



The exhibit “Montréal, on stage!” wins top honours in Shanghai



Montreal, Monday November 6, 2006 - The members of the international jury for Mosaiculture International Shanghai 2006 have chosen unanimously the exhibit presented by the City of Montréal and produced by Mosaiculture International of Montréal (MIM) to receive the Grand Honorary International award of MIS2006.

THE EXHIBIT CAUGHT THE EYE OF MORE THAN 750,000 VISITORS

All entries were judged by a selected board of nine (9) experts from fields such as landscape architecture, horticulture and arts chaired by M. Janic Gourlet and they selected Montréal's exhibit over 82 submissions in a competition that began September 15, 2006.

Montréal's exhibit was chosen by the members of the jury for the quality of its overall design, its innovative nature, its exceptional artistic qualities, its impressive size and finally, because of the province of Quebec's cultural dimension that it depicts.

Located in the heart of the exhibition, “Montréal, on stage!” is an island of 650 square-metres that weighs more than 90 tons and that is covered with 800,000 plants and flowers depicting Montréal's urban landscape and cultural attractions in the colours of the city's four seasons. The flat surface of the island is covered with sedum variegatum and senecio because of their white and smooth aspect that symbolizes winter. Mount-Royal is covered with red, orange and yellow cosmos because their light and breezy aspect reminds us of springtime. The summer season is depicted by human figures of 4 to 7 metres-high dressed in green. Fall is depicted by a gigantic maple tree of 10 metres-high covered with golden, red and orange coleus. Montreal's cultural qualities are demonstrated by characters inspired by the Festival International de Jazz de Montréal, the Francofolies, the Just for Laughs Festival, the film Festivals, the Cirque du Soleil and the Cabaret du Casino. The exhibit lives through the music of Quebec's artists chosen in collaboration with the Festival International de Jazz de Montréal, the Francofolies, the Just for Laughs Festival, and the Cirque du Soleil.





MIM

Since October 2003, Mosaïcultures International of Montréal, a non-profit organization, invests most of its income from the sale of expertise in its overall operations and in the consolidation of its leadership in mosaiculture and enhancement of the city of Montreal's international status. MIM continues to represent Montreal and will be more active than ever in developing an expertise that brings recognition to the city of Montréal and the province of Quebec in the field of ornamental horticulture.

A SUCCESSFUL PARTNERSHIP

Montreal and Quebec's participation in MIS 2006 was made possible through the financial support of public sectors such as Quebec's Ministère des Affaires municipales et des Régions, the City of Montréal and Tourisme Montréal.

The private sector also contributed to Montréal and Quebec's being well represented at the event. Power Corporation who has supported Mosaiculture International of Montréal since the very beginning has renewed its financial support for the realization of Montréal's exhibit presented in Shanghai. Quebec's Centre de formation en



horticulture Fierbourg graciously agreed to support Montréal by sending a team of students to Shanghai to help with the assembly of the exhibit. It was an opportunity for the students to further their study in the field of horticulture. Montreal's landscape architectural firm WAA International Ltd. who has an office in Shanghai graciously handled on-site coordination of the project. Finally, the artists whose music was used for the soundtrack granted the reproduction rights for excerpts of their songs.



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TOURISME
Montréal

Montréal

Québec

Special thanks to the following artists who, through their music, allowed the exhibit of Montreal and the province of Quebec to sing and jazz.

Raoul Duguay

« La Bittt à Tibi »

Album : Monter en Amour

Ariane Moffat

« Montréal »

Album : Le Cœur dans la tête

Richard Séguin

« C'est plein de vie »

Album : Microclimat

DobaCaracol

« Étrange »

Album : Soley

Les Cowboys Fringants

« Les étoiles filantes »

Album : La Grand-Messe

Patrick Norman et Michel Rivard

« La guitare de Jérémie »

Album : Soirée intime

Cirque du Soleil (René Dupéré)

« Alegria »

Album : Alegria

Vic Vogel et le Jazz Big Band

« Groovin' High »

Album: Vic Vogel &

Le Jazz Big Band Live

Festival Juste pour Rire

« Juste pour Rire »

Cirque du Soleil (René Dupéré)

« Kalimando »

Album : Mystère