



elan

english language
arts network

ELAN Community Consultation

Montréal, Cultural Metropolis

Draft 2017-2022 Cultural Development Policy

Savoir conjuguer la créativité et l'expérience culturelle citoyenne à l'ère du numérique

Knowing how to combine creativity and citizens' cultural experience in the digital age

This draft policy presents an **integrated view on culture**. It aims at creating and promoting, in a strategic and progressive manner, an environment that encourages the creation, dissemination, exportation and appropriation of various cultural expressions for and by citizens. The policy **places the citizen at the heart of the action**. It encourages participation and commitment by offering **access to a wide variety of experiences in every part of the city**. It is based on the complementarity between **technological innovation** and the cultural experiences of citizens. (City of Montreal)

Areas touched by the policy

- Cultural facilities
- Cultural districts
- Space for Life
- Creative and digital industries
- Festivals and events
- Cultural leisure
- Digital creativity
- Libraries
- Public art
- Accès culture network
- Cultural mediation
- Audiovisual field
- Conseil des arts de Montréal
- Museums
- Quartier des spectacles
- Design
- Heritage
- Old Montreal
- Cultural tourism

3 principles of action

- *Rassembler* (Gather together): Giving coherence to all cultural interventions by allying driving forces around culture as an essential element for our development and quality of life.
- *Stimuler* (Stimulate): Establish an environment conducive to creativity, innovation, distribution and export of cultural works for creators, organizations and cultural and creative businesses.
- *Rayonner* (Radiate, spread out): Promote the quality, creativity, and diversity of works to reinforce Montreal's distinctive brand as a creator of value and collective pride.

English-speaking artists/community

- Seen as part of Montreal's cultural mosaic
- Montreal as a Francophone metropolis enriched by English-speaking artists, cultural communities, immigrant communities, Indigenous peoples, diverse artists
- Priority named on p. 98: re Réseau Accès culture: Improve the representation of Montreal's cultural diversity and of culturally diverse artists, as well as those of from Indigenous and anglophone communities, as much in programming as in the audience.

3 transversal, interdisciplinary working areas (*chantiers*)

1. Cultural and creative entrepreneurship to stabilize creation (*pérenniser*);
 - Entrepreneurship skills and training
 - Flexible, responsive supports
 - Comité sur l'industrie de l'audiovisuel
 - Emerging design artists
 - Innovation in business models
 - Resource sharing (mutualisation)
 - The Montreal brand
 - Long-term strategy for festivals and events
 - Cultural tourism (including Indigenous)
 - Conseil des arts de Montréal as front-line worker

2. Digital technology at the service of the citizen's cultural experience;
 - Leading metropolis of digital creativity
 - Consolidation of actors
 - Flagship event
 - Research and creation spaces
 - Incubators and laboratories
 - Equip performance spaces, museums & libraries
 - Digital literacy & participation

3. A *vivre ensemble* (living in harmony) embodied in cultural districts.
 - Local cultural experience and engagement
 - Citizens as actors and spectators
 - Social cohesion and innovation
 - Consolidate & develop Quartiers culturels
 - Directive plan for cultural facilities
 - Public art intervention framework
 - Private and philanthropic support of public art
 - Murals and ephemeral art
 - Artists' studios (business models & increased sq ft)
 - Design: quality, innovation, emerging artists
 - Heritage: more stakeholder meetings, innovative funding strategies
 - Promoting diversity: Anglophones, Indigenous peoples and cultural communities