

# 2007 REPORT

**IMPLEMENTATION OF  
MONTRÉAL,  
CULTURAL METROPOLIS  
CULTURAL  
DEVELOPMENT  
POLICY OF  
VILLE DE MONTRÉAL  
2005-2015**

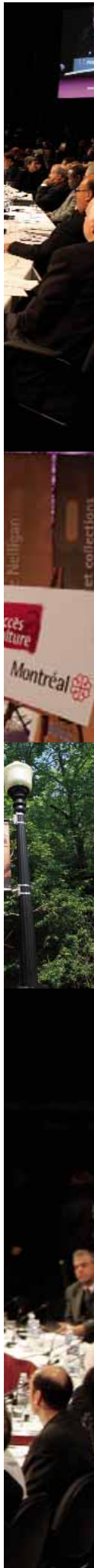
Montréal 

MONTRÉAL  
CULTURAL  
METROPOLIS



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## INTRODUCTION

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 6, 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 an exhaustive picture of the status of the pledges in question.

Ville de Montréal 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.

With this second annual report, Ville de Montréal reasserts its intention to carry out the project and fulfill the pledges of *Montréal, Cultural Metropolis*.

### THE RENDEZ-VOUS NOVEMBER 2007—MONTRÉAL, CULTURAL METROPOLIS

In 2007, the implementation of Montréal's cultural projects was sped up by the *RV07*, a mobilizing event held on November 13 and 14. The outcome of 18 months of intense cooperation between Ville de Montréal, the Government of Québec, the Government of Canada, the Chambre de commerce du Montréal métropolitain and Culture Montréal, the *RV07* helped consolidate the concept of Montréal as a cultural metropolis of the 21st century that builds primarily on its creativity, originality and diversity. Result: more than 1300 participants, 125 stakeholders, 79 exhibitors at La Place du Rendez-vous, 125 media representatives, more than 500 articles and reviews, as well as a 10-year collective *Action Plan*.

### THE ACTION PLAN 2007-2017—MONTRÉAL, CULTURAL METROPOLIS

The five major partners of this event and its many stakeholders agreed on an *Action Plan* that would promote, among other things, greater access to culture, investments in cultural infrastructures, more varied funding of arts and culture, and building up Montréal's national and international image. The *Action Plan 2007-2017* was officially adopted last February. Its five major partners meet twice a year when its political steering committee convenes. This committee oversees, among other things, the implementation of *Action Plan 2007-2017—Montréal, Cultural Metropolis* and the coordination of the sectorial joint-action committees.

Ville de Montréal would like to underline the significance of the *Rendez-Vous November 2007—Montréal, Cultural Metropolis* and its results. The members of Montréal's executive committee were present at every step of this mobilizing event and ratified the *Action Plan 2007-2017*. In 2007, Québec's National Assembly also hailed the *RV07* as a watershed in Montréal's development.

### FROM THE CULTURAL DEVELOPMENT POLICY TO THE ACTION PLAN 2007-2017

At the end of 2008, the five partners will present the first report on the implementation of the *Action Plan 2007-2017*. This collective document will also include a progress report of the actions and measures of the *Cultural Development Policy*.

#### The Culture Web site

The full text of *Cultural Development Policy—Montréal, Cultural Metropolis* and the annual reports of its implementation are available at [ville.montreal.qc.ca/artandculture](http://ville.montreal.qc.ca/artandculture)

#### The Montréal, Cultural Metropolis Web site

The full text of the *Action Plan 2007-2017—Montréal, Cultural Metropolis* is available on the Web site of the five partners, at [montrealmetropoleculturelle.org](http://montrealmetropoleculturelle.org)



Intervention Hall, Rendez-Vous November 2007—Montréal, Cultural Metropolis © Jean-Guy Thibodeau

## OBJECTIVES AND POSITIONINGS

Before moving on to the pledges and accomplishments of this 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 Ville de Montréal's strategic dashboard.

OBJECTIVES	TARGET POSITIONING	PAGES
Objective 1: Cultural democratization	City of knowledge and culture	6 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 20

## DIALOGUE BETWEEN CULTURES

### 1.

IF MONTRÉAL WISHES TO BECOME A TRUE CULTURAL METROPOLIS, IT MUST RECOGNIZE THE DIVERSITY AND RICHNESS OF ITS ABORIGINAL HERITAGE. MOREOVER, VILLE DE MONTRÉAL WILL TAKE THE NECESSARY STEPS, TOGETHER WITH ALL PARTIES CONCERNED, TO ENHANCE THE VISIBILITY OF THE ABORIGINAL PEOPLE IN ITS URBAN LANDSCAPE.

Ville de Montréal recognizes the importance of its Aboriginal heritage in the development of Montréal as a cultural metropolis of the 21st century. At the *RV07*, the mayor of Montréal also announced that he will be meeting with the representatives of the First Nations once a year.

#### 2007 HIGHLIGHTS

- + Restoration of the Kwakwaka'wakw (Kwakiutl) totemic pole, a bequest of Expo 67, at Parc Jean-Drapeau.
- + At the *RV07*, Montréal's mayor makes a pledge to meet with representatives of the First Nations every year.

### 2.

FRENCH IS A MAJOR COMPONENT OF MONTRÉAL'S ORIGINALITY AND CREATIVITY IN NORTH AMERICA AND THROUGHOUT THE WORLD. THEREFORE, VILLE DE MONTRÉAL WILL ADOPT A LINGUISTIC POLICY STIPULATING THAT MONTRÉAL IS A CULTURAL METROPOLIS WHERE FRENCH IS THE COMMON LANGUAGE WHOSE ANGLOPHONE POPULATION WILL BE PROVIDED WITH MUNICIPAL SERVICES IN THEIR OWN LANGUAGE.

#### 2007 HIGHLIGHTS

- + Updating of the *Politique de la langue d'usage dans les communications*.

### 3.

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.

In 2007, the Conseil des arts de Montréal adopted the *Politique de promotion et de développement de la diversité culturelle dans les arts* aimed at promoting the participation in Montréal's cultural life of artists from ethnocultural communities, notably the First Nations and visible minorities. This policy proposes four types of intervention: recognition, professional development, participation, and cooperation.

Thanks to the agreement negotiated and signed between the Ministère de l'Immigration et des Communautés culturelles du gouvernement du Québec (MICC) and Ville de Montréal, in June 2007, several funding and development programs were renewed, including *Les mots partagés*, *Contact*, *Le plaisir des livres*, and *Vous faites partie de l'histoire!*<sup>1</sup>

Moreover, several projects funded by the programs of the *Entente sur le développement culturel de Montréal 2008-*

*2011* entre le ministère de la Culture, des Communications et de la Condition féminine et la Ville de Montréal, and promoting Montrealers' access to culture, target cultural diversity, both that of the artists and the public's.

#### 2007 HIGHLIGHTS

- + Agreement signed with Musique Multi-Montréal (MMM) to support musicians from cultural communities.
- + The agreement concluded with the MAI was upgraded to include the support of artists of Montréal's diversity.
- + May: The CAM launches and adopts the *Politique de promotion et de développement de la diversité culturelle dans les arts 2006-2010*.<sup>2</sup> The document was made public during the Montréal Diversité seminar.
- + The Direction de la diversité sociale elaborates a plan based on the *Montréal 2025 Vision* business guidelines, that proposes, among other things, the use of culture as a vehicle for integration via the network of Montréal's public libraries.
- + June: Renewal of the *Entente 2007-2010 entre la Ville et le ministère de l'Immigration et des Communautés culturelles*.

#### Montréal, arts interculturels (MAI)

An organization whose mandate is to promote and encourage intercultural artistic practices, the MAI has enhanced and diversified its actions involving artists and organizations of ethnocultural communities, notably as a facilitator and mentor, and by developing a network dedicated to the support and promotion of those artists. In 2007, the MAI also mapped out a 5-year strategic development plan that will lead to a new partnership agreement with Ville de Montréal.



Djehiya, Danse Abouabacar Mané, MAI, November 2007  
© Mathieu Chartrand



Celebrations for the restoration of the Kwakwaka'wakw totemic pole, September 2007 © Ville de Montréal

## CULTURAL DIVERSITY, THE COMMON HERITAGE OF HUMANITY

### 4.

CONSIDERING THAT CULTURAL DIVERSITY IS PART OF THE COMMON HERITAGE OF HUMANITY AND THAT ITS SUCCESS IS OF VITAL IMPORTANCE TO MONTRÉAL'S CULTURAL FUTURE, VILLE DE MONTRÉAL 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.

Montréal attaches the greatest importance to the monitoring of the UNESCO Convention. Included as one of the objectives of the *Action Plan 2007-2017*, the partners are required "to help implement the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO) and consolidate Montréal's role as the centre of this movement."

Therefore, Montréal endorses the Canadian government's efforts to build awareness among the countries that have not yet signed the UNESCO Convention. By December 2007, about 76<sup>3</sup> countries had subscribed to the principles of the treaty. Canada's leadership as the first country to have signed the Convention, the steadfast support of the Government of Québec, coupled with Montréal's resources, have helped promote this issue internationally. As a result, last September, the delegates of the 37 national coalitions unanimously picked Montréal for the headquarters of the new International Federation of the Coalitions for Cultural Diversity (IFCCD). It is worth noting that the first Coalition for Cultural Diversity, regrouping all cultural resources in Québec and English Canada, was created in Montréal, in 1999.

#### 2007 HIGHLIGHTS

- + March: The *UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions* comes into effect.
- + September: Montréal is selected for the headquarters of the newly created International Federation of the Coalitions for Cultural Diversity (IFCCD)

#### 1967-2007: The 40th anniversary of Montréal's Universal and International Exposition

The anniversary of Expo 67 was marked by many activities: exhibitions, gatherings, and concerts, including the great concert given by the Montréal Symphony Orchestra in Parc Jean-Drapeau, commemorating the 350th anniversary of the arrival of the Sulpiciens in Montréal as well as the 40th anniversary of Montréal's Universal and International Exposition. The mayor of Montréal, Gérald Tremblay, was the honorary president of the celebrations. The co-presidents were Isabelle Hudon, chair and CEO of the Chambre de commerce du Montréal métropolitain, and Philippe de Gaspé Beaubien, the former manager of Expo 67.

## AGENDA 21 FOR CULTURE

### 5.

VILLE DE 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.

Last autumn, Montréal officially became a member of the taskforce on culture of United Cities and Local Governments (UCGL), an international group entrusted with the implementation of *Agenda 21 for Culture*. During a mission in Asia, Montréal's mayor attended the world congress of the UCGL, in Jeju (South Korea), confirming Montréal's active participation in the UCGL.

#### 2007 HIGHLIGHTS

- + October: Montréal officially becomes a member of the taskforce on culture of the UCGL.

## CULTURE, THE FLAGSHIP OF MONTRÉAL'S INTERNATIONAL REPUTATION

### 6.

BECAUSE CULTURE IS A KEY COMPONENT OF ITS TRADEMARK AND REPUTATION, VILLE DE MONTRÉAL 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.

#### 2007 HIGHLIGHTS

- + October: Montréal was invited, along with the cities of Chicago, San Francisco, Nashville, Austin and Athens, to attend the "Music Cities" annual conference of the Responsible Hospitality Institute, in New Orleans, giving the representative of its Festival and Cultural Event Office an opportunity to show Montréal's expertise in the matter.
- + Montréal's libraries participate in the congress of the IFLA,<sup>4</sup> held in Durban (South Africa), and play host to a delegation from Shanghai.
- + Ville de Montréal signs a 5-year agreement with the Montréal Symphony Orchestra, aimed to promote access to culture and the international image of *Montréal, Cultural Metropolis*.

"It's a known fact: in Québec, culture is our signature, it's us. Québec couldn't be, could never be, what it is without also mentioning its culture. Bravo Montréal!"

– Jean Charest, Québec Premier, November 12, 2007.

## OBJECTIVE 1: CULTURAL DEMOCRATIZATION

### 2007: Ville de Montréal pays tribute to its cultural sector

- + Torill Kove, winner of an Academy Award for Animated Short Film for *The Danish Poet*, signed the visitors' book.
- + Maestro Kent Nagano was invited to sign the visitors' book for his contribution to Montréal's international stature.
- + At the city council and during the *Rendez-Vous*, a tribute was paid to Phyllis Lambert on her 80th anniversary, as well as in recognition for her significant influence on the quality of Montréal's architecture, urban planning and design, and for her outstanding contribution to Montréal's international stature.
- + At the *Rendez-Vous*, a tribute was paid to Paul Buissonneau, the man of theatre and founder of *La Roulotte* theatre company. Created more than 55 years ago, *La Roulotte* still tours Montréal's parks, presenting quality shows to young audiences. Mr. Buissonneau's original concept marked a watershed in Ville de Montréal's accessibility and democratization of culture.

### Les Ateliers de Paris Competition

In the wake of the cooperation agreement signed between Paris and Montréal, in April 2006, Louis Drouin, a young industrial designer from Montréal, was awarded a \$25,000 grant to develop and market a set of kitchen utensils during a 6-month residency at the Ateliers de Paris, a centre of hospitality, promotion and exchange between design professionals in the fields of design, fashion, and arts and crafts.

The Ateliers de Paris competition was organized by Design Montréal and set up with the cooperation of the Ministère du Développement économique, de l'Innovation et de l'Exportation du Québec, the City of Paris and Alto Design.

### International recognition

- + UNESCO designates Montréal World Book Capital 2005-2006.
- + June 2006: the UNESCO Creative Cities Network designates Montréal "City of Design".
- + Montréal leads the fight for cultural diversity (see pledge 4).
- + Montréal officially becomes a member of the UCGL's taskforce on culture (see pledge 5).
- + Montréal is the first city in the world to sign the National Geographic Geotourism Charter, in October 2007.

### 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.

## CULTURAL MEDIATION

Particular attention was paid to cultural mediation during the discussions leading up to the renewal of the *Entente sur le développement culturel 2008-2011 entre la Ville de Montréal et le ministère de la Culture, des Communications et de la Condition féminine*. Thus, the three funding programs—culture and community partnership, cultural action, and cultural mediation of Montréal's boroughs—will be reviewed and targeted at clientele with little access to cultural products. The programs launched in 2005 will be maintained and combine culture with social development. The projects funded may be spread over three years, to promote long-term development and the better to affect the community.

### 2007 HIGHLIGHTS

- + Review of the cultural programs<sup>5</sup> of the *Entente sur le développement culturel de Montréal 2005-2007 entre la Ville de Montréal et le ministère de la Culture, des Communications et de la Condition féminine*.
- + June 15-16: *Les Rencontres sur la médiation culturelle*, a seminar on mediation, is held at the Maison de la Culture Frontenac.
- + Ville de Montréal participates in conferences, panels of experts, and a research group on cultural mediation.
- + Design of a section on cultural mediation on the Culture Web site.
- + June 18: The elected members of the city council designate the first Friday of September and the two following days of every year as *Montréal Cultural Days*.

### In 2007: First report<sup>6</sup> of the cultural mediation projects

Two examples:

- + **Amalgat-Danse, tradition et autres spiritualités—Borough of Côte-des-Neiges—Notre-Dame-de-Grâce**  
Created by artist Carolyn Hayeur and produced jointly with the Maison de la Culture de Côte-des-Neiges, this project offers creativity workshops based on a photo exhibit of rituals and manifestations.
- + **Gang des arts ou l'École du jeune spectateur—Borough of L'île Bizard—Sainte-Geneviève in conjunction with Salle Pauline-Julien**  
An original initiative aimed at developing the artistic skills of young people through training workshops and artistic discoveries, followed by a process of appreciation. This project was shortlisted for the Prix Rideau 2008.



## LIBRARIES : THE INFRASTRUCTURE OF A CULTURAL METROPOLIS

### 7.

VILLE DE 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.

### 8.

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, VILLE DE 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.

The *Assessment of the Municipal Libraries On the Island of Montréal* of 2005, then the report of the Commission permanente du conseil municipal sur le développement culturel et la qualité du milieu de vie, adopted in May 2006, have shown that Montréal should extend library hours, increase the number of employees, upgrade collections and facilities.

In 2007, Ville de Montréal and the Government of Québec agreed to invest \$125 million in the renovation, expansion and building of libraries over the next 10 years.

But there is a lot to be done yet. The investments approved so far have failed to upgrade the collections as planned and the libraries are still short-staffed. The *Assessment* requires 500 new employees. A problem that must be solved soon because the building of new libraries will require more workers.

#### 2007 HIGHLIGHTS

- + Installation of the Millennium software and the Nelligan catalog in the boroughs of Ahuntsic–Cartierville, Côte-des-Neiges–Notre-Dame-de-Grâce, Mercier–Hochelaga-Maisonneuve, Outremont, Le Plateau-Mont-Royal, Rivière-des-Prairies–Pointe-aux-Trembles, Rosemont–La Petite-Patrie, Le Sud-Ouest, Ville-Marie, and Villeray–Saint-Michel–Parc-Extension.
- + Onlining of the new Internet portal with sites for each borough and links with the catalogs of the networked cities.
- + Biblioclip competition: launching of a new short films competition on the Web site.
- + Beginning of the installation of WiFi technology in all libraries and cultural dissemination venues to allow wireless Internet access.
- + Library hours: an investment of \$1.4 million to keep each library open a minimum of 53 hours a week.
- + The third edition of the Prix du livre jeunesse des bibliothécaires de Montréal was awarded to Éline Turgeon for her book *Ma vie ne sait pas nager*, published by Éditions Québec-Amérique.
- + The Ken Haycock Award for Promoting Librarianship, of the Canadian Library Association (CLA), was awarded to Ville de Montréal librarian Christiane Charrette for the program *Livres dans la rue*, which celebrates its 25th anniversary.
- + A renovation-upgrading-construction (RUC) program is ratified by a \$125 million agreement with the Ministère de la Culture,

des Communications de la Condition féminine du Québec (MCCCF). A first installment of \$37.5 million is made for a period of three years.

- + Announcement: A new library will be built in the borough of Rosemont–La Petite-Patrie. Approximately \$12.5 million will be invested to meet the demands of families.
- + Announcement: Construction of the Père-Ambroise library in the borough of Ville-Marie, amalgamating the collections and staff of the Centrale-Jeune library.
- + Announcement: The Saint-Henri library will be moved to the Sud-Ouest and upgraded.
- + The *Place aux Ados* forum was held in December.



Children reading in a Montréal library © Ville de Montréal

## SCORES OF PROGRAMS, COMMON VALUES: THE MUNICIPAL CULTURAL DISSEMINATION VENUES

### 9.

VILLE DE MONTRÉAL—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.

In 2007, the representatives of the boroughs and Ville de Montréal pursued their deliberations on the municipal network, which has already produced some results. The network's mandate and operation have been updated. The network also has a new name, **Accès culture**, unveiled during the *Rendez-Vous*.

*Zoom culture*, the brochure listing the activities of the **Accès culture** network, was revamped and its distribution expanded. In the fall of 2007, in addition to the municipal points of service, *Zoom culture* was distributed in another 500 venues for a period of two weeks. Moreover, new distribution partnerships were concluded with, among others, the Cultural Showcase.

A committee made up of representatives of the boroughs and the Direction du développement culturel was set up to assess the municipal dissemination network in 2008-2009.

Funded jointly by the MCCCFC and Ville de Montréal, the assessment will review the situation, evaluate the state of the network and its activities, outline the prospects, identify the priorities, and recommend courses of action.

**2007 HIGHLIGHTS**

- + February: Creation of Montréal's boroughs' cultural disseminators award. The 2007 winner was Quatuor Ponticello.
- + September: Launching of the revamped *Zoom culture*, the **Accès culture** network's program brochure.
- + Elaboration of a new mandate and adoption of the name **Accès culture**.
- + November: Unveiling at the *RV07* of a new signature and an **Accès culture** section in Ville de Montréal's culture Web site.
- + Start of the preliminary work of the assessment of the **Accès culture** network.

## YOUTH, SCHOOL, NEIGHBORHOOD, AND CULTURE

### 10.

VILLE DE 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.

This concern was addressed in the *Action Plan 2007-2017-Montréal, Cultural Metropolis*. According to the *RV07*'s partners, a true access to culture strategy should include the academic sector in its cultural mediation strategies, by developing projects and sustained partnerships. The issue will be discussed with the Ministère de l'Éducation, du Loisir et du Sport, and the education sector.

**2007 HIGHLIGHTS**

- + Discussions were pursued with the school boards and the Ministère de l'Éducation, du Loisir et du Sport, to establish a clear cooperation framework, whether it concerns sports facilities, libraries or schoolyards.

**The Supporting Montréal Schools program**

The program provides cultural activities destined for schools and designed together with cultural organizations and several boroughs. Moreover, its supervisor at the Ministère de l'Éducation, du Loisir et du Sport meets with Ville de Montréal on a regular basis, with a view to developing expertise and successful experiences in cultural mediation. The supervisor also sat on the committee that organized the *Rencontres sur la médiation culturelle*, and gave a presentation during that event.



A child at the "Nia, notre monde" workshop of the Cultural Mediation Program © Club de vacances d'Ahuntsic-Cartierville



Young participants of their school's resident artist project, part of the Cultural Mediation Program © Michel Pinaut

## CULTURE AND SOCIAL INTERVENTION

### 11.

VILLE DE MONTRÉAL 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 identified by the *IURP* for redevelopment. Since its inception in 2003, many cultural development projects were completed, making culture an instrument that reinforces the social action of Ville de Montréal and of the Government of Québec.

**2007 HIGHLIGHTS**

- + Before developing its *IURP* any further, Ville de Montréal's main concern is to ensure this program's steady and reliable funding. Discussions to that effect are under way with the Government of Québec.

## CULTURAL RECREATION AND AMATEUR ARTS

### 12.

VILLE DE 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 fosters personal growth, learning and creativity. It covers such spheres of endeavour as 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. Local cultural recreation activities are devised in each borough, together with the community. This stimulates the participation of residents in the development of their recreational activities, by enabling them to take an active part in their community.

Cultural recreation and amateur arts are covered by the cultural development agreement, which was recently renegotiated. In fact, two new programs combine innovation, inclusiveness, and the enhanced training of cultural recreation stakeholders.

#### 2007 HIGHLIGHTS

- + The Prix Paul-Buissonneau 2007 is awarded to Théâtre Aphasique.
- + Elaboration, together with the MCCCCF, of two new programs integrating innovation, inclusiveness, and better training for cultural recreation stakeholders. The programs will be launched in the spring of 2008.

#### The Prix Paul-Buissonneau 2007

The Prix Paul-Buissonneau is awarded annually by Ville de Montréal for distinguished contribution to the development of Montréal's amateur theatre by an individual, an amateur theatre company, a school or an organization. In 2007, the prize was awarded to the **Théâtre Aphasique** for outstanding contribution to the promotion of social animation theatre as a communication tool and the message of hope they bring to people with a speech impediment caused by a brain haemorrhage.

## A PARTNERSHIP WITH MUSEUMS

### 13.

VILLE DE MONTRÉAL 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 there activities for the young. In 2007, under this agreement, Ville de Montréal and the MCCCCF funnelled \$72,000 into enhancing access to Montréal's museums.

#### 2007 HIGHLIGHTS

- + Ville de Montréal increases its financial contribution to the Montréal Museum Directors Board (MMDB), under the *Entente sur le développement culturel de Montréal 2008-2011*.
- + In view of the RV07, meetings with the directors of several museums to discuss their expansion projects, notably those of the Musée d'art contemporain de Montréal (conversion of Silo 5), the Montréal Museum of Fine Arts (acquisition of the Erskine & American Church), the Pointe-à-Callière Museum (development of the William sewer, the remnants of Marché Sainte-Anne and those of the United-Canada Parliament), the McCord Museum, the Maison Saint-Gabriel, and the Château Ramezay.



A view of the future Claire and Marc Bourgie pavilion of Canadian art in the Erskine & American Church extension of the Montréal Museum of Fine Arts © Montréal Museum of Fine Arts



Terre Aphasie. Les clowns, a show by Théâtre Aphasique, winner of the Prix Paul-Buissonneau 2007 © Théâtre Aphasique

**POINTE-À-CALLIÈRE, MONTRÉAL MUSEUM OF ARCHAEOLOGY AND HISTORY**

**14.**

VILLE DE 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.

**2007 HIGHLIGHTS**

- + Unveiling of the Musée Pointe-à-Callière expansion project.

**Support for the Pointe-à-Callière Museum**

*“Pointe-à-Callière is a privilege for a city and an icon. Its expansion was endorsed by the cultural, heritage and academic sectors, as well as by the tourist and private sectors. Its expansion should be given the same priority as the development of the Quartier des spectacles. Let’s give this exceptional museum that is unique in the world the means to complete the plans that will consolidate the Old Montréal/Old Port historical quarter and contribute to the development of Montréal, Cultural Metropolis.”*

– Charles Lapointe, President-CEO of Tourism Montréal, November 12, 2007.

*“In my opinion, it’s in Montréal’s best interest to give Pointe-à-Callière the means to expand. In fact, it’s a Montréal priority.”*

– Gérald Tremblay, Mayor of Montréal, November 12, 2007.

**CENTRE D’HISTOIRE DE MONTRÉAL AND MUSÉE DE LACHINE**

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.

VILLE DE MONTRÉAL WILL INCREASE THE RESOURCES OF THESE MUNICIPAL MUSEUMS SO THAT THEY COULD BETTER FULFILL THEIR MANDATES.

**2007 HIGHLIGHTS**

- + Continuation 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 Ville de Montréal’s objectives regarding the two institutions.
- + Integration of specific measures for the Musée de Lachine and the Centre d’histoire de Montréal into the new *Entente sur le développement culturel de Montréal 2008-2011*.

**PLANÉTIARIUM RIO TINTO ALCAN**

SINCE 1966, THE PLANÉTIARIUM, LOCATED IN THE DOWNTOWN AREA, HAS ATTRACTED MORE THAN FIVE MILLION PEOPLE, AND IS NOW SHOWING ITS AGE. MONTRÉAL INTENDS TO BUILD A NEW PLANÉTIARIUM, 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..

This major Montréal project is made possible thanks to the financial partnership of Ville de Montréal, the Government of Québec and the Government of Canada. Each will contribute \$9 million, and Rio Tinto Alcan will give \$4 million, for a total investment of \$31 million.

The new Planétarium Rio Tinto Alcan will be located in a building respectful of the sustainable development and LEED standards, making it a true centre of scientific culture and environmental studies.

**2007 HIGHLIGHTS**

- + December: Announcement of the new Planétarium, scheduled to open in 2011. Known henceforth as the *Planétarium Rio Tinto Alcan de Montréal*, it will be built near the Biodôme de Montréal, on the site of the Régie des installations olympiques, in the Pôle Maisonneuve.

*“(…) Dreams are the best way to prepare for the future (…), the Biodôme de Montréal, the Botanical Garden, the future Planétarium, which, I hope, will become a reality (…), these are the stuff of dreams, and where there are dreams, action springs naturally.”*

– Jean Lemire, biologist and video maker, November 12, 2007.

*“With the Biodôme, the Insectarium, the Botanical Garden and the new Planétarium, we consolidate the largest natural science museum complex in Canada. All of Montréal, and especially the boroughs of Rosemont–La Petite-Patrie and Mercier-Hochelaga–Maisonneuve, will benefit from this project.”*

– Gérald Tremblay, Mayor of Montréal, December 10, 2007.



Pedagogical activity, Pointe-à-Callière Museum © Pointe-à-Callière Museum



Mockup of the expansion of the Pointe-à-Callière Museum © Pointe-à-Callière Museum

## THE MONTRÉAL HERITAGE NETWORK

### 15.

VILLE DE MONTRÉAL 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.

Ville de Montréal launched its *Répertoire de toponymie interactif de Montréal*,<sup>7</sup> a directory with toponymic information on every street of Montréal's 19 boroughs. Thus, the history and location of approximately 6,000 streets and parks are now accessible, for free, on the Internet.

#### 2007 HIGHLIGHTS

- + Financial contribution by Ville de Montréal to the Heritage Montréal Foundation to ensure the secretariat of the Montréal Heritage Network.
- + December: The Service de mise en valeur du territoire et du patrimoine de la Ville de Montréal launches the *Répertoire de toponymie interactif de Montréal*.

## MONTRÉAL'S CULTURAL SHOWCASE

TO ENCOURAGE CITIZENS, PARTICULARLY THE YOUNG, TO GO TO SHOWS, MUSEUMS AND OTHER CULTURAL VENUES, VILLE DE MONTRÉAL 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 WITH SPECIAL RATES, TO TAKE A CLOSER LOOK AT ART, EVEN ITS BOLDEST CREATIONS, THEREBY DEVELOPING A NEW PUBLIC.

#### 2007 HIGHLIGHTS

- + September: Official inauguration of Montréal's Cultural Showcase.
- + Installation of the Cultural Showcase's vibrant marquee, designed by artist Axel Morgenthaler under the Plan lumière du Quartier des spectacles project produced by the Quartier des spectacles partnership and funded by Ville de Montréal.
- + Completion of the 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 be built there will house, among other things, the offices of the Cultural Showcase.



Théâtre des étoiles and Zeiss projection © Louis-Étienne Doré, Planetarium



The Cultural Showcase's box office © Michel Julien



TOHU's performance space, La Cité des arts du cirque © TOHU

#### 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 box 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 Showcase will also include a promotion space reserved for the **Accès culture** network.

The Cultural Showcase<sup>8</sup> is a nonprofit organization administered by a board of directors representing 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 the Théâtre du Nouveau Monde.

## 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.

## INTELLECTUAL PROPERTY

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.

### 2007 HIGHLIGHTS

- + Copyright agreements are drafted the better to manage the contracts binding Ville de Montréal to visual artists. In July 2007, the creators (or their beneficiaries) of every work in the collection of public art were offered a copyright license officializing the image dissemination agreements. Thus, about 80 works were released of rights and can now be shown, and an additional 48 works will be released as soon as Ville de Montréal and those managing the rights in question (SODART or SODRAC) sign an agreement.

## CREATIVE POWER, NEW ART FORM PRACTICES

### 16.

VILLE DE MONTRÉAL 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.

Ville de Montréal contributed to the development and launching of the Artère Web site, a portal designed mainly for young emerging artists. The launching took place at the Maison de la Culture Frontenac, in May 2007. The project was part of the *Outils la relève artistique montréalaise* action plan, of the Forum jeunesse de l'île de Montréal (FJIM), and funded by the Conférence régionale des élus de Montréal, the Conseil des arts de Montréal (CAM), and Ville de Montréal.

### 2007 HIGHLIGHTS

- + The Grand Prix of the Conseil des arts de Montréal is awarded to the Marie Chouinard dance company.
- + Support for the promotion of emerging artists via Montréal's cultural dissemination network, especially the *Sacré Talent!* projects.
- + Creation of new public art works, both temporary and permanent (see pledge 28).
- + Ville de Montréal and the Conseil des arts de Montréal endorse *Outils la relève artistique montréalaise*, a project of Forum

jeunesse de l'île de Montréal.

- + Partner of the emerging talent Web site [www.artère.qc.ca](http://www.artère.qc.ca).
- + November: The Grand Prix du livre de Montréal 2007 is awarded to Georges Leroux for his essay *Partita pour Glenn Gould, Musique et forme de vie*, published by Les Presses de l'Université de Montréal.
- + November: The 2007 winners of the Prix François-Houdé, the Prix Pierre-Ayot, and the Prix Louis-Comtois are Laurie Dansereau, Patrick Coutu, and François Morelli.
- + Installation of Alexandre David's *Sans Titre* at the Louis-Charland municipal building.



Patrick Coutu, *Schemas*, composition with six pieces of porcelain, Prix Pierre-Ayot 2007, municipal public art collection © Patrick Coutu



Alexandre David, *Sans Titre*, varnished plywood, wooden frame with steel plates, Prix Louis-Comtois, © Richard-Max Tremblay

### International cultural events supported by Ville de Montréal

- + In May 2007, Ville de Montréal helped bring to Montréal the Conference of the IETM (Informal European Theatre Meeting, now known as the International Network for Contemporary Performing Arts). The IETM counts among its members Europe's major disseminators of culture, and meets twice a year. This was the first time it held a conference outside Europe.<sup>9</sup>
- + Support of the *Rendez-vous stratégiques sur la culture* of the Institut du Nouveau-Monde. The Montréal meeting was held March 16 and 17, 2007.
- + Discussions held in 2007 with PARACHUTE, a visual arts organization, to bring to Montréal the annual congress of the International Association of Curators of Contemporary Art (IKT). The congress will be held in Montréal, May 22 to 26, 2008.

### Honours conferred to Ville de Montréal in 2007 – cultural sector

- + January: Prize for excellence for the conservation of sites and archaeological collections, awarded to the Museum of Pointe-à-Callière by the Archaeological Institute of America (AIA).
- + February: Prize for excellence in architecture, for architectural refitting/conversion projects, awarded to the Maison de la Culture Maisonneuve (FABG – Les architectes Faucher Aubertin Brodeur Gauthier for Ville de Montréal).
- + February: The Prix Grafika was awarded to two projects carried out by Ville de Montréal. The brochure *Montréal, UNESCO City of Design* won in the “printed media–corporate/institutional brochures” category, and the annual report of the Conseil des arts de Montréal won in the “printed media–Annual report 1 colour/2 colours” category.
- + June: The Ordre des architectes du Québec awarded two prizes for excellence to Ville de Montréal: one for the architectural conversion of the Maison de la Culture Maisonneuve, the other for the restoration of the Pavilion of Beaver Lake, in Parc Mont-Royal, for a heritage conservation and restoration project.
- + October: The 2005-2006 Report – Montréal, *Cultural Metropolis* won at the Unisource Nuars 2007 competition for the excellence of its graphic design conceived by the firm Paprika.
- + October: The Société des musées québécois gave its 2007 award to the Pointe-à-Callière Museum for its Japan exhibit and the publication *The St. Lawrence Iroquoians, Corn People*.
- + November: The poster designed by graphic artist Laurent Pinabel for *Zorro*, a play staged by La Roulotte theatre company in summer 2007, was exhibited at the Bellevarado Studios in Los Angeles during the *Altpick* annual competition for graphic artists, illustrators and photographers working in advertising.

### An installation by Alexandre David in Ville de Montréal’s art collection

In December, Montréal artist Alexandre David, winner of the Prix Louis-Comtois 2006, unveiled an architectural installation in Ville de Montréal’s Louis-Charland Building. Entitled *Sans Titre*, the work is composed of varnished plywood and a wooden frame. Montrealers are invited to discover this work of art *in situ* at the Centre administratif, 801, Rue Brennan, west of Old Montréal. The work will be on exhibit until the end of 2008.

## 17.

IN CYBERCULTURE, IN ADDITION TO THE IMPLEMENTATION OF THE ACTIONS INCLUDED IN ITS 2005-2010 ECONOMIC DEVELOPMENT STRATEGY, VILLE DE MONTRÉAL 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.

The members of the joint-action committee on digital arts, which include Ville de Montréal, produced two reference documents in 2007:

- + *Les arts numériques à Montréal* (January 2007), a review of Montréal’s digital arts industry.
- + *Répertoire des subventions et des services dédiés au secteur des arts numériques de Montréal* (August 2007), an aid to artists and organizations in digital arts looking for funding and services. This exhaustive document harmonizes the various programs and lists the resources.

The two documents were distributed and put online on the Web sites of the government partners and Ville de Montréal. In addition, a major event on digital arts and the industry is in the works for 2008.

### 2007 HIGHLIGHTS

- + In addition to monitoring the progress of the cluster of information and communication technologies, in 2007, the standing joint-action committee grouping the public sector partners published two documents intended to promote digital arts and the artists.

**Digital arts** = video installation, immersion environment, Internet art, robotics, audio art, video art, interactive art, and 3D animation. For more information, log on to [ville.montreal.qc.ca/digitalarts](http://ville.montreal.qc.ca/digitalarts)

## MONTRÉAL, CITY OF FESTIVALS

### 18.

VILLE DE MONTRÉAL 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.

VILLE DE MONTRÉAL 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.

Montréal and the Federation of Canadian Municipalities gave their support to the Canadian Festivals Coalition by helping the adoption of an emergency resolution asking the Canadian Government to distribute the money earmarked for festivals in its last budget.

Montréal was invited, along with the cities of Chicago, San Francisco, Nashville, Austin and Athens, to the annual conference on “Music Cities” of the Responsible Hospitality Institute, held last October, in New Orleans. The representative of Ville de Montréal’s Festival and Cultural Event Office showed Montréal’s expertise in the matter.

### 2007 HIGHLIGHTS

- + Ville de Montréal took part in the awareness-building campaign organized by the mayors of Canada’s major cities to obtain the financial support of the Minister of Canadian Heritage for their festivals. A motion was presented in May 2007.
- + During the RV07, all partners discussed the role of festivals as a major platform of cultural dissemination in Montréal and abroad. As a result, a commitment to elaborate and draft a long-term development plan for festivals and cultural events was included in the *Action Plan 2007-2017*.
- + During the RV07, the mayor of Montréal pledged to lead the implementation of this development.

#### Anniversaries celebrated in 2007

- + **1st edition** of the Festival TransAmériques
- + **5th edition** of the Montréal Biennale 2007, the Festival de conte De Bouche à Oreille, and the Festival Montréal Baroque
- + **10th edition** of the Rencontres internationales du documentaire de Montréal, the FestiBlues International de Montréal, the Festival international du film pour enfants de Montréal (FIFEM), and the Mois de la Photo à Montréal
- + **15th anniversary** of Divers/Cité and La Grande Rencontre
- + **20th edition** of Image+Nation
- + **25th edition** of the International Festival of Films on Art (IFFA) and the Festival Juste pour rire/Just for laughs

Poster of the 1st edition of the Festival TransAmériques © FTA  
Poster of the 25th edition of the International Festival of Films on Art © IFFA



## THE CONSEIL DES ARTS DE MONTRÉAL

### 20.

VILLE DE MONTRÉAL WILL RATIFY THE LEGAL AUTONOMY OF THE CONSEIL DES ARTS DE MONTRÉAL, WITH REGARD TO THE DUTIES ASSIGNED TO IT: FUNDING PROFESSIONAL, NONPROFIT ARTISTIC ORGANIZATIONS, FUNDING DISCIPLINARY DEVELOPMENT, AND RECOGNIZING EXCELLENCE.

In 2007, Québec's National Assembly amended the *Montréal Charter* with a view to recognizing the legal autonomy of the Conseil des arts de Montréal and specifying that the Montréal borough council is responsible for setting the general orientations of the CAM.<sup>10</sup>

#### 2007 HIGHLIGHTS

- + Pledge fulfilled in December 2007. (See *2005-2006 Report*)

### 21.

VILLE DE 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.

#### 2007 HIGHLIGHTS

- + The Groupe permanent de concertation culturelle held several meetings in 2006 and 2007. Many issues were addressed, including cultural dissemination, artists' studios, and cultural diversity. In addition, in 2008, new cooperation mechanisms were set up under the *Action Plan 2007-2017-Montréal, Cultural Metropolis*.

## FUNDING FOR THE ARTS AND CULTURE

### THE CONSEIL DES ARTS DE MONTRÉAL

### 22.

VILLE DE MONTRÉAL 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.

From the 2008 budget onwards, Ville de Montréal will index its annual contribution to the Conseil des arts de Montréal to the increase of the cost of living. The indexation will represent additional cumulative revenues of about \$3.5 million during the next five years. At the RV07, the mayor of Montréal confirmed that Ville de Montréal will try to increase the CAM's budget when its financial situation—its tax revenues—improves.

#### 2007 HIGHLIGHTS

- + November: Ville de Montréal announces the indexation of its contribution to the Conseil des arts de Montréal. This will add \$3.5 million to the development of the arts in Montréal over a 5-year period.

#### Organizations funded by the Conseil des arts de Montréal through its grants program<sup>11</sup>

In 2007, about 274 organizations shared \$8.4 million.

#### Grand Prix 2007 of the Conseil des Arts de Montréal

The **Marie Chouinard dance company** was awarded the Grand Prix 2007 of the Conseil des Arts de Montréal for *bODY\_rEMIX/les\_vARIATIONS\_gOLDBERG*, a show that has become an international hit. The company was awarded a \$25,000 grant for excellence.

## THE COMMUNAUTÉ MÉTROPOLITAINE DE MONTRÉAL

### 23.

OBTAINING THE COMMUNAUTÉ MÉTROPOLITAINE DE MONTRÉAL'S FINANCIAL CONTRIBUTION TO THE FUNDING OF THE ARTS AND CULTURE WILL BE A PRIORITY FOR VILLE DE MONTRÉAL. 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.

#### 2007 HIGHLIGHTS

- + Ville de Montréal seeks to quickly obtain a contribution for Montréal's major cultural institutions and festivals. To that effect, all the mayors of the CMM were invited to the *Rendez-Vous November 2007–Montréal, Cultural Metropolis*.

## GOVERNMENTS

### 24.

CONVINCING THE GOVERNMENTS OF QUÉBEC AND CANADA TO INCREASE THE BUDGET OF THEIR RESPECTIVE ARTS COUNCILS WILL BE A PRIORITY FOR VILLE DE MONTRÉAL, BECAUSE EVEN THE SMALLEST INCREASE OF THESE BUDGETS WILL PROVIDE SIGNIFICANT BENEFITS FOR HUNDREDS OF MONTRÉAL ARTS ORGANIZATIONS.

In May 2007, the Government of Québec increased the budget of the Conseil des arts et des lettres du Québec by \$8 million, especially to increase the direct funding of emerging professional artists and writers and the *Placements Culture* program. The CALQ's 2007-2008 budget was thus increased from \$78.2 million to \$86.2 million.

In July 2007, the Government of Canada confirmed the allocation of a recurrent \$30 million destined for the Canada Council for the Arts, setting the CCA's budget at \$180 million.

#### 2007 HIGHLIGHTS

- + Ville de Montréal congratulates the governments of Québec and Canada for increasing the budgets of their respective arts councils.

## PRIX ART-AFFAIRES

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.

#### 2007 HIGHLIGHTS

- + Pledge fulfilled in 2006 and 2007 (see *2005-2006 Report*)

### 25.

VILLE DE MONTRÉAL 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.

A taskforce on taxation was set up as part of the work leading to the *RV07*. The taskforce will pursue its activities through 2008.

#### 2007 HIGHLIGHTS

- + May: The Government of Québec funnels an additional \$3 million into the *Placements Culture* program to stimulate private investment in artistic and cultural organizations.

#### The 2007 recipients of the Prix Arts-Affaires de Montréal are:

- + **SSQ Groupe financier** / in the large business category
- + **TP1 Communication Électronique** / in the small-medium business category
- + **Florence Juncas-Adenot** / Arts-Business Personality

## CULTURAL ENTERPRISES— THE AUDIOVISUAL INDUSTRY

### 26.

VILLE DE MONTRÉAL 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.

The Montréal-based Bureau du cinéma et de la télévision du Québec (BCTQ) was created in 2006 (see *2005-2006 Report*). One of the mandates of the Bureau, on which sits<sup>12</sup> the head of Ville de Montréal's Division des entreprises et événements culturels, in charge of cinema, is to attract foreign productions and produce projects that will help consolidate the industry's long-term development. Because Montréal is one of North America's major film production centres, Ville de Montréal takes an active interest in the BCTQ. As a result of BCTQ's close cooperation with the Montréal Film and Television Commission (MFTC), Ville de Montréal had a banner year in 2007, in terms of film and television productions:



A film shoot, Rue Saint-Jacques © Ville de Montréal

486 shoots; 6,200 authorizations and permits issued; more than 10 foreign shoots; and 5 international coproductions.

In November 2007, the MFTC launched its new Web site,<sup>13</sup> destined to promote Montréal as an international production centre and provide the local industry with the tools required for its film and television projects. The Web site was presented at the *RV07*.

#### 2007 HIGHLIGHTS

- + Ville de Montréal contributes \$100,000 to the BCTQ.
- + November: Onlining and presentation of the MFTC's new Web site.



Dérappage invité d'Alpha Elektra, Usine C, May 2007 © Isabelle Dubé

## ALTERNATIVE CULTURE

DURING THE ROUND OF PUBLIC CONSULTATIONS, SEVERAL ORGANIZATIONS BROUGHT TO VILLE DE MONTRÉAL'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 Association des petits lieux d'art et de spectacles (APLAS) launched its services and Web site: [www.aplas.ca](http://www.aplas.ca). The APLAS provides a new development tool for emerging talent and the venues that dare present varied and innovative programs.

#### 2007 HIGHLIGHTS

- + Discussions with the APLAS regarding a partnership agreement with Ville de Montréal and the MCCCFC, aimed at promoting and supporting the smaller arts and performance venues, especially in central neighbourhoods.

## CULTURAL FACILITIES

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 ENCOURAGE CITIZENS TO PARTICIPATE IN THE CELEBRATION OF CREATIVITY. VILLE DE MONTRÉAL CONTRIBUTES FINANCIALLY TO THIS PROJECT AS WELL, IN ADDITION TO DEVELOPING ITS TERRITORY AND MEETING ITS CULTURAL OBLIGATIONS.

In 2003, Ville de Montréal and the Ministère de la Culture et des Communications du Québec set up the Forum des équipements culturels, to better plan 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. In 2007, the Forum des équipements culturels financed, among other things, a sectorial study on professional dance. In 2008, a third public partner will participate in the Forum's meetings: Heritage Canada.

#### 2007 HIGHLIGHTS

- + Two sectorial studies were conducted, one on professional dance, the other on English-language theatre.
- + A third public partner joins the Forum des équipements culturels: Heritage Canada.

*"It's imperative that the private sector faced its responsibilities and did its homework. Everyone of us is driven by something, in my case it's the arts. For sure, there are still many ways the private sector can contribute to Montréal's cultural life."*

— Phoebe Greenberg, director, DHC/ART, from an interview by Frédérique Doyon, published in *La Presse*, October 3, 2007.

#### Architecture competition: an international affair

In 2007, the Pavillon de l'Arsenal de Paris presented the *Concours d'architecture et imaginaire—Les projets culturels au Québec 1991-2005*, a travelling exhibit produced jointly by the Centre de design de l'Université du Québec de Montréal and the Laboratoire d'Étude de l'Architecture Potentielle (LEAP) of the department of urban planning of the Université de Montréal. The exhibit featured works by about 100 architects who had taken part in 31 architecture competitions held in Québec between 1991 and 2005. Seven of the competitions were held in Montréal: the Bibliothèque d'Outremont, the renovation and expansion of the Centre national d'archives, the Grande Bibliothèque du Québec, the École Nationale de cirque, the exterior identification of Place des arts, TOHU's big top, the Cité des arts du cirque, and the Montréal Symphony Orchestra.



Demolition of the old Théâtre de Quat'Sous before its reconstruction, February 2008 © Eric Jean

### DHC/ART: A well received private initiative

The new DHC/ART exhibit space opened its doors in Old Montréal. This new and permanent dissemination venue will showcase international exhibitions, and the DHC/ART foundation will provide \$1.3 million a year to contemporary artists, thanks to patron of the arts Phoebe Greenberg.

### Some of the cultural facilities projects announced in 2007

- + Conversion of the old Aegidius-Fauteux library to house the Marie Chouinard dance company
- + The Espace chorégraphique Jean-Pierre-Perrault now houses Circuit-Est<sup>14</sup>
- + The renovation of the Théâtre Denise-Pelletier
- + The new Théâtre de Quat'Sous
- + The Ateliers de danse moderne de Montréal moves to the Quartier des spectacles
- + The Montréal Museum of Fine Arts expands into the former Erskine & American Church
- + The Planétarium Rio Tinto Alcan
- + Construction of the Bibliothèque Rosemont–La Petite-Patrie
- + The Chat des artistes

## ARTISTS' STUDIOS

### 27.

VILLE DE MONTRÉAL, 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.

Public presentation of the document *Ateliers d'artistes et artisans: diagnostic et plan d'action*, drafted by the firm Daniel Arbour et Associés and commissioned by Ville de Montréal, at the meeting of the Commission du Conseil municipal sur le développement culturel et la qualité du milieu de vie, in March 2007. The report concludes that artists have a hard time finding adequate and reasonably priced space, fitting out the spaces to standards, and, mostly, keeping them. The elected members of the Commission made two recommendations to city council:

- + That Ville de Montréal set up a Studio-Info office mandated to provide artists and artisans with specific information, and provide it with the necessary human, material and financial resources;
- + That Ville de Montréal promote and help create a non-profit organization (NPO) that will bring together representatives of the civil, private and government sectors. (...)

As part of the work leading to the RV07, the Chantier de l'économie sociale and several Community Economic Development Corporations (CEDC), took charge, together with Culture Montréal, of the artists' studios issue.

At the end of 2007, the Plateau-Mont-Royal-Centre-Sud's CEDC launched the *Chat des artistes* project. The Ville-Marie borough contributed \$350,000 to the project, for the pur-

chase of the former textile factory and its refitting into work space for artists, artisans and cultural organizations.

### 2007 HIGHLIGHTS

- + May 28: Presentation of the *Rapport de consultation et recommandations* drafted by the members of the Commission sur le développement culturel et la qualité de vie, after the public review of the document *Ateliers d'artistes et artisans: diagnostic et plan d'action*.
- + The borough of Ville-Marie provides financial support to the *Chat des artistes* studios project.

### Support for artists' studios

Ville de Montréal 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<sup>15</sup> artists shared more than \$240,000.

BOROUGH	NUMBER OF STUDIOS
Ahuntsic-Cartierville	4
Côte-des-Neiges–Notre-Dame-de-Grâce	12
LaSalle	2
Le Plateau-Mont-Royal	90
Le Sud-Ouest	72
Mercier–Hochelaga-Maisonneuve	12
Outremont	3
Rosemont–La Petite-Patrie	58
Verdun	1
Ville-Marie	72
Villeray–Saint-Michel–Parc-Extension	16
<b>Total</b>	<b>342</b>



Le Chat des artistes, workshop projects in the borough of Ville-Marie  
© Marie-Anne Marchand

**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;
- + developed the Quartier des spectacles project in a well balanced and concerted fashion.

**HERITAGE**

HERITAGE IS DEALT WITH IN A POLICY OF ITS OWN.<sup>16</sup> ITS REPORT WILL BE PRESENTED FOR PUBLIC REVIEW NEXT OCTOBER, AT THE COMMISSION SUR LA MISE EN VALEUR DU TERRITOIRE, L'AMÉNAGEMENT URBAIN ET LES TRANSPORTS COLLECTIFS.

**PUBLIC ART**

**28.**

VILLE DE MONTRÉAL 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<sup>17</sup> promotes the acquisition of new works of art and is responsible for the development and preservation of those of the municipal collection. One noteworthy example is the implementation of the initiative *L'art public dans les arrondissements*. The Direction du développement culturel, as well as the 12 boroughs concerned, invested \$120,000 in the project. This enabled the creation of 12 new works of art, ten of which were integrated into existing municipal buildings. In 2007, eight of the projects were completed in the following boroughs:

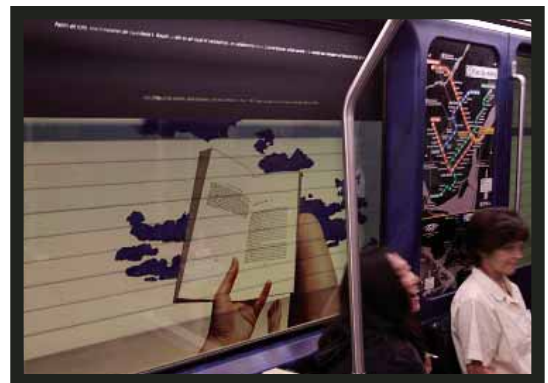
- + *Lac/Fontaine*, Denis Farley, Bibliothèque Mile-End, Plateau Mont-Royal borough;
- + *Cultiver l'imaginaire*, Paryse Martin, Maison de la Culture de Côte-des-Neiges, borough of Côte-des-Neiges–Notre-Dame-de-Grâce;
- + *Le passage*, Suzelle Levasseur, Sud-Ouest city hall, Sud-Ouest borough;
- + *Le Valet de trèfle*, Thomas Corriveau, Centre de loisirs Saint-Laurent, Saint-Laurent borough;
- + *Gilles*, Sylvie Bouchard, Centre Marcel-Giroux, borough of Verdun;
- + *Écllosion—Une autre journée au paradis*, Marisa Portolese, Centre communautaire, culturel, social et éducatif de Maisonneuve, borough of Mercier–Hochelaga-Maisonneuve;
- + *La maison que nous avons bâtie*, Rafael Sottolichio, Centre Père-Marquette, borough of Rosemont–La Petite-Patrie;
- + *Quand fleurit l'espoir*, Holly King, Maison de la Culture Ahuntsic, borough of Ahuntsic-Cartierville.

**2007 HIGHLIGHTS**

- + In 2007, three new public art works were completed and inaugurated:
  - + *Espace vert*, by Roberto Pellegrinuzzi, Centre communautaire intergénérationnel, borough of Outremont;
  - + *Regarder les pommetiers*, by Jocelyne Allouche, for the 75th anniversary of the Botanical Garden of Montréal;
  - + *Les graminées du jardin Saint-Sulpice*, by Linda Covit, in Parc Berthe-Louard, to commemorate the work and contributions of Berthe Louard in the borough of Ahuntsic-Cartierville.
- + Inauguration of eight projects of the initiative *L'art public dans les arrondissements*.
- + Three new public art competitions were held for works destined for Parc Jean-Duceppe, Parc du mont Royal, and a gift from Ville de Montréal for the 400th anniversary of Québec City. The works will be inaugurated in 2008.
- + Publication of a map of the works of public art of the islands of Parc Jean-Drapeau.
- + Participation in the *Artefact Montréal 2007* exhibit, one of the activities celebrating the 40th anniversary of Expo 67.
- + Also for the 40th anniversary of Expo 67, the restoration and celebration of the totemic pole Kwakwaka'wakw (Kwakiutl).
- + The temporary exhibit *Ju Ming à Montréal* is extended until October 2008.
- + 2008 being Norman Bethune Year, startup of the restoration of the commemorative monument and refitting of the public square in the Concordia quarter.
- + Ongoing elaboration of a global plan of intervention in public art to be made public by autumn 2008.

**Temporary public work in the métro**

For the 40th anniversary of the métro, the Société de transport de Montréal (STM) commissioned artist Rose-Marie E. Goulet, collaboration of Chantal Dumas with the STM © Michel Dubreuil, SODART 2008



Point de fuite, Sept. 2007-March 2008, Rose-Marie E. Goulet, collaboration of Chantal Dumas with the STM © Michel Dubreuil, SODART 2008

Accès public, Mathieu Lefèvre, Artefact Montréal. Sculptures urbaines exhibition, 2007 © Guy L'heureux



"Imagine the Place d'Armes" UNESCO urban design workshop, proposition of team 2



#### UNESCO Urban Design Workshop: "Imagine Place d'Armes"

One year after the "Dialogues of Griffintown" urban design workshop, from October 20 to 27, 2007, Ville de Montréal held a second exercise in urban planning on the revamping of Place d'Armes, the highly emblematic square of Old Montréal.

During seven days, three international teams of urban planning professionals in such fields as architecture, design, urban design, and landscaping, elaborated, together with a panel of experts, various concepts for the revamping of Place d'Armes. The teams were composed of well-known designers from Montréal, Berlin and Buenos Aires, the three member design cities of the UNESCO Creative Cities Network. The event included free activities where the public was invited to participate in the discussions on the Place d'Armes project. The public could also take part in the deliberations through questions posted on the Old Montréal Web site. The debates and propositions presented during the workshop will enhance the final program of the development project of Place d'Armes to be carried out jointly by Ville de Montréal and its partners.

## DESIGN

### 29.

VILLE DE MONTRÉAL WILL BETTER INTEGRATE THE DESIGN CONCEPT INTO 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.

#### 2007 HIGHLIGHTS

- + Autumn: The "Imagine Place d'Armes" UNESCO Urban Design Workshop was held in partnership with the UNESCO Chaire en paysage et environnement de l'Université de Montréal, the Ministère de la Culture, des Communications et de la Condition féminine (as part of the Entente sur le développement

culturel de Montréal), and the Ministère des Affaires municipales et des Régions (as part of the Fonds de développement de la métropole).

- + A \$25,000 grant was awarded to a young Montréal industrial designer, as part of the Ateliers de Paris competition held in the wake of the cooperation agreement signed between the cities of Montréal and Paris, in April 2006.
- + May: The first edition of *Design Montréal Open House*, organized in partnership with the professional design sector and the Ministère de la Culture, des Communications et de la Condition féminine, under the Entente sur le développement culturel de Montréal. The event was attended by more than 7,000 people.

## CULTURAL POLES

### 30.

WITH A VIEW TO ENHANCING MONTREALERS' DISCOVERY AND EXPERIENCE OF THEIR CITY, ITS ART, CULTURE AND HERITAGE, AND CONSOLIDATING MONTRÉAL'S ATTRACTION AS A CULTURAL METROPOLIS, VILLE DE MONTRÉAL 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 2008 and 2009 on the cultural poles to be developed or consolidated on Montréal's territory. A taskforce will be set up to that effect.

Furthermore, last November, cultural organizations, artists' groups and organizations in local development and social economy got together and formed the Coalition "Pour des quartiers culturels à Montréal".<sup>18</sup>

#### 2007 HIGHLIGHTS

- + November: Launching by various Montréal stakeholders of the Coalition "Pour des quartiers culturels à Montréal" and creation of a taskforce on the "Quartier de l'histoire," led by the MCCC. Both projects are supported by Ville de Montréal.

## QUARTIER DES SPECTACLES

### 31.

VILLE DE MONTRÉAL 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 MONTRÉALERS, AS WELL AS AN INTERNATIONAL CULTURAL DESTINATION.

The Quartier des spectacles partnership completed phases 1 and 2 of the illuminations plan of the dissemination venues thanks to the financial support provided by Ville de Montréal in 2006 and 2007. The illuminations of the dissemination venues won many awards, including the Prix Créativité Montréal and the IESNA<sup>19</sup> Energy and Environmental Design Award of Excellence.

#### 2007 HIGHLIGHTS

- + Ville de Montréal funds the Partenariat du Quartier des spectacles, under a partnership agreement aimed at promoting and enhancing the cultural production and destination of the Quartier des spectacles. The agreement helped the partnership pursue the implementation of the illuminations plan, which Ville de Montréal financed. The National Film Board of Canada (NFB), the Cultural Showcase and the Maison Théâtre were also illuminated in 2007.
- + The Quartier des spectacles partnership launched two discovery tours aimed at familiarizing lovers of culture with 24 venues of dissemination and sites of interest of the quarter. The tours offer an original way of discovering the quarter's major sites, buildings, facades and illuminations.
- + Completion of the repair work of Boulevard Saint-Laurent, between René-Lévesque and Sherbrooke.
- + Finalization of the acquisition of the buildings located between 2 and 22 Rue Sainte-Catherine Est for the development of a cultural complex.
- + September: Official opening of the box office of the Cultural Showcase in the Quartier des spectacles.
- + Completion of the Special Planning Program (SPP) of the Place des arts sector.
- + November: Announcement of a \$40 million investment each by Ville de Montréal, the Government of Québec and the Government of Canada, for a total of \$120 million, for the 4-year urban development of the SPP project of the Place des arts sector.
- + Startup of the first phase of the SPP: the development of Place du Quartier des spectacles, a new public square in Îlot Balmoral. Like all the public areas of the sector, the square is designed to become a new urban destination, friendly and bustling year-round, capable of accommodating cultural events of any scale.

## SIGNAGE

### 32.

VILLE DE MONTRÉAL WILL INSTALL MORE COHERENT CULTURAL SIGNAGE, NETWORKING AND PROVIDING THE NECESSARY VISIBILITY TO ALL INSTITUTIONS, FACILITIES, EVENTS, PUBLIC ART WORKS, AND OTHER SIGNIFICANT EXPRESSIONS OF MONTRÉAL'S CULTURE AND HERITAGE.

#### 2007 HIGHLIGHTS

- + Since 2006, signs identifying the works were installed on the sites of nearly 50% of Ville de Montréal's public art collection, including those of the Musée de Lachine, Parc Jean-Drapeau and the Botanical Garden.

## FLY POSTING

(...) 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.

Ville de Montréal is aware that it cannot merely apply its by-laws regarding cultural bill posting. It should also 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.

#### 2007 HIGHLIGHTS

- + Completion of a fly posting pilot project by the borough of Côte-des-Neiges-Notre-Dame-de-Grâce.
- + Discussions with the Association des petits lieux d'art et de spectacle (APLAS) to better document the issues raised by fly posting.



Performance space of the Petit Campus



Illumination of the NFB, part of the Quartier des spectacles partnership's Illuminations Plan 2007 © Martine Doyon

## THE LEADERSHIP OF ELECTED CITY OFFICIALS AND THE SUPPORT OF VILLE DE MONTRÉAL EMPLOYEES

### 33.

VILLE DE MONTRÉAL'S ELECTED OFFICIALS WILL ASSUME THE LEADERSHIP AND PROMOTION OF MONTRÉAL'S CULTURAL DEVELOPMENT, IN THEIR BOROUGH, 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.

#### 2007 HIGHLIGHTS

- + September: The mayor of Montréal is henceforth the member of the city's executive committee in charge of culture, heritage and design.
- + November: The mayor of Montréal chairs the *RV07*.

### 34.

ONCE A YEAR, THE MAYOR OF MONTRÉAL WILL INVITE ALL PARTNERS CONCERNED TO THE *MAYOR'S RENDEZ-VOUS ON MONTRÉAL, CULTURAL METROPOLIS*, TO REVIEW THE IMPLEMENTATION OF VILLE DE MONTRÉAL'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 MONTRÉLAIS DE LA CULTURE*, WHOSE MANDATE WILL BE TO PROMOTE COOPERATION BETWEEN THE PRINCIPAL PARTNERS OF MONTRÉAL'S CULTURAL DEVELOPMENT.

### 37.

VILLE DE MONTRÉAL 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.

The *Rendez-Vous* mentioned in pledge 34 of the *Policy* finally led to an extraordinary event: *Rendez-Vous November 2007–Montréal, Cultural Metropolis*. Chaired by Mayor Gérald Tremblay, the *RV07* was 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; Josée Verner, Minister of Canadian Heritage, Sta-

tus of Women and Official Languages; Raymond Bachand, Minister of Développement économique, Innovation et Exportation, Minister of Tourism and Minister responsible of the Montréal region; Christine Saint-Pierre, Minister of Culture, Communications, et Condition féminine; 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 November 2007* was a huge public success. Here are some highlights:

- + a large-scale mobilization of all Montréal sectors around a shared objective and vision;
- + a first in Canada;
- + a clear signal from all sectors regarding the future of culture in Montréal;
- + an unequivocal recognition of culture as a mainstay of development and a true economic engine for Montréal;
- + a dynamic plan of action (2007-2017), ratified by all sectors and partners, which will promote greater access to culture, generate investments in cultural infrastructures, increase the funding of arts organizations, and enhance Montréal's stature in Québec, Canada and abroad.

Lastly, a motion of congratulations for the success of *RV07* was presented by Minister Christine St-Pierre and adopted unanimously by Québec's National Assembly on November 14, 2007.

#### 2007 HIGHLIGHTS

- + As requested by Culture Montréal, organization of *Rendez-Vous November 2007–Montréal, Cultural Metropolis*, by Ville de Montréal, the governments of Québec and Canada, the Chambre de commerce du Montréal Métropolitain and Culture Montréal. The event helped speed up the implementation of Montréal's *Cultural Development Policy*, together with all the players shaping Montréal's development.



Place du RV07 © Rita

**Some important announcements made by the partners and Ville de Montréal during the Rendez-Vous:**

- + the development of the Quartier des spectacles (\$120 million);
- + the renewal and enhancement of the Entente sur le développement culturel de Montréal 2008-2011 entre la Ville de Montréal et le ministère de la Culture, des Communications et de la Condition féminine (\$140 million);
- + the implementation of a renovation, expansion and construction program for libraries (\$37.5 million by 2011, for a total of \$125 million over 10 years);
- + the indexation of the budget of the Conseil des arts de Montréal to the cost of living (a total of \$3.5 million over 5 years);
- + the political steering committee will continue to meet twice a year to monitor the progress of the *Action Plan 2007-2017*.

**The Government of Québec announced:**

- + the recurrent increase of \$6 million of the budget of the Conseil des Arts et des Lettres du Québec (CALQ), starting April 2008;
- + the government's intention to promote arts in schools;
- + a \$3 million investment to stimulate cooperative entrepreneurship among emerging artists and creators;
- + the launching of a grants program with an annual budget of \$600,000, destined for emerging artists and writers;
- + the creation of an interministerial committee on culture, chaired by the Minister of Culture, Communications et la Condition féminine, whose mandate will be to harmonize the interventions and actions of the government in the implementation of the *Action Plan 2007-2017*;
- + the creation of a taskforce (in conjunction with, among others, Montréal and the Government of Canada) commissioned to elaborate a vision and a concept for the Quartier de l'histoire.

For more information on the *RV07*, the full text of the interventions and the gallery of photographs, log on to [montrealmetropoleculturelle.org](http://montrealmetropoleculturelle.org)

## 35.

TO PREPARE FOR THE *RENDEZ-VOUS DU MAIRE ON MONTRÉAL, CULTURAL METROPOLIS*, THE DIRECTOR GENERAL WILL SUBMIT ONCE A YEAR A PROGRESS REPORT ON THE MONTRÉAL, CULTURAL METROPOLIS PROJECT.

Ville de Montréal pledged to report every year on the status and progress of its cultural development policy. This second report shows that Ville de Montréal is resolute in its determination to fulfill its pledges and implement this policy.

The *2005-2006 Report* was presented to the public on April 16, 2007, at a session of the Commission du conseil municipal sur le développement culturel et la qualité du milieu de vie. After a review of the commentaries and briefs, the Commission adopted 15 recommendations at a session held on May 9, 2007.

Now that Montréal's Cultural Development Policy is endowed with an action plan, starting in 2008, the monitoring mechanisms provided in the *Action Plan 2007-2017* will take over.<sup>20</sup>

### 2007 HIGHLIGHTS

- + Pledge fulfilled. (See *2005-2006 Report*)
- + April 16: Public review of the *2005-2006 Report*, at a session of the Commission du conseil municipal sur le développement culturel et la qualité de vie.

- + May 9: The Commission du conseil municipal sur le développement culturel et la qualité de vie presents the *Rapport de consultations et recommandations* of its members.

### Prix Unisource Nuars 2007

The document *2005-2006 Report, Implementation of Montréal, Cultural Metropolis, Cultural Development Policy of Ville de Montréal 2005-2015*,<sup>21</sup> was awarded a graphic design prize, in autumn 2007. The publication won in the corporate brochures category of the Unisource Nuars 2007 competition. The *2005-2006 Report* was drafted by the Direction du développement culturel and designed by Paprika, a Montréal graphic design firm.

## 38.

FROM THE 2006 BUDGET ONWARD, VILLE DE 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.

### 2007 HIGHLIGHTS

- + Continuation of the pilot project conducted in 2006-2007 by the Observatoire de la culture et des communications du Québec, to rethink the municipalities' method of computing cultural expenditures. Montréal's cultural expenditures in 2006 will be available as soon as possible.



This document aims to inform readers of the progress of Montréal's *Cultural Development Policy*. It also provides the most comprehensive report possible of the work accomplished by all of Montréal's cultural stakeholders.

As the *Report* shows, 2007 was a busy and eventful year. Topping the list are the celebrations commemorating the 40th anniversary of Expo 67, and the many projects that fulfilled the pledges made by Ville de Montréal in its *Policy*. In addition, the *Rendez-Vous November 2007-Montréal, Cultural Metropolis* and the adoption of *Action Plan 2007-2017* made this a watershed year in the development of the Montréal, Cultural Metropolis project.

In short, this document is a review of a string of successes and substantial achievements, which will inspire Ville de Montréal's cultural team—political and administrative—to redouble their efforts and rise to the many and never-ending challenges of a true cultural metropolis.

The Direction du développement culturel



## LIST OF ACRONYMS

**BCTQ** Bureau du cinéma et de la télévision du Québec  
**CALQ** Conseil des arts et des lettres du Québec  
**CAM** Conseil des arts de Montréal  
**CCA** Canada Council for the Arts  
**CMM** Communauté métropolitaine de Montréal  
**DAM** Diversité artistique Montréal  
**DDC** Direction du développement culturel  
**FJIM** Forum jeunesse de l'île de Montréal  
**FMIC** Forum métropolitain de l'industrie cinématographique  
**IESNA** Illuminating Engineering Society of North America  
**IETM** Informal European Theatre Meeting  
(International Network for Contemporary Performing Arts)  
**IFLA** International Federation of Library Associations and Institutions  
**IUR** Integrated Urban Redevelopment  
**IURP** Integrated Urban Redevelopment Program  
**MAI** Montréal, arts interculturels  
**MCCCF** Ministère de la Culture, des Communications et de la Condition féminine  
**MFTC** Montréal Film and Television Commission  
**MICC** Ministère de l'Immigration et des Communautés culturelles  
**MMDB** Montréal Museum Directors Board  
**MMM** Musique-Multi-Montréal  
**NFB** National Film Board of Canada  
**NPO** Nonprofit organization  
**RV07** *Rendez-Vous November 2007–Montréal, Cultural Metropolis*  
**SDCQMVE** Service du développement culturel, de la qualité du milieu de vie et de la diversité ethnoculturelle

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Text: Marie-Eve Bonneau, cultural development officer  
Direction du développement culturel–Ville de Montréal  
Special collaboration: Floriane Mercier, trainee, Institut d'Études Politiques de Grenoble  
Graphic design: Emmelyne Pornillos  
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The *Report* is available in PDF format on Ville de Montréal's Web site.  
*Une version française est disponible sur le site Internet de la Ville ou sur demande.*  
For more information: [ville.montreal.qc.ca/culture/politique](http://ville.montreal.qc.ca/culture/politique)  
To contact us: [politiquedc@ville.montreal.qc.ca](mailto:politiquedc@ville.montreal.qc.ca)

- 1 The program *Vous faites partie de l'histoire!* is an initiative of the Centre d'histoire de Montréal.
- 2 [artsmontreal.org](http://artsmontreal.org)
- 3 At the time of going to press, 78 countries had embraced the principles of the Convention.
- 4 International Federation of Library Associations and Institutions.
- 5 The full text of the *Bilan 2005-2006 des programmes* is available in the cultural mediation section of the Culture Web site, [ville.montreal.qc.ca/mediationculturelle](http://ville.montreal.qc.ca/mediationculturelle)
- 6 *Ibid.*
- 7 [ville.montreal.qc.ca/toponymie](http://ville.montreal.qc.ca/toponymie)
- 8 The information on Montréal's Cultural Showcase was provided by [vitrineculturelle.com](http://vitrineculturelle.com).
- 9 For more information on the IETM meeting and festival, log on to [ietm.org](http://ietm.org).
- 10 L.R.Q., chapter C-11.4, updated December 1, 2007, Chapter V.I, Conseil des arts de Montréal.
- 11 For the list of organizations funded by the CAM in 2007, log on to [artsmontreal.org](http://artsmontreal.org).
- 12 Ville de Montréal sits on the board of directors and the executive committee of the BCTQ.
- 13 [www.montrealfilm.com](http://www.montrealfilm.com)
- 14 Circuit-Est includes four dance organizations and two choreographers: Sylvain Émard Danse, Louise Bédard Danse, Le Carré des Lombes, Fortier Danse-Création, Danse Carpe Diem/Emmanuel Jouthe, as well as Marianne and Simon.
- 15 In 2006, 473 artists applied for a total of 342 studios, some were shared among 131 creators. In all, 604 artists were supported indirectly.
- 16 [ville.montreal.qc.ca/patrimoine](http://ville.montreal.qc.ca/patrimoine)
- 17 [ville.montreal.qc.ca/publicart](http://ville.montreal.qc.ca/publicart)
- 18 For more information on this organization and its propositions, log on to [cdec-csmpm.org](http://cdec-csmpm.org).
- 19 Log on to [montrealmetropoleculturelle.org](http://montrealmetropoleculturelle.org).
- 20 For the full text of the *2005-2006 Report*, log on to [ville.montreal.qc.ca/culture/politique](http://ville.montreal.qc.ca/culture/politique).

## CREDITS

### PAGE 1:

A mural by Yannick Picard for the Centre éducatif et communautaire René-Goupil, borough of Villeray–Saint-Michel–Parc-Extension © Mu-Art  
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Accès Culture table at *La Place du Rendez-vous, RV07* © Jean-Guy Thibodeau  
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