



## PROFILE OF THE PRODUCER ORGANIZATIONS

The Design Montréal Office of the Ville de Montréal and the UNESCO Chair in Landscape and Environment Design of Université de Montréal have complementary, convergent missions, and both have commitments to UNESCO; as such, they have developed a number of successful partnerships over the past few years. These have included overseeing the committee that submitted Montréal's application as a UNESCO City of Design, the organization of the UNESCO Urban Design Workshop "Imagining Place d'Armes," and the Pecha Kucha Night for Montréal Elected Officials. More recently, Design Montréal and the UNESCO Chair in Landscape and Environment Design mobilized four major partners (Québec's Ministère de la Culture, des Communications et de la Condition féminine and Ministère des Affaires municipales, des Régions et de l'Occupation du territoire, the Conférence régionale des élus de Montréal and the Ville de Montréal) to complete the project "Réalisons Montréal Ville UNESCO de design" ("Building Montréal UNESCO City of Design").

**RÉALISONS  
MONTREAL**  
VILLE UNESCO DE DESIGN

303, RUE NOTRE-DAME EST, 6<sup>E</sup> ÉTAGE  
MONTREAL (QUEBEC) H2Y 3Y8  
T 514 872-2759 · F 514 872-6414  
INFO@REALISONSMTREAL.COM  
REALISONSMTREAL.COM

### **Design Montréal Office of the Ville de Montréal**

For 10 years, the Ville de Montréal successfully organized Commerce Design Montréal, a competition that helped improve the design quality of Montréal's businesses and position the city as an emerging design city.

Convinced that good design can have structure-enhancing benefits on the city's growth and reputation, the Ville de Montréal created the Design Montréal office in January 2006, as a way of implementing the municipal action plan aimed at improving design throughout the city and positioning Montréal as a city of design. The plan's aim is to incorporate the concept of design innovation into the full spectrum of decisions and actions influencing the built environment, to intensify promotional and educational efforts, and to accelerate the international networking of made-in-Montréal design. The Office initiates and supports design projects with a view to developing the market for designers. It also trains, equips and mobilizes the city's elected officials, boroughs and departments to do more, and better, when it comes to design.

### **UNESCO Chair in Landscape and Environmental Design of Université de Montréal**

Since its inception in 2003, the UNESCO Chair in Landscape and Environmental Design of Université de Montréal (known by its French acronym CUPEUM) has been engaged in the international development of singular expertise in urban planning. This university-based organization is interested in the future of urban landscapes and territories in different regions of the world. Its principal mission is to provide guidance to public initiatives that build on innovative approaches to urban planning projects and that promote a quality living environment. International recognition for its work is now leading it to develop urban planning design workshops (known as "Workshop\_atelier/terrain," or WAT), characterized by multicultural and transdisciplinary dialogue. Under the aegis of UNESCO, this organization, strongly committed to actions in the field, promotes new expertise in design that is in step with issues affecting cities (e.g., identity, diversity, sustainable development). [www.unesco-paysage.umontreal.ca](http://www.unesco-paysage.umontreal.ca)

CUPEUM is also associated with another Université de Montréal research organization, the Chair in Landscape and Environmental Design, which has been supported by the Government of Québec for more than 13 years. [www.paysage.umontreal.ca](http://www.paysage.umontreal.ca)

PRODUCERS

designmontréal



chaire UNESCO  
paysage et  
environnement

MAJOR PARTNERS

Québec



Montréal  
Ville UNESCO de design



de Montréal  
Conférence régionale des élus