



## PROPOSAL FOR COMPANIES TEAM-BUILDING AND MOTIVATION



### Promoting collective creation in the workplace

[www.culturepourtous.ca/artatwork](http://www.culturepourtous.ca/artatwork)



Culture pour tous invites you to join the many companies and municipalities that since 2007 have welcomed artists into their workplaces to conduct workshops or create collective artworks in interaction with their employees.

**Art at Work is a made-to-measure program for:**

- encouraging creativity in the workplace;
- beautifying common areas;
- team-building;
- community outreach;
- marking an anniversary; etc.



The completed artworks remain with the host company or municipality. All projects are tailored to the nature and needs of the particular organization.



To date, 30 organizations, including six municipalities, have participated in the project: Alcoa - Deschambault Smelter • Caisse de dépôt et placement du Québec and SITQ • CASACOM • Laurentian Forestry Centre • Centre de la Petite Enfance Les Petits mulots • Centre de la Petite Enfance Premier Pas • Centre de la santé et des services sociaux su Nord de Lanaudière • Board of Trade of Metropolitan Montreal • CSN • Image de Mark • Hôtel Chicoutimi • La Capitale • Molson Canada • Phéromone • Plastiques Gagnon • Projet 80, ruelle de l'avenir • RONA • SAP Labs Canada • TD Meloche Monnex • TELUS • the municipalities of La Tuque, Laval, Longueuil and Sainte-Anne-des-Lacs and the county regional municipalities of Fjord-du-Saguenay and Vaudreuil-Soulanges.



Register for **Art at Work** and show your corporate spirit and commitment to culture!

**Contact:**

Eva Quintas

Project Director

[evaquintas@culturepourtous.ca](mailto:evaquintas@culturepourtous.ca)

514-873-2679 / 1-866-734-4441

## OBJECTIVES

- Strengthen networking between the business community and the cultural sector with regard to cultural, social and economic development;
- Sensitize businesses to art and culture as vectors for development and integration;
- Highlight businesses' community engagement and contribution to improving quality of life in the community;
- Promote encounters and dialogue between artists and company employees through a process of creative collaboration;
- Provide a showcase for artists within the local community.

## BENEFITS FOR PARTICIPATING BUSINESSES

- **INNOVATION**  
Being associated with a new and innovative project that will enhance the business's positioning and brand, locally and nationally.
- **CREATIVITY**  
Being involved in an artistic project that will help incorporate creativity into organizational competencies. Creativity and innovation are essential for economic and social development and personal and corporate growth.
- **HUMAN RESOURCES**  
Encouraging employee participation, appreciation and empowerment through creative activities and expression. Art and culture promote social cohesion and help develop new forms of collective and personal life.
- **COMMUNICATIONS**  
Gaining visibility throughout Quebec with the general public and within the cultural, educational and socioeconomic sectors.
- **PERMANENCY**  
Having an enduring artwork that will contribute to the pride and collective enrichment of the business and its employees.

## CHARACTERISTICS OF THE PROJECT

Made-to-measure projects developed as part of Art at Work:

- are tailored to the specific nature and needs of the business;
- can take place any time of year, over a period of one to four weeks, in accordance with a schedule determined by the artist and the business;
- include a permanent component: the work or traces of its creation (video recording, photos) will remain with the business and employees;
- can be presented to the public and the community during an activity publicized as part of Les Journées de la culture, held during the last weekend in September.

## RESPONSIBILITIES OF THE PARTNERS

### - Culture pour tous

- Approach businesses and seek potential artists;
- Develop a concept, parameters for artistic direction, and specifications;
- Select the artists in co-operation with the businesses, and coordinate the projects;
- Promote *Art at Work/Art au travail* throughout Quebec.

### - Businesses

- Facilitate the conducting of the project in their workplace;
- Organize an internal and/or external dissemination and communication activity, if possible;
- Contribute financially to the project (artist's fee and production budget).

## FUNDING

### 1) Direct contribution from the business: \$2,500 to \$4,500

- Artist's basic fee: \$2,000 (minimum)
- Production costs: maximum \$1,500 (depending on the project)
- Administration costs: 25%

### 2) Optional sponsorship: \$6,000

In addition to contributing to the creative project, the business can opt for an additional component giving it a special place in Les Journées de la culture's Quebec-wide communications plan.

- Inclusion in Les Journées de la culture's official program (over 800,000 copies printed) inserted in the main Quebec newspapers:
  - corporate banner for communicating your corporate message,
  - mention on the Art at Work page,
  - thank-you in the partners section;
- Ad in the online newsletter sent to 10,000 subscribers;
- Article about your project in the Art at Work section of the Culture pour tous website ([www.culturepourtous.ca](http://www.culturepourtous.ca)), which receives over 50,000 visitors a year, including 10,000 during Les Journées de la culture;
- Mention in the 1,000 Journées de la culture news releases sent to the local and national media;
- Invitation to and thank-you during the national launch of Les Journées de la culture in mid-September, attended by 200 members of the cultural, socioeconomic and municipal sectors and the media.

## PROJECTS / EXAMPLES

### ALCOA - DESCHAMBAULT SMELTER (Deschambault-Grondines)

Tristan Fortin LeBreton (photography)

**Project:** *Splash*. The artist photographed the smelter's environment and employees, and printed these photos on aluminum panels, adding hardened splashes of molten aluminum.



### BOARD OF TRADE OF METROPOLITAN MONTREAL

Caroline Hayeur (photography)

**Project:** *The Board of Trade's Views*. The Board's hundred or so employees were each invited to take a photograph illustrating their vision of Montreal. The artist then photographed the individual employees in their workplace with their Montreal photo. The employees decided to display these images at the entrance to their office.



### CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC and SITQ (Montreal)

Jérôme Fortin (sculpture, installation)

**Project:** Some 50 employees of the Caisse and its subsidiaries, under the direction of the artist, created a "quilt" from recycled paper cut into strips, which were then folded and assembled. The work is now part of the CDPQ art collection.



### CASACOM (Montreal)

John Londoño (photography)

**Project:** Exploring the theme of family and daily life, John Londoño invited CASACOM's 15 or so employees to dig into their personal photo albums. From this image bank and his own compositions, the artist created two triptychs evoking dream times and getaways. The images are mounted on the windows of the main conference room.



### CENTRE DE LA PETITE ENFANCE PREMIER PAS (La Tuque)

Raphaël Benedict (painting)

**Project:** *Jouer c'est magique!* The Abenaki painter created two murals in the hall of the CPE (daycare centre). The first illustrates the six aspects of the preschool aid program for Aboriginals, and the second, which was created with the participation of the children, their parents and the preschool teachers, gives visual form to what the youngsters retained from their stay in the daycare centre.



**CONFÉDÉRATION DE SYNDICATS NATIONAUX – CSN (Montreal)****Dolorès Contré Migwans** (interdisciplinary)

**Project:** *Ankoobjigan*. After a brief introduction to Ojibwa history and culture, 12 women employees went on a nature trip during which they created images representing the 13 moons. The collective work is exhibited in the cafeteria at CSN headquarters in Montreal.

**HÔTEL CHICOUTIMI (Saguenay)****Sonny Girard** (photography)

**Project:** *Le corps culturel*. Following photography workshops on the theme of bodily transformation, the hotel employees created their own images printed on canvas, which were exhibited at the hotel.

**IMAGE DE MARK (Saint-Georges)****Jérôme Bourque** (photography)

**Project:** The artist and the Image de Mark team worked together to develop the visual and textual content of a photo exhibition and an art book on the creative process.

**LA CAPITALE FINANCIAL GROUP (Quebec City)****Julie Bernier** (mural)

**Project:** To help raise awareness regarding sustainable development, a collective mural was created for the employee cafeteria in the new Delta III Building constructed in accordance with LEED certification standards.

**LAURENTIAN FORESTRY CENTRE (Quebec)****Benoît Royer** (sculpture)

**Project:** To mark the 50th anniversary of the Laurentian Forestry Centre and celebrate its research teams and the forest, the artist was invited to design and oversee the collective creation of a wood mural depicting the transformation of the elements by time and nature.

**MOLSON CANADA (Montreal)****Lucie Bélanger** (installation)

**Project:** *Cap à la bière*. Molson employees were invited to recycle beer capsules to create a large-scale mural to be exhibited in the entrance hall of the Molson head office in Quebec. Four old chairs and a table were also recycled and transformed into a work of art thanks to a collage comprised of beer capsules and logos drawn from the company's brands.



**PLASTIQUES GAGNON** (St-Jean-Port-Joli)**Sara Chamard** (painting)

**Project:** *Souriez*. For its 50th birthday, the family business invited the artist to oversee the creation of a collective mural with its employees. The mural was done on wood panels at the St-Jean-Port-Joli marina and is now installed in the company's Les Bâtisseurs room.



Supprimé :

**RONA** (Boucherville)**Gilles Doré** (painting)

**Project:** Under the direction of the artist, some 300 RONA employees from six departments, created six collective paintings in six days. The works were exhibited in the company's long central corridor, known as the "Corrid'Art."

**SAP LABS CANADA** (Montreal)**Jérôme Fortin** (visual arts)

**Project:** The artist created a collective work from recycled corporate archives. The project, which took place during SAP's Global Diversity Days, highlights the esthetic dimension of recycling and encourages reflection on the possibility of innovating through art.

**TD MELOCHE MONNEX** (Laval)**Caroline Morneau alias Morno** (painting)

**Project:** For the inauguration of its new office in Laval, the company set aside a cafeteria wall for some 140 employees to participate in the creation of a collective mural under the supervision of the painter.

**TELUS** (Montreal)**Christian Barré** (photos, video and Web)

**Project:** *La cigale et la fourmi*. The artist asked TELUS employees in Montreal, Quebec City, Rimouski and Sainte-Marie (Beauce) to send him photos on the theme of the environment. The images were then assembled into a collective online photo animation Internet.

**CITY OF LA TUQUE****Guy Simard** (stained glass)

**Project:** The employees of the municipality were invited to participate in the process of creating a stained glass illustrating the words of Félix Leclerc: "*Les blés sont mûrs et la terre est mouillée. Les grands labours dorment sous la gelée.*" (The wheat is ripe and the earth is wet. The ploughed field sleep beneath the frost.). Inspired by the material, the municipal employees set pieces of glass in a window to create a luminous work on the theme of Mother Earth for the town hall's cafeteria.



#### CITY OF LAVAL

**Patricia Gauvin** (media and visual arts)

**Project:** *Laissez-vous contaminer par l'art!*

Through photography workshops and an electronic correspondence game, employees of the Laval municipality discovered the city's art collection, which consists of more than 410 moveable works and 35 permanently integrated works.

---



#### CITY OF LONGUEUIL

**Michelle Baillargeon** (visual arts)

**Project:** *OVBI / Objets volants bien identifiés*. Municipal employees were called upon to build Archimedean polyhedra of the cuboctahedron variety and to personalize them through the insertion of found objects or creations of their own making. These elements were displayed a aerial or sculptural installation.

---

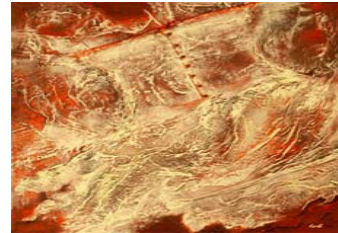


#### CITY OF STE-ANNE-DES-LACS

**Nicole Cossette** (textile art)

**Project:** *Être dans son élément*. The artist collaborated with municipal employees, councillors and citizens to create a mobile from recycled materials.

---



## TESTIMONIALS



*I feel it's important to bring culture and creativity into the workplace. We spend more than a third of our lives working, so why not invest a little in making our workplaces more interesting and creative.*

**Isabelle Hudon**, former President and CEO, Board of Trade of Metropolitan Montreal

*It's a small way to support artists. And it's very little compared to the enormous benefits you get from contact with the arts. In nurturing creativity, opening minds in another way, you boost productivity and performance.*

**Isabelle Thellen**, senior consultant, CASACOM



*Art at Work is about discovery.*

*It's a great way to get to know the employees in the company, and for the employees to get to know the managers.*

**Éric-Michel Hallé**, strategist, Image de Mark

*It's really good for team spirit. Everyone can contribute their bit, while working together to create something.*

*It's also very different from what we do day to day.*

**Monique Dépatie**, employee, Molson Canada



*I think it's important to have a relationship with the audience, with different audiences. As part of my work, I spend a lot of time giving workshops and talks in schools. That creates direct links with the artists, who are so often invisible.*

**Jérôme Fortin**, visual artist



*My approach is usually centred around sharing with others. The art comes out of the process more than the end result. The employees have to get involved, but the artist, too, has to make an effort and try to communicate when entering a corporate culture where everyone has a specific job to do, whereas in an artist's life, we more or less do everything ourselves.*

**Caroline Hayeur**, photographer