projects that will help consolidate the industry's long-term development. The BCTQ is funded by all levels of government and by the private sector. Montréal has pledged \$100,000 a year (about 5 per cent of the BCTQ budget) for the first three years of operation. Moreover, the Communauté métropolitaine de Montréal has formally recognized the BCTQ as the headquarters of the film and audiovisual production cluster and will contribute \$200,000 a year over three years, specifically towards projects that will help the industry as a whole.

The BCTQ works closely with the Montréal Film and Television Commission²² on such matters as welcoming visiting producers and the strategic development of the industry and cluster. The Montréal Film and Television Commission remains the sole coordinator of all logistical aspects of film and television shoots on the territory of Montréal.

Since May 2006, the BCTQ has carried out several projects: recruitment of a significant membership, development of new tools of promotion and communication, promotional tours in the United States, leadership and involvement in the industry's major concerns, such as tax credits and labour relations.

Main stages completed or under way

May 2006, launching of the Montréal-based Bureau du cinéma et de la télévision du Québec (BCTQ) with the financial help, among others, of Ville de Montréal and the CMM.

During the round of public consultations, several organizations brought to the city's attention the precarious situation of a number of venues of alternative culture, such as bars and small stages. Their concerns include rent hikes produced by real-estate development, representation in the Partenariat du Quartier des spectacles, and billboards. Montréal is already looking into some cases, but would like to build a more stable and productive partnership with this sector and will support the creation of an association that will include all these venues.

The mandate of the Association des petits lieux d'art et de spectacles²³ (APLAS) is to bring together the small art and performance venues, their artists and prospective supporters, in order to foster the consultation process and interventions of the players concerned. APLAS also wants to make the general public, the associations of the cultural sector and public administrations aware of the significant contribution of its members in the development of the arts and culture.

“Small art and performance venues are an integral part of this base and should be helped in their mission to assist young and emerging artists.”

— Jannick Langlais, president of APLAS, May 12, 2006.

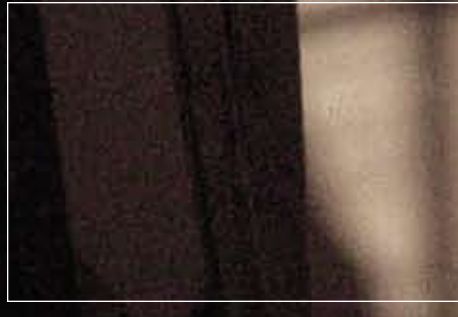
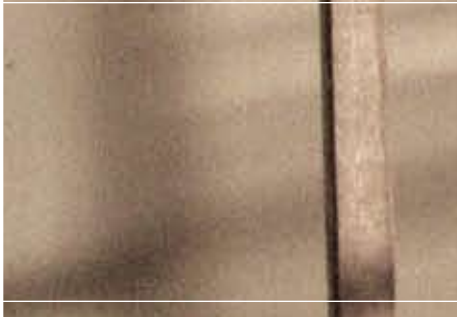
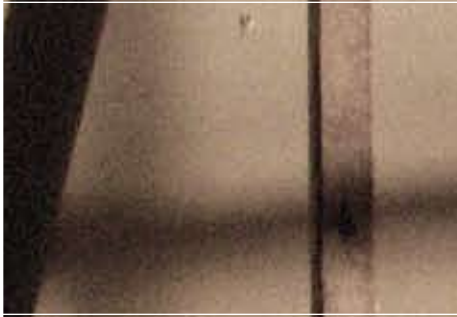
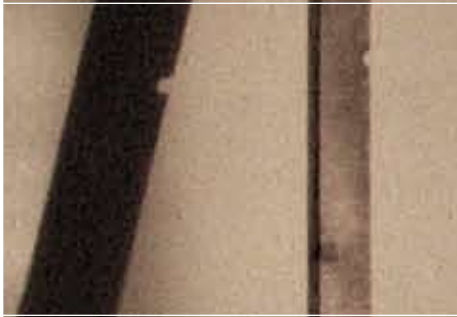
Main stages completed or under way

City support for *Les Bazarderies* seminar in 2005.

Implementation of an “alternative” culture poster project in the Quartier des spectacles.

Support for the Salon de la musique indépendante de Montréal held November 25 and 26, 2006.

City support for an APLAS project involving a map of Montréal's small art and performance venues.





Even though the cultural sector is first and foremost concerned with content, it is essential that creators, artists and artisans work in environments that help their talent develop and that encourage citizens to participate in the celebration of creativity. The city contributes financially to this project as well, in addition to developing its territory and meeting its cultural obligations.

The Forum des équipements culturels

Montréal and the Ministère de la Culture et des Communications du Québec have jointly set up the Forum des équipements culturels, with a view to planning together the development of Montréal's public and private cultural facilities. The Forum's interventions have two objectives: the funding of studies (sectorial, strategic, needs and feasibility) and the funding of cultural facilities projects.

The Forum has funded several major projects, including the new Théâtre de Quat'Sous and the relocation of Ateliers de danse moderne de Montréal to the corner of Sainte-Catherine and Clark streets. Funding will also be provided to two future municipal cultural venues: the Maison de la culture de Rivière-des-Prairies and the Maison de la culture de Villeroy, in what is now the Centre Jean-Marie-Gauvreau, at 911 Rue Jean-Talon Est.

The Montréal Symphony Orchestra (MSO) and the Conservatoires: Long-awaited and well-received announcements

June 22, 2006, Line Beauchamp, Minister of Culture and Communications, unveiled the sketches of the future Conservatoires de musique et d'art dramatique de Montréal. The Conservatoires will move permanently to 4750 Avenue Henri-Julien. The works will take thirty months and cost the Québec government approximately \$45 million.

Premier Jean Charest and Minister Line Beauchamp announce that the future concert hall of the Montréal Symphony Orchestra will be built on the east esplanade of Place des Arts. This major new Montréal cultural venue will be built by a public-private partnership. The new concert hall will have a 1900-seat capacity, a stage that could accommodate a chorus of up to 200 singers and 120 musicians. The project will cost \$105 million.

"(...) two major projects with a happy ending that underscore Montréal's status as a cultural metropolis."

— Jean Charest, Premier of Québec, at the press conference of June 27, 2006.

Main stages completed or under way

Opening of the Maison de la culture de Maisonneuve in September 2005.

Opening of the Maison culturelle et communautaire de Montréal-Nord in May 2006.

Opening of the Bibliothèque interculturelle de Côte-des-Neiges in October 2006.

27

The city, working closely with the boroughs concerned and other partners, will devise an action plan and the necessary tools that will help it consolidate and develop artists' studios, with or without living facilities, especially in central neighbourhoods, by promoting, among other things, the artists' access to ownership.

Support for studios for artists and artisans

The city provides grants to professional artists working in the visual arts and arts and crafts wishing to set up a studio in a non-residential building where they could pursue their research and production of original works. In 2006, about 600 artists shared more than \$250,000.

Main stages completed or under way

January 2006: Presentation of an assessment of and a plan of action for the artists' studios project.

January 31, 2006: Benoit Labonté, member of the executive committee and mayor of the borough of Ville-Marie, sets up an emergency committee to save the Grover plant.

May 2006: The Comité d'urgence pour sauver l'Usine Grover turns in its report, which recommends the creation of a non-profit organization (Espaces créatifs Montréal) with a mandate "to provide support and funding to the redevelopment of buildings for cultural purposes."

November 2006: The assessment and plan of action dealing with artists' studios are presented to the members of the Commission du Conseil sur le développement culturel et la qualité du milieu de vie, in view of a public review on March 21, 2007.



Objective 3: The Cultural Quality of the Living Environment

Positioning: Montréal, a city distinguished by the quality of its cultural intervention

- Montréal will be regarded as a city that:
- considers the sustained concern for quality in the development of its territory to be a cultural action;
 - incorporates cultural parameters in all its strategies and projects, throughout its territory;
 - has developed the Quartier des spectacles project in a well balanced and concerted fashion.

Heritage

Heritage is dealt with in a policy of its own.²⁴

The city will formulate, together with the boroughs, an overall public art intervention plan that will include a program of acquisition of new works, as well as measures to protect and integrate arts into architecture for all municipal construction projects.

The Bureau d'art public promotes the acquisition of new works of art and is responsible for the preservation of those in the municipal collection, like the full restoration of Alexander Calder's stabile, *Man, Three Disks (L'Homme)*, in Parc Jean-Drapeau, the restoration of Linda Covit's *Theatre for Sky Blocks*, in the Lachine borough, and the major overhaul of *Monument à Sir George-Étienne Cartier*, in Parc du mont Royal, to be completed by the end of 2007.

Work is under way in Parc Jean-Drapeau in view of the 40th anniversary of Expo 67. Sebastian's *La Puerta de l'Amistad* was restored in 2006. The restoration of Kwakwaka'wakw (Kwakiutl), Henry and Tony Hunt's totem pole, and Yves Trudeau's *Phare du Cosmos* will be completed in 2007.

The works of Ju Ming displayed in Montréal

Since autumn 2006, 19 works of the *Taichi* series by Taiwanese artist Ju Ming are displayed at three strategic sites: Parc du mont Royal, near Beaver Lake, an environment conducive to relaxation and contemplation; at the Square Victoria agora, near the Quartier international de Montréal (QIM), where the sculptures stand as urban landmarks; and at the quays of the Old Port, a very popular historic site.

The *Taichi* series has toured many cities, including Brussels, Berlin, Luxembourg and Paris. The Ju Ming temporary exhibition is the brainchild of François Odermatt, a leading Montréal art collector. Funding was provided by Power Corporation of Canada and Integro insurance brokers. The project has also involved Ville de Montréal, the Société du Vieux-Port de Montréal and the QIM.

Main stages completed or under way

New works of public art:²⁵

- in Parc Marguerite-Bourgeoys, in the Sud-Ouest borough (Pierre Bourgault);
- at the new Maison culturelle et communautaire of the Montréal-Nord borough (Isabelle Hayeur);
- at the intercultural library of Côte-des-Neiges, in the borough of Côte-des-Neiges-Notre-Dame-de-Grâce (Nicolas Baier);
- at Maison de la culture Maisonneuve, in the borough of Mercier-Hochelaga-Maisonneuve (Édouardo Aquino);
- in Parc Molson, in the borough of Rosemont-La Petite Patrie (Jean-Pierre Morin);
- at Square Saint-Louis, in the borough of Plateau-Mont-Royal (Roseline Granet);
- at the traffic circle of Île-des-Sœurs, in the borough of Verdun (Michel Goulet);
- in front of the intergenerational community centre of the borough of Outremont (Roberto Pellegrinuzzi).

A public competition to mark the 75th anniversary of the Montréal Botanical Garden. The work selected—*En regardant les pommiers*, by Jocelyne Allouche—will be inaugurated in 2007.

Participation, in 2006, in the cultural corridor of the Quartier International de Montréal, in partnership with the Banque Nationale du Canada. The artists: Isabelle Hayeur, Michel Goulet, and Dominique Blain.

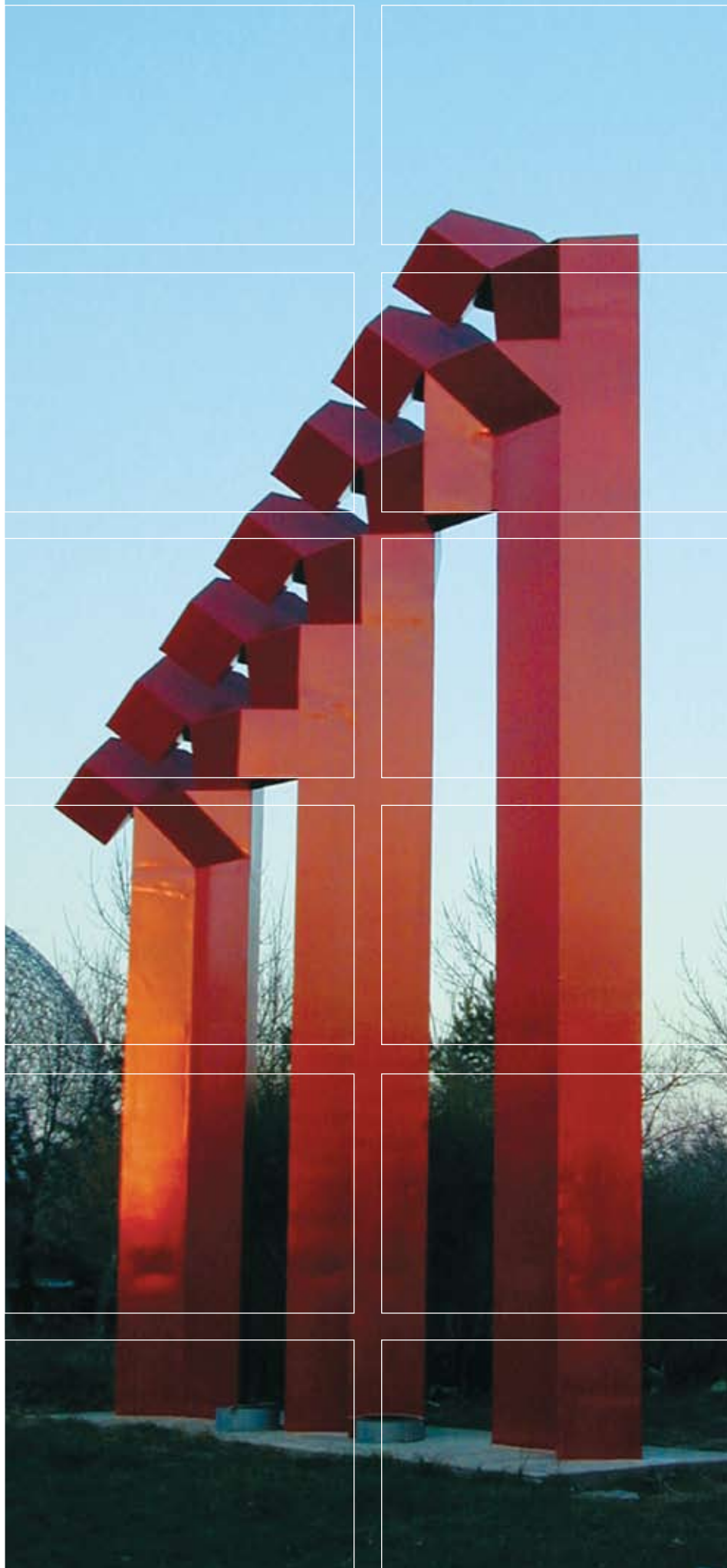
Beginning of the drafting of the overall public art intervention plan, to be completed in 2007.

June 2006, the Ville-Marie borough launches its Vill'Art Marie public art program. Roadsworth's *Légoïsme* is erected in front of the Palais des congrès de Montréal.

October 2006, launching of *L'art public dans les arrondissements montréalais*. Twelve boroughs are involved in this initiative. The works will be completed and presented to the public in 2007.

Launching of two new competitions: Commémoration Mme Berthe Louard, in the borough of Ahuntsic-Cartierville, and Give Peace a Chance, at the Parc du mont Royal's Peel entrance.

The program for the temporary installation of works of art in public areas has funded projects by Sylvie Fraser, NIPpaysage, Atelier in situ, Madelon Hooykaas/Chantal duPont, Roadsworth, Joanna Empain, and Ju Ming (see box).



The city will better integrate the design concept in its projects—public spaces, buildings, road repairs, street furniture—and continue to promote it among its citizens and its institutional and private partners, while striving to position Montréal as a world-class city of design.

Montréal is the only city in North America to have set up, as early as 1991, a commission dealing exclusively with the development and promotion of design. Indeed, design is one of Montréal's key engines of cultural and economic activity; it employs more than 20,000 people and generates every year more than \$750 million in revenues.

Some of the Montréal institutions devoted to the promotion and dissemination of design

- The Canadian Centre of Architecture
- The Centre de design de l'Université du Québec à Montréal
- The Montréal Museum of Fine Arts, collections of decorative art
- The Institute of Design Montréal

Montréal, UNESCO City of Design

On May 17, 2006, the Global Alliance for Cultural Diversity has designated Montréal as "UNESCO City of Design" as part of the Creative Cities Network. Thus, Montréal becomes the first North American city to join the recently created UNESCO City of Design network, after Buenos Aires (August 2005) and Berlin (November 2005). With this honour, UNESCO recognizes the drive and motivation of Montréal's public and private sectors, as well as its economic and social development potential in the field of design.

Les Dialogues de Griffintown

From October 23 to 26, 2006, the city, in a joint venture involving the Sud-Ouest borough and the Bureau Design Montréal, organized an urban design workshop with various public activities and presentations, as part of the Urban Plan's detailed development of the Griffintown sector. The workshop was organized in the spirit of the conceptualization exercises carried out in 2003 and 2004 under the supervision of the Sud-Ouest borough.

The workshop consisted of three teams of development professionals from such disciplines as architecture, design, urban design, landscaping, and urban planning, selected through a public call for candidates and aided by art and communication designers. The mandate of the three teams was to think about urban strategies and elaborate innovative development concepts for one of the sector's three target sites.

"The global alliance of UNESCO has created the Creative Cities Network to support cultural pluralism and to make creativity an essential engine of economic and social development. This network wishes to promote development by using the potential of local culture industries through partnerships with the public and private sectors, sharing sound practices and knowledge internationally. By using this network as a springboard, cities pool their experiences to help each other to strengthen local skills and increase the diversity of cultural products available on the national and international markets."

— Indrasen Vencatachellum, interim director of the Arts and Cultural Business Division, UNESCO, May 17, 2006.



Les Dialogues de Griffintown, 2006 © Atelier In Situ.

Main stages completed or under way

Winter 2005, creation of Créativité Montréal. Selected through a call for tenders by Ville de Montréal, the independent organization Communication Design Montréal takes over the *Commerce Design Montréal* competition. During the ten years it was run by the city, *Commerce Design Montréal* enhanced the quality of design of Montréal's businesses and positioned it as an emerging design metropolis.

May 2005, inauguration of the head office of International Design Alliance (IDA) in Montréal.

January 2006, creation of Bureau Design Montréal, a coordination and expertise body mandated to implement the municipal action plan aimed to enhance "the city's design" and Montréal's status as a "city of design", with a view to incorporating design parameters in the city's projects.

March 2006, an urban design competition is held for the revitalization of Boulevard Décarie, with the cooperation of the Saint-Laurent borough.

May 2006, Montréal is designated a "UNESCO City of Design."

October 2006, the United Nations (UN Habitat) select *Commerce Design Montréal* among 703 candidates from 88 countries as one of the 48 best practices, at the 2006 Dubai International Award for Best Practices to Improve the Living Environment.

Autumn 2006, the "Les dialogues de Griffintown" urban design workshop is held jointly with the Sud-Ouest borough.

December 2006, Montréal exports *Commerce Design Montréal* to Marseille. To date, four licenses have been requested by and granted to the cities of Saint-Étienne, Lyon and Marseille in France, and to the District of Times Square in New York.





Cultural poles

30

With a view to enhancing Montrealers' discovery and experience of their city, its art, culture and heritage, and to consolidating Montréal's attraction as a cultural metropolis, the city will implement a strategic intervention plan on cultural poles, that maps out the development of existing poles, as well as a development program for new poles, to be worked out with every borough and partner concerned.

Considering the resources available, it was agreed that priority be given to the consolidation of Montréal's major cultural pole, the Quartier des spectacles project. The other central cultural poles that are also considered tourist poles—Old Montréal, the Old Port, and the Parc olympique sector—have already been allocated substantial investments. Additional studies will be conducted in 2007 and 2008 on the cultural poles to be developed or consolidated on Montréal's territory.

Main stages completed or under way

Completion in 2005 of a first study on cultural poles.

Quartier des spectacles de Montréal

31

The city will make the Quartier des spectacles project a strategic priority. This collective project will be developed in a spirit of cultural growth and harmony between its various functions, and turned into a user-friendly venue for all Montrealers, as well as an international cultural destination.

The Quartier des spectacles de Montréal:

- In the heart of Montréal, at the junction of the commercial “Main”, Rue Sainte-Catherine, and the historic “Main”, Boulevard Saint-Laurent.
- A surface area of 9.3 hectares, delimited by Sherbrooke, Berri and City Councillors streets and Boulevard René-Lévesque.
- 456 cultural enterprises, including 30 halls with a 28,000-seat capacity.
- A concentration of more than 75 cultural venues.
- More than 7,500 culture-related jobs, from training and dissemination, to creation and cultural production.

The Partenariat du Quartier des spectacles de Montréal

The Partenariat is a non-profit organization set up in 2003 and composed of 24 members from the cultural, real estate, educational and business sectors, as well as of residents, Ville de Montréal and the Government of Québec. Its mandate is to promote a development vision based on the development of the neighbourhood's cultural assets, to sustain and develop *in situ* collective projects, and to promote the Quartier des spectacles as one of Montréal's top cultural poles and as an international cultural destination.²⁶

Highlights of projects undertaken by the Partenariat du Quartier des spectacles

- Development of a visual identity concept—Design competition.
- July 2006, beginning of a lights plan by a pilot project involving five cultural venues. The pilot project was awarded the Prix Créativité Montréal.
- A pilot project on fly posting targeted at small art and performance venues.
- Implementation in 2006 of “Discovery” itineraries showcasing the cultural venues of the Quartier des spectacles.

Main stages completed or under way

The city funds the Partenariat du Quartier des spectacles in 2005-2006, under a partnership agreement aimed at promoting and enhancing the cultural destination and production of the Quartier des spectacles.

Repair works start on Boulevard Saint-Laurent, between Boulevard René-Lévesque and Sherbrooke street.

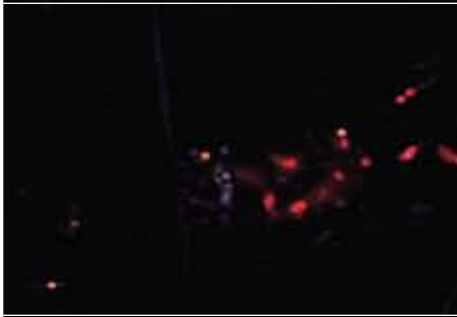
Beginning of expropriation procedures involving the buildings located at 2 to 22 Rue Sainte-Catherine Est, in view of the development of a cultural building project.

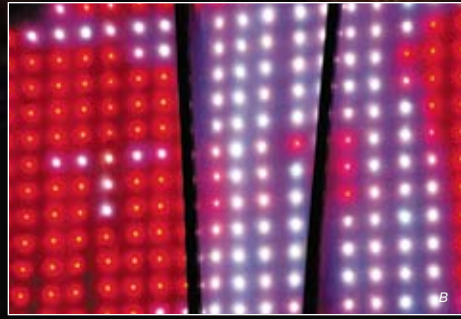
Support of the Montréal Cultural Showcase project (See Montréal Cultural Showcase section).

Announcement of the relocation of Ateliers de danse moderne de Montréal in a building to be erected on municipal land, at the corner of Sainte-Catherine and Clark streets.

December 2006, adoption of a \$5.5-million capital assets budget for the startup of the Quartier des spectacles project in 2007.

Restoration and unveiling of the façade of St. James United Church, on Sainte-Catherine street, at the west entrance of the Quartier des spectacles. The official inauguration and illumination of the church took place on October 13, 2006, in the presence of Mayor Gérald Tremblay.





The visual identification and lights plan of the Quartier des spectacles de Montréal. C. © Amahl Hazelton; D. E. F. and large photo © Martine Doyon.

The city will install more coherent cultural signage, networking and provide the necessary visibility to all institutions, facilities, events, public art works, and other significant expressions of Montréal's culture and heritage.

The collection of public art contains more than 300 works and their visual identification was harmonized throughout Montréal's territory to better promote this significant artistic heritage. Industrial designer Michel Dallaire was commissioned to design the corporate identity of all signs. These were standardized to make them more identifiable yet discreet. They are also sturdily built and vandalism-proof.

A dozen signs were installed in 2006, identifying public art works in Parc Jean-Drapeau, on the occasion of the 40th anniversary of Expo 67 and its emblematic sculpture, *Man, Three Disks (L'Homme)*, by Alexander Calder.

Main stages completed or under way

Development of the collection's visual identification and the design of a sign prototype for the public art collection, including that of the Musée de Lachine and the Montréal Botanical Garden, and installation of the first signs.

Study of the signage project for the Partenariat du Quartier des spectacles.

The Montréal Museum Directors Board turns in its itinerary project.

Public consultations helped better document the many problems which the "alternative" culture sector is having with the municipal authorities every time it posts bills to give public notice of its shows, events and festivals.

The city is aware that it cannot merely apply its by-laws regarding bill posting. It should promote productive consultations between the corporate services, the boroughs and the cultural sector with a view to identifying and implementing solutions that will be acceptable to everyone.

With a view to finding an alternative solution to fly posting and providing "alternative" culture with more visibility in the urban landscape, a design workshop on urban bill posting, composed for the occasion of young designers working with representatives of small and medium art and performance venues, was held in March 2005 at the Society for Arts and Technology [SAT]. The mandate to design the modules was subsequently entrusted to Cédric Sportes and Antoine Laverdière, as recommended by an ad hoc jury.

In October 2005, six units were installed along Rue Sainte-Catherine, in the Quartier des spectacles. The development of a management system for the units was entrusted to the Association de petits lieux d'art et spectacles (APLAS). The six units can carry nearly 200 posters a week. In December 2006, APLAS and the joint-action committee of Faubourg Saint-Laurent presented to the Partenariat du Quartier des spectacles a report dealing mostly with the continuation of the project.

Main stages completed or under way

Design of a sign prototype in 2005.

Six fly posting display units were installed in 2005.

APLAS was mandated to coordinate bill posting in harmony with the sector's small art and performance venues.

Assessment of APLAS' fly posting pilot project in Montréal's downtown area, and presentation of a report and recommendations in December 2006.

The leadership of elected city officials and the support of city employees



Montréal, Cultural Metropolis: Everyone's Business

The city's elected officials will assume the leadership and promotion of Montréal's cultural development, in their boroughs, at the city level, and among their counterparts sitting on school boards, at the Communauté métropolitaine de Montréal, at the National Assembly and in the House of Commons.

Cultural issues have grown in importance and visibility due, on the one hand, to the support rallied around the elaboration of the *Cultural Development Policy*, and on the other, to a growing awareness of culture's significance as a vehicle of urban development, even at the local level. In fact, several major cultural issues, such as libraries and cultural dissemination venues, are the responsibility of the boroughs.

Initiated by Benoit Labonté, member of the executive council responsible for culture, heritage, the downtown area and design, a

network of local elected representatives responsible for cultural development was set up in 2006. Soraya Martinez, associate councillor responsible for culture and the downtown area and councillor of the Saint-Michel city district, will act as coordinator. The goal of the culture network of elected representatives is to make more effective the sharing of Montréal's cultural concerns and objectives among the elected municipal representatives.

A number of boroughs have already started structuring their cultural action, by implementing either their own action plan or cultural policy.

Main stages completed or under way

Creation in 2006 of the Réseau des élus pour la culture.

Plans and policies for cultural development in the boroughs

Boroughs

Anjou	Cultural policy in effect since October 5, 1993, and implementation
Côte-des-Neiges–Notre-Dame-de-Grâce	Elaboration of a cultural action under way
Lachine	Elaboration under way of a master plan for the borough's Service culture, sports, loisirs et développement social
Plateau-Mont-Royal	Elaboration of a cultural action under way
Sud-Ouest	Elaboration of a cultural action under way
Montréal-Nord	Cultural policy in effect since February 6, 2005, and implementation Elaboration of a 2007-2010 action plan under way
Outremont	Cultural policy in effect since the first quarter of 2001, and implementation
Saint-Léonard	Cultural policy in effect since 1991
Verdun	Elaboration of a cultural policy under way

34

Once a year, the mayor of Montréal will invite all partners concerned to a *Rendez-vous du Maire on Montréal, Cultural Metropolis*, to review the implementation of the city's cultural development policy.

36

In addition to advising every borough that does not have one to set up an advisory body for culture, Montréal will create the *Forum montréalais de la culture*, whose mandate will be to promote cooperation between the principal partners of Montréal's cultural development.

37

The city will develop, together with the *Communauté métropolitaine de Montréal* and the governments of Québec and Canada, a cultural development vision that recognizes Montréal's essential role as cultural metropolis, as well as the investment strategy required.

"In the same way you organized a summit in October 2001, in much the same way I organized one in June 2002, followed by three years of cogitation on the orientations that the Cultural Development Policy and the Heritage Policy and our *Stratégie de développement économique* should take, I expect the cultural summit of 2007 to be a summit of actions, a summit of projects, a summit of results."
— Gérald Tremblay, mayor of Montréal, at the annual meeting of Culture Montréal, Friday, March 17, 2006.

The *Rendez-vous* mentioned in pledge 34 of the Policy promises to be quite extraordinary.

Chaired by Mayor Gérald Tremblay, *Montréal, Cultural Metropolis—Rendez-vous November 2007* is steered by a committee composed of Michael M Fortier, Minister of Public Works and Government Services Canada and Minister Responsible for the Region of Montréal, Line Beauchamp, Québec Minister of Culture and Communications and Minister Responsible for the Region of Montréal, Benoit Labonté, member of the executive committee responsible for culture, heritage, the downtown area and design at Ville de Montréal, Isabelle Hudon, president and chief executive officer of the *Chambre de commerce du Montréal métropolitain*, and Simon Brault, president of Culture Montréal.

The *Rendez-vous*—the outcome of a process of intense and transparent cooperation launched in recent months—intends to speed up the promotion and consolidation of Montréal's image as a cultural metropolis of the 21st century that gives priority to creativity, originality, accessibility and diversity. Shared by the various forces shaping the artistic, cultural, economic, social and democratic development of Montréal, this vision is specifically advocated by the city's *Cultural Development Policy*.

Since Montréal's cultural governance will be a major agenda item of the *Rendez-vous*, the creation of the *Forum montréalais de la culture* proposed in pledge 36 seemed redundant. The work on cultural governance, aimed at, among other things, fostering a high level of consultation among partners, will provide the material needed to address the concerns of pledge 36.

For the committee in charge, "*It is imperative that Montréal acquire the means needed to consolidate its status as a cultural metropolis of the 21st century. To this effect, the process leading to the "Rendez-vous November 2007" creates the momentum needed to identify and implement the measures and projects that could speed up the consistent and coherent realization of Montréal as a cultural metropolis.*"

Main stages completed or under way

As requested by Culture Montréal, creation of *Montréal, Cultural Metropolis—Rendez-vous November 2007* by Ville de Montréal, the governments of Québec and Canada, the *Chambre de commerce du Montréal Métropolitain* and Culture Montréal. The process leading up to this event will help speed up the implementation of the Cultural Development Policy of Ville de Montréal, together with all those who are shaping Montréal's development.

35

To prepare for the *Rendez-vous du Maire on Montréal*, Cultural Metropolis, the city manager will submit once a year a progress report on the Montréal, Cultural Metropolis project.

The city has pledged to report every year on the status and progress of its cultural development policy. This first report shows that the city is resolute in its determination to fulfill its pledges and implement this policy.

Main stages completed or under way

Completion of this status report on *Montréal, Cultural Metropolis*.

38

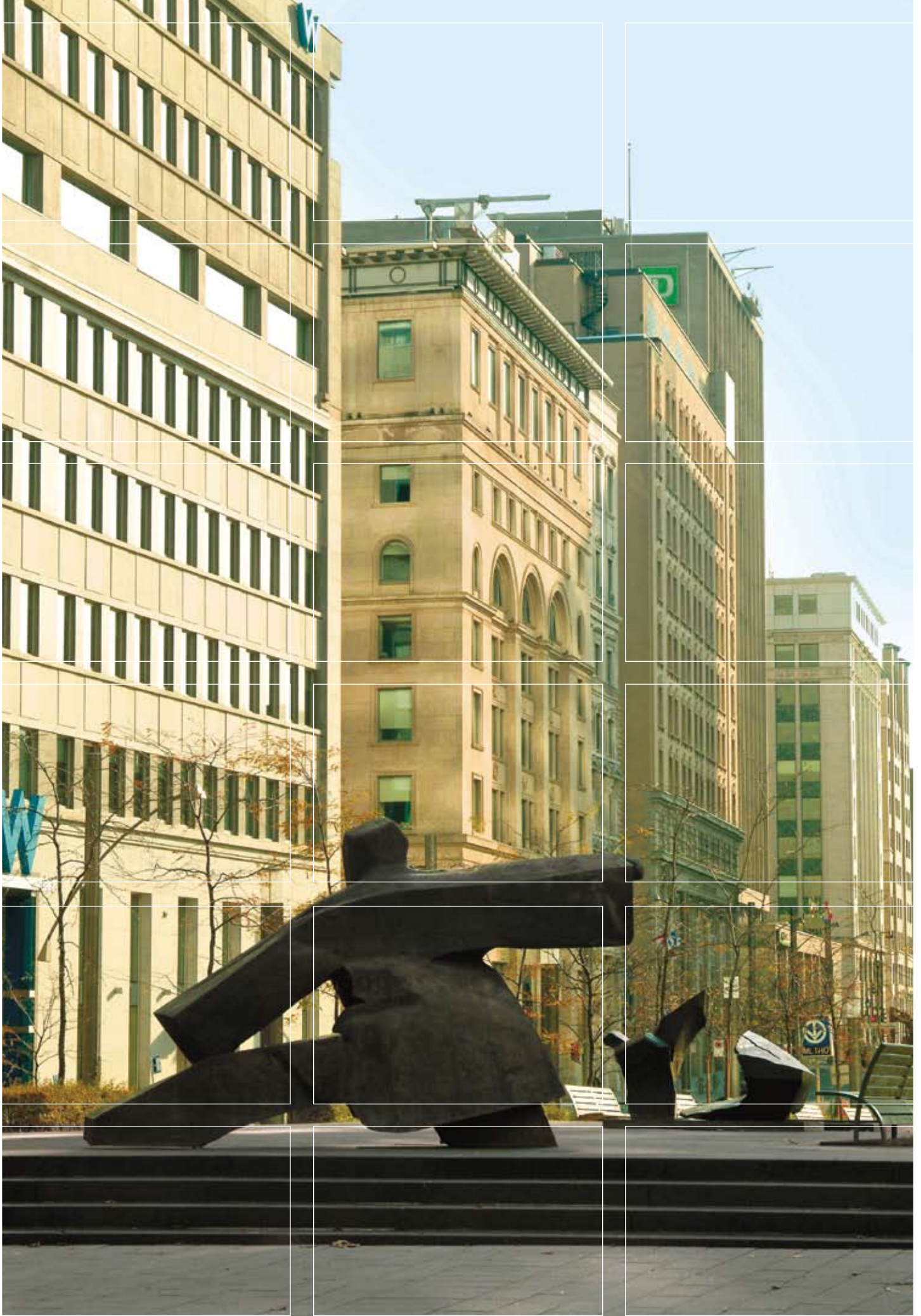
From the 2006 budget onward, Montréal will maintain its level of expenditures allocated to culture, and include any amounts that may be added to its budget after negotiations with governments aimed at improving its taxation system.

A pilot project carried out by the Observatoire de la culture et des communications du Québec, composed of eleven Québec municipalities, including Montréal, led in 2006 to the review of the method of computing the cultural expenditures of municipalities. Basically, the new method consists of tracing expenditures by category and cultural sector. This is not an accounting report per se, but the most reliable instrument available for working out the cultural costs incurred by Québec's municipalities. The Observatoire de la culture et des communications du Québec presented its new system in February 2007, along with its statistical report. This report contains the expenditures of eleven municipalities for the years 2003 and 2004. The percentage of total expenditures that Montréal allocates to culture—libraries, cultural activities and museums—is currently being revised and adjusted to the Observatoire model and the figures for 2005 and 2006 will be presented in the coming weeks.

Main stages completed or under way

In 2006, the city participated in the pilot project conducted by the Observatoire de la culture et des communications du Québec in order to rethink the municipalities' method of computing cultural expenditures.

Internal revision of the method of computing Montréal's cultural expenditures in order to adjust it to the new model developed and presented in February 2007 by the Observatoire de la culture et des communications du Québec. The city's cultural expenditures in 2005 and 2006 will be available in the spring of 2007.



It's only a beginning...

This document is intended, of course, to inform readers about the progress of Ville de Montréal's Cultural Development Policy. But it is also intended—as will often be the case in the coming years—to provide the most comprehensive report on the work accomplished by all of Montréal's cultural stakeholders.

These cultural stakeholders are many and eager. As to municipal cultural action, it is intense, diverse, and worthy of a cultural metropolis: libraries, amateur arts, cultural dissemination, festivals, public art, municipal museums, tangible and intangible heritage, films, design, cultural facilities, prizes for excellence, international relations. Moreover, we have the steady support our Conseil des arts de Montréal colleagues provide to Montréal's entire artistic community.

There will be many “rendez-vous” in 2007. Topping the list are the celebrations commemorating the 40th anniversary of Expo 67, which start in April. The world fair of 1967 was the greatest cultural event ever held in Montréal. Above all, it left us a legacy of openness to others, innovation and risk-taking, and one could reasonably deduce that this cultural metropolis of ours is the result of forty years of incubation that started with Expo 67.

The other major “rendez-vous” of 2007 is, of course, *Montréal, Cultural Metropolis—Rendez-vous November 2007*, which promises not only more cogitations and actions, but also the beginning of tangible solutions to some very pressing needs: more tools to help meet the cultural needs of Montrealers, a team effort by all public and private partners to improve the funding of the arts and culture, a cultural governance that will make interventions more consistent, better coordinated and more effective.

The cultural team of Ville de Montréal will be in the heat of the battle, along with all its accomplices, those on the inside as well as those on the outside. Let us all hope that 2007 will be the year when Montréal is unanimously recognized as a cultural metropolis!

Canada's Indians Pavilion and the Kwakiutl Totem, Expo 67 © Ville de Montréal, Gestion de documents et archives, VM97S6D1P208.



Pavilion of the German Federal Republic, Expo 67 © Ville de Montréal, Gestion de documents et archives, VM97S6D1P175.



The pavilions of Great Britain, France and Québec, Expo 67 © Ville de Montréal, Gestion de documents et archives, VM97S6D2P053.



NOTES

1. For more information on the First Nations Garden, log on to ville.montreal.qc.ca/jardin
2. For more information on *The St. Lawrence Iroquians, Corn People* exhibition, log on to pacmusee.qc.ca
3. For more information on Diversité artistique Montréal (DAM), log on to diversiteartistique.com
4. For the full text of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, log on to unesco.org
5. For the full text of *Agenda 21 for Culture*, log on to agenda21.net
6. To download the Montréal, Cultural Metropolis graphic signature, log on to ville.montreal.qc.ca/culture/logo
7. For more information on MforMontréal, log on to mformontreal.com
8. To consult the documents pertaining to the *Assessment of the Municipal Libraries On the Island of Montréal*, the consultation report and recommendations, log on to ville.montreal.qc.ca/commissions
9. You can find this document at ville.montreal.qc.ca/biblio
10. *Portrait de la diffusion culturelle à Montréal: son évolution et sa situation actuelle (1984-2004)*, Étude Artexpert, 2006. For the full text, log on to ville.montreal.qc.ca/culture/diffusion
11. The information on Montréal's Cultural Showcase was obtained at vitrineculturelle.com
12. For more information on the World Congress and Festival of the Arts for Young Audiences, log on to ietm.org
13. To view the work of J.R. Carpentier, log on to luckysoap.com/entreville
14. The standing joint-action committee is composed of Ville de Montréal (Direction du développement culturel, Direction du développement économique et le Conseil des arts de Montréal), the Government of Québec (Ministère de la Culture et des Communications, Ministère des Affaires municipales et des Régions, and the Conseil des arts et des lettres du Québec), and the Government of Canada (Heritage Canada, Telefilm Canada, and the Canada Council for the Arts).
15. Dated April 27, 2006, by its resolution CG06 0182.
16. For the full list of the organizations funded by the CAM in 2005 and 2006, log on to artsmontreal.org
17. To access the status report, the consultation report and recommendations, log on to ville.montreal.qc.ca/commissions
18. By resolution CM05 2013
19. Placements Culture is under the responsibility of the Conseil des arts et des lettres du Québec. See calq.gouv.qc.ca
20. For more information on Bénévoles d'affaires, log on to benevolesdaffaires.org
21. The Web site of the Bureau du cinéma et de la télévision du Québec à Montréal is bctq.ca
22. The Web site of Montréal Film and Television Commission is montrealfilm.com
23. For more information on APLAS, log on to aplas.ca
24. See ville.montreal.qc.ca/patrimoine
25. For more information on public art, log on to ville.montreal.qc.ca/artpublic
26. For more information on the Partenariat du Quartier des spectacles and the full text of *Rapport d'activités 2005-2006*, log on to quartierdesspectacles.com

LIST OF ACRONYMS

APLAS	Association des petits lieux d'art et de spectacles
ASSITEJ	Association Internationale des Théâtres pour l'Enfance et la Jeunesse
BA	Bénévoles d'affaires
CCA	Canada Council for the Arts
CALQ	Conseil des arts et des lettres du Québec
CAM	Conseil des arts de Montréal
CEAD	Centre des Auteurs dramatiques
CINARS	Commerce international des arts de la scène (International Exchange for the Performing Arts)
CMM	Communauté métropolitaine de Montréal
DDC	Direction du développement culturel
IETM	Informal European Theatre Meeting (International Network for Contemporary Performing Arts)
INM	Institut du Nouveau Monde
MCCQ	Ministère de la Culture et des Communications du Québec
NPO	Non-profit organization
MSO	Montréal Symphony Orchestra
IURP	Integrated Urban Redevelopment Program
QIM	Quartier international de Montréal
URP	Urban Redevelopment Program
[SAT]	Society for Arts and Technology
SDCQMVDE	Service du développement culturel, et de la qualité du milieu de vie et de la diversité ethnoculturelle
MMDB	Montréal Museum Directors Board
SHDM	Société d'habitation et de développement de Montréal
UNEQ	Union des écrivaines et des écrivains québécois
MAI	Montréal, arts interculturels
DAM	Diversité artistique Montréal
BCTQ	Bureau du cinéma et de la télévision du Québec
FMIC	Forum métropolitain de l'industrie cinématographique

The 2005-2006 REPORT, IMPLEMENTATION OF MONTRÉAL, CULTURAL METROPOLIS, CULTURAL DEVELOPMENT POLICY OF VILLE DE MONTRÉAL 2005-2015, is published by the Direction du développement culturel, Service du développement culturel, de la qualité du milieu de vie et de la diversité ethnoculturelle, Ville de Montréal, March 2007.

Design: Paprika
Translation: Pan Bouyoucas
Revision: David Moss

ISBN 978-2-7647-0672-5
Legal Deposit: Bibliothèque et Archives nationales du Québec

French and English versions are available on the city's Web site or on request.

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This document was printed on Domtar Opaque Plainfield, smooth, ultra-white, 80 lb.

