


Huge success for fourth annual Design Montréal Open House Two-day event attracts more than 20,300 visitors!

Montréal, May 3, 2010—Helen Fotopulos, Executive Committee member responsible for Culture, Heritage, Design and the Status of Women, is pleased to underscore the huge success of the fourth annual Design Montréal Open House, which wrapped up on Sunday afternoon. A total of 20,313 people took the opportunity to visit, free of charge, one or more of the approximately 100 participating Montréal design agencies, projects and presentation venues.

Montréal 

Culture,
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“The Design Montréal Open House is becoming a major celebration in Montréal, a UNESCO City of Design,” Ms. Fotopulos said. “This activity provides citizens with an opportunity to broaden their horizons, because they discover new talents and visit inspiring locales that are shaping our territory and that exemplify creativity in design. This event also allows Montrealers to meet and talk with the men and women who are devoting their talents to enhancing our living environment

Ms. Fotopulos thanked the two event spokespersons: actress Macha Limonchik and Creative Director and founder of agency orangetango, Mario Mercier.

An all-design weekend

During these two days devoted to design, visitors met the winners of national and international design competitions in their work surroundings and had a chance to explore their latest creations. From video screenings to models, 3D animation, exhibitions, interactive installations, entertaining and educational activities for youngsters aged 10 and under, organizers pulled out all the stops to allow members of the public to better understand the work of designers and demystify their ideas about design, in a welcoming and friendly atmosphere conducive to exchanges of ideas and discussions.

At the exhibition-performance *Regard 9*, visitors had an opportunity to admire the talents of nine up-and-coming Montréal designers as they created one-of-a-kind works on the spot. The next generation of designers was also highlighted at exhibitions showcasing the work of graduating university students in the various design and architecture disciplines.

The Design Montréal Open House is an initiative of the Ville de Montréal in collaboration with the professional design community and in partnership with the Ministère de la Culture, des Communications et de la Condition féminine, pursuant to the Agreement on the Cultural Development of Montréal. The Design Montréal office was created in January 2006 by the Ville de Montréal. Its mission is to implement the municipal action plan aimed at improving design throughout the city and positioning Montréal as a UNESCO City of Design.

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