

**Press release**  
**Embargo until October 6, 2004**

**Three important publications  
to celebrate  
Commerce Design Montréal's 10th anniversary**

**Montréal, October 6, 2004** – Commerce Design Montréal, established in 1995, is now celebrating its 10th anniversary and enthusiastically sharing the fruits of its experience with as broad an audience as possible. To mark the 10th edition of the contest, it has produced three special publications, including one showpiece devoted to the 10+1 designers who have won the most Commerce Design Montréal awards over the years.

***10+1 designers Commerce Design Montréal***

The first-ever book on Montréal restaurant and boutique design, ***10+1 designers Commerce Design Montréal*** is a bilingual coffee table book available at bookstores both here and in Europe. Commerce Design Montréal publications have always focused on the winning businesses, rather than their designers. For the 10th anniversary of the contest, it seemed appropriate to celebrate with a publication featuring the winning designers and their exceptional contribution.

The individuals from the 11 firms we are introduced to by journalists Sylvie Berkowicz and Emmanuelle Vieira all have very different approaches and styles. But they share the distinction of having changed the face of commercial design in Montréal. They have helped forge a Montréal identity, or rather the "*Montrealities of commercial design*," as explained by architecture historian Hubert Beringer.

Montréal is an increasingly popular destination for anyone interested in architecture, fashion and contemporary design. This book on the design of Montréal restaurants and boutiques is a tribute to the city's dynamism as a young design metropolis. It is intended to showcase and prove our talents in commercial design, for readers here in Montréal and around the world.

And who exactly are the 10+1? They are Ædifica, Bosses Design, Cabinet Brown-Braën, CAMDI Design, CDID Design, Crear, Krief Design, Luc Laporte architecte, Prete design, Saucier + Perrotte architectes... + 1? Jean-Pierre Viau Design, the definite leader of the pack!

***10+1 designers Commerce Design Montréal: 124 p. colour; packed with illustrations; French/English; 10 in. L x 7 in. H; adhesive binding; retail price: \$35; Available: Available: On sale exclusively at the Canadian Centre for Architecture until October 31, in bookstores November 1, 2004; Publisher: Infopresse; European distributor: Pyramyd.***

**A ten-year report and a handy guide**

For its 10th anniversary, Commerce Design Montréal has produced two other major publications described as follows by Montréal Mayor Gérald Tremblay: "The Commerce Design Montréal team, with all the knowledge and data it has accumulated about commercial design over the 10 years of the contest, which has received close to \$7 million in public- and private-sector funding, felt it essential to bring all this data together, analyze it and make it widely available."

Accordingly, **Commerce Design Montréal 1995-2004** is a ten-year report intended for contest partners and everyone else interested in the contest. It presents all the tools and strategies underlying the contest concept and takes a detailed look at the program's impact on the business and design world, the public, the media and Montréal as a whole.

Finally, the **Commerce+design : les clés du succès** guide is aimed at businesspeople. It explains the costs and benefits of design for a restaurant or boutique, drawing on first-hand accounts and statistics compiled and updated each year by the contest organizers. This French-language guide, published in collaboration with the Department of Economic and Regional Development and Research and Détail Formation, is available free of charge on the [commercedesignmontreal.com](http://commercedesignmontreal.com) Website and on the Websites of our two partners [mderr.gouv.qc.ca](http://mderr.gouv.qc.ca) and [detailformation.com](http://detailformation.com).

### **The Commerce Design Montréal contest and its partners**

The Commerce Design Montréal contest is an initiative of the City of Montréal, carried out in partnership with the Québec government. Produced by the Société de développement de Montréal, the contest is supported by the Association professionnelle des designers d'intérieur du Québec, the Fonds d'études et de recherches en design intérieur de l'Est, the Ordre des architectes du Québec and the Regroupement des centres-villes et des artères commerciales. Since 1995, it has been rewarding Montréal businesspeople for investing in the overall design quality of their business premises, with the help of skilled professionals.

Commerce Design Montréal is produced with financial support under the Agreement on the Cultural Development of Montréal. The City's partners in the 2004 edition are the Québec government – ministère des Affaires municipales, du Sport et du Loisir, ministère de la Culture et des Communications, ministère du Développement économique et régional et de la Recherche; MétromédiaPlus and the STM; the SAQ; Air Canada; Hydro-Québec; Tourisme Montréal; and the Montréal International Interior Design Show.

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### **Source and contact**

Source: Commerce Design Montréal

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**The bilingual *Commerce Design Montréal 1995-2004* 10-year report is available to the media on request.**