

Press Release
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Commerce Design Montréal Comes to Times Square in New York

New York, August 4, 2004 – After ten years, Commerce Design Montréal is truly spreading its wings. The City of Montréal, the original driving force behind this program to encourage businesses and designers to work together, is particularly proud to be serving as a consultant to the Times Square Alliance in New York.

Fresh from winning the 2002 Outstanding Achievement Award from the International Downtown Association, Commerce Design Montréal was approached by Times Square authorities to help the New York landmark position itself as a “design” district. In 2004, a *Design Times Square* program is part of the festivities to mark the Square’s 100th anniversary, and will subsequently be run as a contest similar to Commerce Design Montréal.

Commerce Design Montréal is an annual contest founded in 1995 to encourage businesses to use the services of design professionals. The program sees commercial design as a lever for giving businesses a competitive edge and improving the local urban environment, two of the key aspects that make Montréal such an attractive place to live and visit. The success of this initiative by the City has largely been the result of spin-off effects, as neighbouring businesses have in turn called on professional designers, with far-reaching effects on shopping streets, neighbourhoods and the city as a whole.

Commerce Design Montréal is also very pleased to announce that as part of its collaboration with the Times Square Alliance, its President, Tim Tompkins, will soon be giving a lecture on the *Design Times Square* project. He will be one of the featured speakers at the international symposium on The New Design Cities, hosted by Commerce Design Montréal to mark its 10th anniversary.

The symposium is intended to encourage discussions and exchanges of know-how on different positioning and development strategies through design, such as those successfully applied in Antwerp, Glasgow, Lisbon, Montréal, New York, Saint-Étienne and Stockholm. It will be held at the Canadian Centre for Architecture, in Montréal, from October 6 to 8. The complete program is available at www.ville.montreal.qc.ca/designsymposium

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