



CONSEIL DES ARTS
DE MONTRÉAL



C O M M U N I Q U É

FOR IMMEDIATE RELEASE

THE CONSEIL DES ARTS DE MONTRÉAL LAUNCHES THE
DIVERSITY AWARD
WITH 4 PARTNERS:
CBC RADIO 2, MAI (MONTRÉAL, ARTS INTERCULTURELS),
PLACE DES ARTS, AND VISION DIVERSITÉ

Montreal, November 3, 2009 – A new award has been created to promote the diversity of artistic expressions in Montreal: the *Diversity Award*. Five partners, the Conseil des arts de Montréal, CBC Radio 2, MAI (Montréal, arts interculturels), Place des Arts, and Vision Diversité have come together to offer this award to an artist or artists' collective from Montreal's cultural diversity working in the world-music sector. Over the course of a one-year circuit, the winner will benefit from the partners' help and support in the areas of creation, production, dissemination, and touring.

Thanks to this artistic circuit, the winner will enjoy two creative residencies and have several opportunities to present his or her artistic work to audiences at MAI and Place des Arts, in collaboration with Vision Diversité, as well as throughout Montreal neighborhoods, as part of *Conseil des arts de Montréal en tournée*. The *Prix de la diversité* also includes a radio taping by CBC Radio 2, the official broadcaster, which will make the podcast available on its website. All of this will be covered by a joint promotion. The estimated value of the award is \$25,000.

The objective of the *Diversity Award* is to promote a promising professional artist or artists' collective, still unknown within the arts milieu and by the Montreal public, whose practice reflects a diversity of artistic expressions. With this award, the Conseil des arts de Montréal and its partners wish to encourage the full participation of all artists in the city's artistic life and give a boost to their professional career. Furthermore, this award can help diversify audiences in Montreal's various presentation venues.

A jury, formed by a representative of the each of the five partners, will evaluate the submissions' artistic excellence and merit, quality of previous productions, interest of the artistic proposal (originality and innovation), dissemination potential, and authenticity of the musical approach, among others. The winner will be announced on March 23, 2010, during the Grand Prix du Conseil des arts de Montréal luncheon.

Applications for the *Diversity Award* will be accepted until January 15, 2010 and the application form is available online at: www.artsmontreal.org/prixdiversite.php.

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For more information, please contact Iulia-Anamaria Salagor, Liaison and Development Officer for Cultural Diversity in the Arts, at iasalagor.p@ville.montreal.qc.ca or 514 280-3583.

Partners

A dynamic partner of Montréal artistic creation, the **Conseil des arts de Montréal** supports and recognizes excellence in professional artistic creation, production, and distribution through financial support, advice, and cooperative and development actions. For over 50 years, the Conseil des arts de Montréal is contributing to the development of "Montréal, cultural metropolis." www.artsmontreal.org

CBC Radio 2's focus is on Canadian music of the highest quality, with all the context and insight it's known for. CBC Radio 2 gives Canadians a wide-range of music and offers them a commercial - free adult music service. It reflects the scope and breadth of Canadian music and reaches a wider, more diverse, audience. www.cbc.ca/radio2

MAI (Montréal, arts interculturels) is a multi-disciplinary venue with an intercultural mandate that presents professional contemporary artists. The only space in Montreal with such a mandate, MAI showcases works reflecting current cultural practices which draw from cultural diversity and are inviting to the audience. MAI presents original creations in dance, music, theater (in both French and English), multidisciplinary arts, visual and media arts. Within projects of local, national and international significance, MAI presents emerging, mid-career and established artists while focussing particularly on artists from cultural communities. www.m-a-i.qc.ca

Place des Arts plays a vital role on the Québec and Montréal stage. Not only is it at the forefront of the development of local performing arts and Québec's openness to the international artistic world, it is also one of the key players. Its more than four decades of history are marked by superb events and discoveries. Thanks to an active presence in the artistic milieu and its strong responsiveness to the needs and expectations of both audiences and show producers, Place des Arts is a veritable hub of Montréal and Québec cultural life. www.pda.qc.ca

Vision Diversité is a non-profit organization to lead, locally in Montreal and Quebec but also internationally, in multiple sectors and channels, and in conjunction with several partners, initiatives of reflection and action that promote the Diversity approach as a crucial leverage to development and social cohesion. www.visiondiversite.com

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