



L'ART À LA PORTÉE DE TOUS

Activity Report 2021-2022



Fondation de la Place des Arts

Bringing together the community and the largest
performing arts centre in Canada



A Rich and Vibrant Year

Much like the rest of society, the cultural sphere lived through some especially difficult moments in recent years. Today, we can look back on the road travelled and take pride in the fact that—through special relationships we built with the philanthropic milieu, the artistic sector and the business community—the Fondation has been able to lend its support to the realization of the programs and activities of Place des Arts' Education and Communities sector.

Place des Arts is a true place to learn and live, where each day sees the presentation of an educational or cultural activity conducive to encounters, artistic exploration, and exchanges with professional artists. Free of charge or at very affordable prices, these activities are conceived, developed, and adapted to meet the needs of various audiences.

We are extremely grateful to all our donors and partners for their support and confidence, which have made all this possible.

Frédérique Cardinal
Executive Director

During the period from September 1, 2021, to August 31, 2022, the Fondation contributed:

to the continuity and development of the Educational and Adaptive Arts programs

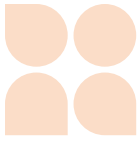
to the staging of over 200 free activities for the general public: workshops, discussions, exhibitions, and performances

to the presentation of the three major events of Place des Arts' Education and Communities' sector: the L'Art en soi Festival, Spring Break, and Micro ouvert autochtone (Indigenous Open Mic)

to accessibility to the arts and culture for tens of thousands of people of all backgrounds—including families, students, and members of various communities



L'Art en soi Festival, disco and waacking evening. Photo © Thibault Carron



Highlights

New visual identity

The return to an “in-person” annual benefit event: the *Future Stars*’ Grand Premiere

Record-setting results of \$910,145 for fundraising activities—an increase of 35% compared to the previous year

\$316,778 in matched contributions by the ministère de la Culture et des Communications du Québec

Administrative fees ratio of 5.1% ⁽¹⁾

(1) Results of the ratio between administrative fees and total proceeds reported in the financial statements, excluding investment earnings.



New Visual Identity

Fifteen years after it was created, the Fondation introduced a new visual identity with a more modern and efficient logo designed by Sid Lee. While having its own identity and symbolism, the new logo was created to be more in line with that of Place des Arts, with the symbol, evoking two people standing side-by-side, constructed using geometric shapes that make up the Place des Arts logo.

The new corporate identity is completed by a brand signature highlighting the Fondation's mission of accessibility: L'ART À LA PORTÉE DE TOUS. This new brand image emphasizes the human side of the activities supported by the Fondation, as well as their resulting exchanges and encounters for a variety of audiences.

Endowment Fund

The ministère de la Culture et des Communications of Quebec (MCC) initiated a matching program to encourage foundations linked to crown corporations and targeted organizations in the MCC portfolio to capitalize on part of their fundraising revenue in perpetuity.

In 2021-2022, the matching subsidy from the MCC amounted to \$316,778, which brings the total amount of matching contributions received by the Fondation over the first three years of the program to \$921,993.

The Fondation thanks the MCC for implementing this program, which allows it to diversify its funding sources and to stimulate donor commitment to long-term financial support.



Education and Communities

Place des Arts' Education and Communities sector offers programs and activities focused on accessibility and arts awareness —grouped under the heading L'Art en soi—to citizens of all ages and backgrounds.

Held all year long, these educative and cultural activities invite participants to explore the arts, exchange with professional artists and to discover their own abilities and creativity.

Despite constraints resulting from the pandemic, the determination and efforts of Place des Arts' teams helped make 2021-2022 a cultural season brimming with exceptional events.



Place
des
Arts



L'Art en soi Festival, disco and waacking evening. Photo © Thibault Carron



Cultural mediation workshop with the artist Dramatik. Photos © Jose Enrique Montes Hernandez

Educational Program

Some 5,300 students, mainly from less privileged backgrounds

Five projects putting young people in contact with a performing art discipline using an aesthetic education approach

362 workshops offering a creative experience to help develop key knowledge and skills that contribute to academic and social success

Two days of training for teachers seeking to lead their groups in this pairing of culture and education



Training in aesthetic education. Photo © Mikael Theimer



Performance of a student during the Slam Marathon. Photo © Thibault Carron



Post-show discussion with artist Dramatik. Photo © Thibault Carron



Public performance of the organization Sans oublier le sourire. Photo © Jessica Samario

Adaptive Arts Program

Five cultural mediation projects for people living with functional limitations or in situations of social or cultural exclusion

131 participants from 13 community, cultural, or health care organizations

56 workshops led by artist mediators, taking a human-oriented approach, and promoting the value of sharing, observation, and the creative process

14 public performances by the participating groups in Place des Arts' public spaces



Dance workshop with the organization Atelier le Fil d'Ariane. Photo © Thibault Carron



Public performance of Fondation INCA. Photo © Mikael Theimer



Singing workshop with the organization Les Impatients. Photo © Mikael Theimer



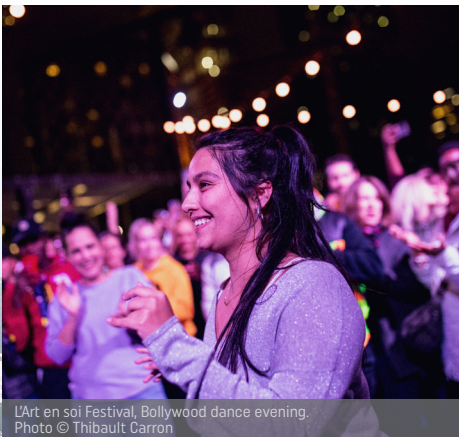
Kawandak Quartet performance at Indigenous Open Mic.
Photo © Frédéric Faddoul



Exhibition "Ce paysage qui te ressemble", resulting of a multidisciplinary project with the organization Les Impatients. Photo © Thibault Carron



Performance of the duo Les rythmes latins de Marzo.
Photo © Thibault Carron



L'Art en soi Festival, Bollywood dance evening.
Photo © Thibault Carron



Surprise performance
by soprano Frédérique Drolet.
Photo © Thibault Carron

Activitie for the General Public

Over 200 free activities and exhibitions, giving members of various communities an opportunity to forge relationships

Over 24,400 participants in activities of discovery and initiation to arts and culture

Nearly 3,000 participants in six dance evenings and two Fêtes famille of the L'Art en soi Festival, transforming the outdoor Esplanade at Place des Arts into a vast open-air dancefloor

About twenty activities for all during the first edition of Micro ouvert autochtone, an event focused on collaborative creation to promote sharing and encounters

Family Activities and Shows

Close to 2,000 participants at activities and workshops held over the four days of the Spring Break event

437 spectators at the performances of Place des Arts Junior, giving children an introduction to the performing arts alongside their families



Public at a performance of Place des Arts junior. Photo © Martine L Image



Creative residency of artist José Navas. Photo © Thibault Carron



Rhodnie Désir, associate artist. Photo © Marjorie Guindon



Introductory workshop to the art of puppetry during Spring Break. Photo © Thibault Carron

Support for New Works

155 professional and emerging artists in Place des Arts' rehearsal rooms

36 residences fostering the development and presentation of projects and original creations

A first associate artist for a three-year residency as part of a Place des Arts' pilot project



Future Stars' Grand Premiere

On June 7, 2022, the *Future Stars' Grand Premiere* made a dazzling return to the stage of Théâtre Maisonneuve.

11th edition, a presentation of National Bank

Record net result of over \$705,000

An expense ratio of 8.4%

34% increase in revenue compared to the previous edition

Organizing committee co-chaired by Sylvie Chagnon (Lallemand), Sandra Chartrand (Sandra et Alain Bouchard Foundation), and Jacques Marchand (LCI Education)

500 corporate guests, patrons, and philanthropists

300 spectators from the community (francization and welcome centres for newcomers and high schools in less privileged areas)



Sylvie Chagnon, Jacques Marchand and Sandra Chartrand



Post-show performance by Valérie Milot and Stéphane Tétreault.



Valérie Milot and les Petits Chanteurs du Mont-Royal.

Under the artistic direction of Valérie Milot and the participation of guest conductor Hubert Tanguay-Labrosse, soprano Myriam Leblanc, kora player and singer Zai Sissokho, the Orchestre de l'Agora and Les Petits Chanteurs du Mont-Royal, the spectators discovered young artists with exceptional talent: Bobby Cookson, circus artist; Yann Nicolas Dauphin, kora player; Romain-Olivier Gray, cellist; Devon Packer, pianist and composer; Élisabeth Pion, pianist; and Emrik Revermann, violinist.

Artist Yann Nicolas Dauphin, the Orchestre de l'Agora and les Petits Chanteurs du Mont-Royal



Photos © Lađislas_Kadyszewski



Benefactors and Donors

Specified Donations

The Fondation would like to thank the Sandra and Alain Bouchard Foundation for its \$80,000 donation and the Caisse de dépôt et placement du Québec for its \$30,000 donation to support the activities of the Adaptive Arts Program.

It also thanks TD Bank Group for its \$10,000 contribution to the very first edition of the Indigenous Open Mic event.



Adaptive Art singing workshop with the organization La Gang à Rambrou.
Photo © Mikael Theimer



Performance by Wendat artist Sandrine Masse at Indigenous Open Mic.
Photo © Frédéric Faddoul

Support for our Mission

The Fondation wishes to express its gratitude to all donors and benefactors, individuals, foundations, and corporations that helped support its mission.

\$100,000

Sandra et Alain
Bouchard Foundation

\$50,000

National Bank

\$40,000

Fonds de dotation
Jacques Marchand
Lallemand

\$27,500

RBC Foundation

\$25,000

CN
Québecor
The Azrieli Foundation
Anonymous

\$20,000

Pelletier,
Marie-France and
Lemay, Jean-Philippe

\$15,000

BMO Financial Group
CGI
David Forest
Financial Services
Desjardins Wealth
Management

\$10,000

Fasken
Fiera Capital
Fleurant, Daniel
Fondation
Père Lindsay
Haivision
KPMG
Larente Baksh
& Associates
Perseus Capital
Sanimax
Scotia Bank
SNC-Lavalin
State Street Trust
Company Canada
Stingray
Anonymous

\$7,500

Power Corporation
of Canada

\$5,000

Canderel
Carmelle and
Rémi Marcoux Chair
in Arts Management
HEC Montréal
Charron, Joanne
and André B.
Deloitte
EY
Groupe Leclair
Groupe Petra
IO Solutions
Contact Center
METRO INC.
Redbourne
Reitmans (Canada)
Limited
St-Pierre, Louise
TC Transcontinental
Anonymous

\$3,000

Banque Laurentienne

\$2,500

ADM Aéroports
de Montréal
Avison Young
BCF Avocats d'affaires
Biron Groupe Santé
Caisse Desjardins
du Sud-Ouest
de Montréal
Denis, France
and Royer, Raymond
Dunlop, Diane
and Hébert, Norman
Dupuis, Patrick,
Portfolio Manager,
Financière Banque
Nationale
Chbihna, Fadel
Héroux-Devtek Inc.
Intelcom Courrier
Canada Inc.
Lavery Avocats
Legge, Suzanne
and Orr, Jeffrey
Macco Organiques Inc.
Sela, David
Anonymous
\$2,000
GDI
Lavery Avocats
Trois-Rivières
McCarthy Tétrault
Patrimonica
Rachel Julien
Seal, C.M., Barbara
Substance / Radiance

\$1,500

American Iron & Metal

\$1,000

BC2 Groupe Conseil
BentallGreenOak
Bernucci, Nadia and
Michaud, Alain
Blanchet, Suzanne
Bourgie Bovet, Claude
Caisse de dépôt et
placement du Québec
Champoux, Johanne
Disques Atma Inc.
Enveloppe Concept
Eterna Financial
Group
F. Furst Entreprises Ltd.
Fabien, Marc-André
Galerie
Alan Klinkhoff Inc.
Gosselin, Éric
Kruyt, Peter and Claire
Labelium
Lancôme Canada
Prével
Provencher, André
(Art Global)
Rochefort, Marc
Setlakwe Capital Inc.
Vocalex inc.
Anonymous

\$500

Chevrier, Joanne
Derome, Annie
Desrochers,
Marie-Josée
Duval, Jacques
Lassonde, Maryse
Léger, Jacques
Massicolti, Carlo
Nantais, Marc-André
Noël, Andrée
Primiani, Jean-Pierre
Proulx, Nadine
Sicuro, Louise
C.M., C.Q.
Anonymous

Less than \$500

Bachand, Luc
Bernard, Annie
Blaquière, Réjean
Blondeau, Marc
Groupe Mefor Inc.
Lafrance, Sylvain
Langlois, Sophie
Metcalf, Gilles
Smith, June
Veilleux, Michel
Woods LLP
Anonymous (4)

Every effort has been made to ensure the accuracy of this information. If any error has been made, please accept our apologies, and contact us so that a correction can be made.

Board of Directors

Members of the Executive

Jean-Philippe Lemay, President
Fiera Capital

Sandra Chartrand, Vice President
Sandra et Alain Bouchard
Foundation

Éric Gosselin, Vice President
McCarthy Tétrault

Sophie Langlois
Baillat Studio

Nancy Wolfe, Treasurer
Raymond Chabot Grant Thornton

Members

Sylvie Chagnon

Johanne Champoux

Fadel Chbihna
IO Solutions

Joanne Chevrier

Marie-Josée Desrochers
Société de la Place des Arts

Shawn Filadelfi, consultant

Amélie Fortier-Cyr
Lancôme Canada

Normand Laprise, C.M., C.Q.
Signé Toqué

Nadine Proulx
Banque Laurentienne

Victor Salvaggio
Lofts MTL

Catherine Samson
Caisse de dépôt
et placement du Québec

Barbara Seal, C.M.

Louise Sicuro, C.M., C.Q.

Louise St-Pierre
Société de la Place des Arts

Permanency

Executive Director and Secretary of the Board

Frédérique Cardinal | fcardinal@fondationplacedesarts.com

Coordinator, Communications and Administration

Emile Bonetti | ebonetti@fondationplacedesarts.com