



PRESS KIT— JANUARY 2018



FAIRMONT THE QUEEN ELIZABETH

900 René-Lévesque Boulevard West, Montreal, Quebec, Canada, H3B 4A5

514.861.3511 1 800.441.1414

Social media :

@Fairmontqueene @roselysmtl @nacaratmtl @kremamtl

@artisansmtl #momentsQEH



Following several years of planning and 12 months of closure for intensive work, Fairmont The Queen Elizabeth hotel has officially reopened and welcomed its first guests on July 10, 2017.

Guests can now enjoy a totally renewed hotel experience with 950 renovated rooms, reinvented food & beverage outlets such as the lively [Nacarat bar](#), [Rosélys Restaurant](#), [Marché Artisans](#) and [Café Kréma](#). All these dining spaces are designed to bring locals and visitors together and foster a sense of community in downtown Montreal.

The hotel's transformation also included the complete redo of the meeting and event spaces as an innovative business hub and gathering point for business people. The reinvented concept features spaces designed to stimulate the imagination and trigger business ingenuity, with all-new room architecture offering versatile open-plan layouts with a variety of possible configurations. The new 3rd floor CoLab3 is a playful environment with thematic rooms with swings, game zone, ping pong table and latest technology, as well as a vast outdoor terrace for fun break-out sessions and receptions.

[Espace C2](#), a new construction and meeting space on the 21st floor and rooftop of the hotel is Montreal's new creative conference space. Visually striking, the modular Espace C2 is designed to inspire participants to be bold, take risks and get out of their comfort zones. Participants emerge re-energized, re-tooled and inspired to bring about the change they want to achieve in their business and the world.

The Fairmont Gold experience was also reinvented. Guests now enjoy an exclusive lounge on the top floor offering unique views of the city. This space is designed as a succession of rooms, each with its own ambience. The three upper floors of the hotel offer luxurious Fairmont Gold rooms and suites with exclusive and personalized services.

When it first opened in 1958, The Queen Elizabeth was one of the world's great modern hotels, and it remains Canada's largest hotel east of Toronto. It then embodied the mid-century vision of a world-class hotel, a beacon of modernity at the heart of downtown Montreal.

Today, the hotel pays tribute to its glorious past by providing a completely redesigned, inspiring and modern space with new programming in tune with Montreal's quintessential characteristics: openness, creativity, collaboration, culture and entertainment. The transformation of the hotel has instilled a new life to this iconic building, while providing living and working spaces that inspire and energize with a focus on modern art collection, dynamic historic and interactive wall projections part of [Montréal en histoires](#) Cité Mémoire.

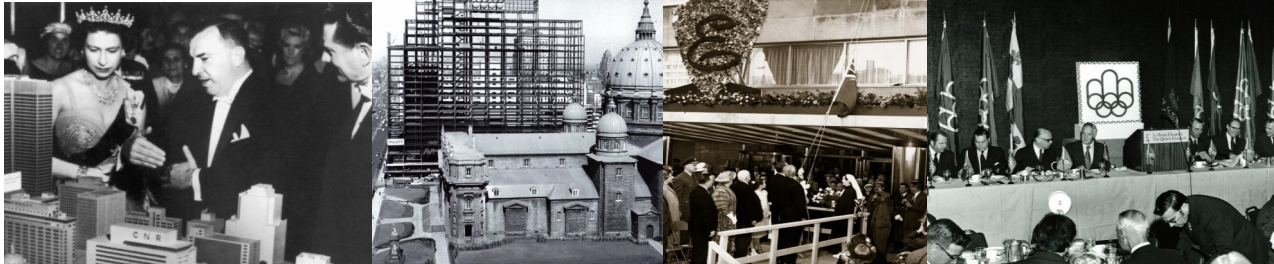
B
E
F
O
R
E

v
s

A
F
T
E
R



HOTEL HISTORY



Since opening its doors on April 15, 1958, the largest hotel in the city has a special place in the heart of Montrealers and visitors from around the world. At the time, the sleek 21-storey convention hotel was hailed as a masterpiece of innovation. Its construction above Central Station called for the most audacious techniques to eliminate the vibrations due to trains passing underneath. The Queen Elizabeth introduced new standards of hospitality to Montreal and was the keystone of a major renewal of the city's downtown core.

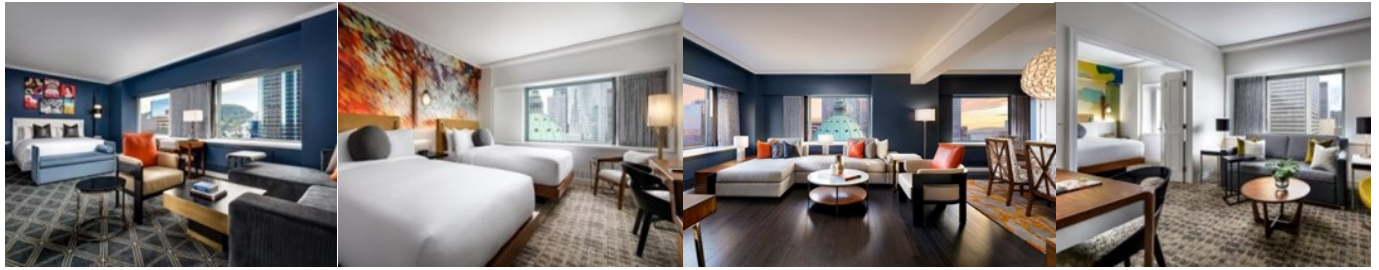
Designed by the architects of the Canadian National Railway Company to be the ideal hotel for international conventions, it comprised 1,216 rooms with a typically Canadian decor. It was one of the first hotels in North America with escalators, centralized air conditioning and direct dial telephones in each room. The restaurants and cafés were inspired by the culinary traditions of France and Quebec and promoted local cuisine. The hotel delighted all gourmet guests and foodies with its Beaver Club restaurant, named after the oldest private club in Canada, which brought together people who enjoy the finer things in life and explorers from the far North.

From its inauguration, this unique property distinguished itself by the comfort of its rooms, the competence and efficiency of its personnel and the high quality of its restaurants. Since 1958, The Queen Elizabeth has been a reference in the world of luxury hospitality and a proud partner of the city's vibrant social community. Its history is closely linked with the city and its economic development. Host of hundreds of prestigious events, home away from home for politicians, business leaders and celebrities, the hotel is also the meeting place for Montrealers.

In 1961, the hotel was connected to Place Ville Marie by a corridor below street level that launched the first link to the Underground City. During Expo 67, fifty of the sixty visiting heads of state stayed in its luxurious suites. In 1969, John Lennon and Yoko Ono held their famous Bed-in for Peace during which the ex-Beatles composed and recorded Give Peace a Chance, a song that quickly became a worldwide peace anthem. In 1976, the hotel was chosen as headquarters for the International Olympic Committee and welcomed dignitaries and international delegations.

Over the last few decades, prestigious personalities such as the members of British royal family, kings, queens and movie stars have graced us with their visit. Of course, the hotel is not only for celebrities, it takes great pride in being part of the cherished memories and milestones of Montreal families and corporations.

The objective of the hotel's transformation in 2017 was precisely to make the establishment even more welcoming and to make it an important contributor to the social life of the Montreal community. Its new design reflects its commitment to continually renew itself and offer the highest standards of luxury hotels.



FACTSHEET

Address: 900 René-Lévesque Boulevard West, Montreal, Quebec, Canada, H3B 4A5

Total floor area: 64,100 m² (690,000 ft²)

OWNER: Ivanhoé Cambridge (2007)

HOTEL OPERATOR: Fairmont Hotels (1999)

YEAR OPENED: 1958

DATE CLOSED FOR TRANSFORMATION: June 19, 2016

DATE REOPENED: July 10, 2017

INVESTMENT: More than \$140 million (Ivanhoé Cambridge)

ROOM TYPES:

950, including:

54 junior suites

25 one-room suites

2 Fairmont Gold junior suites

9 Fairmont Gold suites

10 Executive suites including the Royal Suite and John Lennon & Yoko Ono Suite

100 Fairmont Gold rooms including:

82 rooms

11 suites (including the two junior suites)

6 executive suites

STRUCTURE:

21 storeys above street level + 2 terraces

1 storey underground for guests

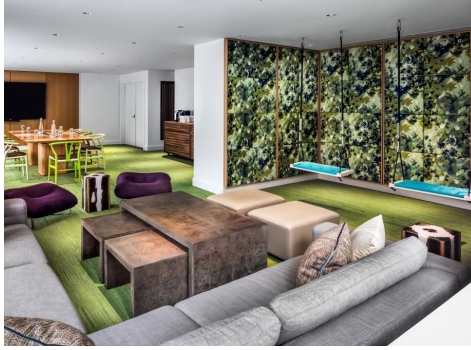
BUSINESS/MEETING SPACES (2016 — BEFORE RENOVATION):

Total: 4,645 m² (50,000 ft²)

BUSINESS/MEETING SPACES (2017):

Total: 7,900 m² (85,000 ft²)

F



A

COLAB 3 – 3rd floor

Area: 1,710 m² (18,403 ft²)

C

Discover the new way to do business in Montreal in our new business hub: CoLab 3, located on the third floor. The space provides inspiration and stimulation to business guests holding meetings. Seven themed rooms and thirteen meeting spaces are laid out in order to offer diverse meeting settings and work spaces adapted to varied needs, for large and small gatherings alike.

T

ESPACE C2 – 21st floor and rooftop

Capacity: up to 220 guests; multiple configurations - Opened in November 2017

Rooftop outdoor terrace

S

As the culminating point of our new business hub, Espace C2 has all it takes to revolutionize the city's urban scenery. Located on the 21st floor of Fairmont The Queen Elizabeth, its modern and innovative glass structure opens up to a terrace with a breathtaking view.

H

The best, however, is on the inside. Thanks to removable furniture and practical divisions, the room can welcome as many as 220 guests, in an array of different configurations. It was also equipped with the latest in technology, allowing for optimal personalization of events and ambiances.

E

In line with the creative and collaborative spirit of C2 MTL, it is the ideal place for unique and inspiring events of all kinds.

E

MOMENT SPA

T

The Moment Spa of the Queen Elizabeth allows you to suspend time during a total relaxation of the body and soul. With a highly-skilled team and a zen atmosphere, our guests will enjoy a moment of serenity and relief. The spa offers eight treatment rooms as well as a manicure and pedicure area



THE HOTEL'S MOST FAMOUS GUESTROOM: THE JOHN LENNON AND YOKO ONO SUITE

On September 21, 2017, the International Day of Peace, Fairmont The Queen Elizabeth, Ivanhoé Cambridge, Sid Lee Architecture and MASSIVart unveiled the hotel's newly redesigned John Lennon & Yoko Ono Suite, where the legendary couple held their iconic Bed-In for Peace in 1969.

A suite paying tribute to a legendary event

Preserving the historical character of Suite 1742, which John and Yoko took over for their second bed-in in 1969, was a key goal of the hotel's recent transformation by owner Ivanhoé Cambridge.

The concept for the redesign, developed by Sid Lee Architecture, hinged on rearranging the furniture in the same way Lennon and Ono had for the bed-in. The first step was to place the bed against the main window and free the central space. Rather than recreate the hotel's period décor, the designer draws inspiration from places the couple had lived in or visited, such as London, New York, Tokyo and New Delhi.

Reproductions of the famous handwritten **Hair Peace** and **Bed Peace** cutouts adorn the window once again, while the words of the song *Give Peace a Chance*, recorded by John and Yoko in Suite 1742, are inscribed repeatedly on the walls, after the fashion of a war memorial—with, in this case, a wish for peace in lieu of the names of fallen soldiers.

An immersive art experience

One of the distinctive features of the John and Yoko Suite is the incorporation of artworks, interactive pieces and multimedia installations designed and produced by MASSIVart. They include an archival cabinet containing photos, videos and historical items, among them a *Give Peace a Chance* vinyl record.

Visitors will be able to don virtual-reality headsets placed on the nightstands on either side of the bed for an exclusive immersive experience—allowing them, among other things, to sense the unique energy of the bed-in from the point of view of John or Yoko.



AN INDISPENSABLE BUSINESS OFFERING IN MONTREAL

Background

Fairmont The Queen Elizabeth hotel takes its place as an innovative business hub, amongst the most modern in the Americas. Its business campus, developed by the creative teams at Sid Lee Architecture, comprises a set of multipurpose meeting spaces, allowing businesspeople to benefit from experience rooted in **creativity, collaboration** and **innovation**.

Among other new features, 3,250 m² (35,000 ft²) of convention space has been added, bringing the total to 7,900 m² (85,000 ft²), which is the second-largest capacity of its kind in Montreal after the Palais des congrès.

This transformation ensures the hotel is the preferred venue in the events and convention industry, with its state-of-the-art meeting and conference rooms.

The convention floor (2nd floor)

The second-floor has been entirely renovated in keeping with Fairmont The Queen Elizabeth's new, resolutely contemporary identity. The second floor features modern, flexible conference and meeting rooms that can be laid out to suit users' needs. The new configuration ensures smooth wayfinding, with personalized digital touchscreen signage technology. This area is perfect for networking activity with its versatile spaces (removable partitions). The convention floor offers high-speed 1 GB connectivity—one of the fastest networks in the city.

The Parc Mont-Royal Rooms (2nd floor)

The Parc Mont-Royal prefunction rooms feature a one-of-a-kind open-plan meeting space concept, with co-working zones that can welcome up to three groups at once. The surroundings are warm and welcoming, conducive to listening, learning and fruitful collaborations. The space is multipurpose, with modern, refined and versatile furnishings (modular units, USB ports, mirror screens).

The Square Victoria Lounge (2nd floor)

This multipurpose space is designed as a private recreation space for businesspeople. It is an ideal venue for product launches, vernissages, trade shows with exhibitor booths, VIP cocktail and other receptions, and more. The lounge includes a bar and coffee corner and offers a unique view of downtown Montreal. It has a capacity of 200 in its cocktail-reception configuration.



CoLab 3 (business campus, 3rd floor)

The 3rd-floor business campus, named CoLab 3, provides **inspiration and stimulation** to business guests holding meetings. CoLab 3 is laid out so as to offer diverse meeting and work spaces adapted to **varied needs**, for large and small gatherings alike.

The campus contains 13 rooms, including zones designed for playful creativity and inspiring themed rooms for dynamic business meetings.

Inspired by the world of startups and digital keyboards, the names and designs of the rooms are original and striking, as are the concepts. The PING room, for example, includes a ping-pong table as a meeting table, with carpeting resembling artificial turf. The SWING room, meanwhile, is equipped with a pair of swings.

Eraseable whiteboard walls, stick-on sheets, a 180-degree wraparound multimedia display, touchscreens, video walls—these are some of the particularities of the business playground that is CoLab 3. The rooms cover a total floor area of 1,310 m² (14,100 ft²), and the terrace occupies 400 m² (4,300 ft²).

Additional meeting rooms are the VORTEX, LG TECH, EUREKA, and all give access to play zones where participants can mingle and play video or table games.

Outdoor terrace

The CoLab 3 workspaces adjoin a brand-new private outdoor terrace that offers a direct immersion in the energy of downtown Montreal. It can welcome up to three groups at once and 350 guests.

The terrace is the perfect spot to relax, interact, and hold outdoor receptions, by day or by night. The space has a spectacular view of Mount Royal and the iconic skyscrapers of the heart of downtown, while enjoying grilled meats or a drink in a very urban setting.

Espace C2

Business in Montréal is looking up. Way up, to the 21st floor of the city's storied and historic Fairmont The Queen Elizabeth. The C2 Space is quickly becoming a Montreal landmark. The elevated structure, which stands above the rooftop of the hotel, was designed as a beacon, a visible signal that pays homage to the city's creativity and potential. Sitting atop it all, the C2 Space offers views of the McGill axis and Montreal skyline. It is poised to become a breeding ground for the sharing and interchange of knowledge and ideas. The C2 Space is a prototype conference centre that crowns the hotel. It is the highlight of the Queen Elizabeth Hotel's business campus.

The **Agora**, in the main lobby of Fairmont The Queen Elizabeth, is a multipurpose space offering a new brand of programming for the hotel. It is available as a venue for one-off events aimed at Montrealers, from product launches to concerts to public tribunes. Permanent, built-in food stations complement the space. It is connected to the Salle Centre-ville, which features a 10-m (32-ft) retractable video screen. Both rooms combined can welcome up to 700 people for a reception.



Rosélys – restaurantroselys.com

Rosélys restaurant, directly on Mansfield Street, is designed to offer a modern, chic and accessible bistro experience. It features market cuisine, with varied menu items according to the time of day and the season. Blending Parisian elegance and English style, Rosélys is the perfect meeting place for business luncheons, afternoon tea, dinner amongst friends, and Sunday brunch.

- ◇ Rosélys, which is directly accessible on Mansfield St., specializes in **bistronomie** cuisine, with a variety of flavourful dishes served in a setting with one-of-a-kind décor.
- ◇ Chef Maxime Delmont proposes a menu based on fresh, superior-quality ingredients transformed
- ◇ The bistro concept comes alive in spontaneity influenced by seasonal produce, with a chalkboard menu that changes daily, and dishes that can be shared.
- ◇ Rosélys comprises a bar area with fine vintages available by the glass, a raw bar, and select counter seating beside the open-plan kitchen.
- ◇ The bistro is open from 6:30 a.m. to 11 p.m., with the bar remaining open till midnight.
- ◇ Rosélys serves breakfast, lunch, afternoon tea, cocktails, dinner, and Sunday brunch.
- ◇ A second-floor private room with seating for 72 can welcome groups. The dining room can welcome 124 patrons.

Bar Nacarat – barnacarat.com

Nacarat, directly accessible on René-Lévesque Blvd. will delight cocktail aficionados, offering a discerning menu and a theatrical experience thanks to interior décor inspired by the Glam Rock era. The space has been laid out to provide an exceptional view of Montreal's vibrant street life. The ideal spot to meet up with friends, Nacarat reflects the excitement of impassioned evenings, in keeping with its name, meaning a dazzling orange-red colour.

- ◇ Headed by internationally renowned mixologist Nader Chabaane, Nacarat is a cocktail bar experience anchored by multiple stations drawing inspiration from the open kitchen concept.
- ◇ “Liquid cuisine” is an apt description of the creative work of Nacarat's mixologists, who craft out-of-the-ordinary libations using both traditional and experimental techniques.
- ◇ Hospitality is also at the heart of the Nacarat spirit, fostering interaction between mixologists and guests.
- ◇ The menu includes a selection of local craft brews that highlight the Greater Montreal Region's thriving beermaking industry. The bar also serves an exclusive range of fine spirits from the best distilleries.
- ◇ A menu of creative side dishes is on offer, varying with the seasons.
- ◇ Nacarat also offers a program of master classes for patrons looking to broaden their own mixology skills.
- ◇ A sophisticated ambiance, warm and welcoming service, a team passionate about their craft, sought-after products, and avant-garde distillation, infusion and conservation processes.
- ◇ Nacarat features an outdoor terrace with room for 20 people.



Café Kréma – [facebook.com/kremamtl](https://www.facebook.com/kremamtl)

Café [Kréma](#), serves high-end, homemade hot and cold drinks, with coffee and tea as the star attractions. The café is an inviting space, with its central fireplace, comfy arm-chairs, and unbeatable view of Montreal's effervescent downtown. Kréma is the place to be for the best roast coffees from Montreal *brûleries* and other comforting beverages.

- ◇ The menu includes an à la carte selection of fine coffees from local roasters including Saint-Henri Micro-torréfacteur, Toi-Moi & Café, and Dispatch Coffee.
- ◇ Customers will also find boxed lunches, sandwiches, salads, cakes, pastries, cold-steeped coffee and tea, and smoothies.
- ◇ Afternoons, a reduced version English-style tea experience will be served in a magnificent fine-porcelain tea set.
- ◇ The café is accessible from the street, is open from 6:30 a.m. to 10 p.m., and has seating for 42.

Marché Artisans

Marché Artisans, the first gourmet market in a Canadian hotel, opened its doors on November 2nd in the lobby. An original concept created as much for local residents as for public transit users passing through Central station, downtown business people and hotel guests, it is part gourmet supermarket, part restaurant and eat-in counters.

This vast 8,000 square-foot culinary space is divided into more than 10 sections where visitors can enjoy local sustainable fare and international high end products. From the pastry counter and the artisanal ice cream, to the crêpes, the bakery, the chocolate station, the roast meat and vegetables, the pizza ovens, the fish, the seafood, the charcuterie and cheese counter as well as the ready-to eat dishes. Fresh fruits and vegetables, seasonal products, floral arrangements, fine teas, accessories and cookbooks complete the flavorful exploration.

Guests are guided by gourmet advisors, dedicated foodies with a wealth of knowledge about the products and their origin, as well as tips on how to pair or cook them. This concern for responsible sourcing is not limited to food but is also found in the choice of packaging, natural inks, biodegradable bags and compostable containers used to reduce the ecological footprint.

Product selection

The products for sale at the market have been selected because they meet the values of authenticity, excellence and originality of the brand. Artisans favors small producers, traceable products with and geographical indications where possible, as well as traditional know-how. The market chef has built relationships with local businesses that share the same attention to detail, quality, social responsibility and community engagement. By training its gourmet advisers and cooks, the market wants to offer a user-friendly experience and welcome visitors in search of gourmet pleasures.

The Artisans Market is open every day from 10 am to 10 pm and the restaurant counters are open from 11 am to 7 pm.

FLAVOUR OUR CUPRESS ATORS



Mario Paladin, Director, Marché Artisans and Café Kréma – A member of the Fairmont team since July 2016, Mario Paladin has 30 years of experience, having begun his career in hotel industry food services. He subsequently held several management positions in operations, business development, and implementation of culinary and restaurant concepts.

Nader Chabaane, Director, Mixology – Winner of multiple international awards, Nader Chabaane is a self-taught barman. He learned from leading experts including Colin Field, head barman of the famous Hemingway Bar at the Ritz Hotel in Paris. He also headed service at Pierre's French restaurant in the Hamptons, New York, and opened a series of bars in China and Paris. In 2014, Chabaane joined the team at Fairmont Le Château Frontenac in Quebec City as Director of Mixology, where he was appointed a Fairmont Tastemaker and helped promoted the chain's global cocktail menu.

Baptiste Peupion, Executive Chef – Heading the kitchens at the Queen Elizabeth since March 2016, Baptiste Peupion was brought in to oversee the hotel's culinary transformation. During his time completing a similar assignment at the Fairmont Le Château Frontenac, Chef Peupion developed close ties with local farmers, sharing their passion for locally sourced products.

Jean-Philippe Desjardins, Chef, Marché Artisans – Jean-Philippe Desjardins boasts diversified experience in the culinary arts spanning more than 15 years, and began his Montreal career at Les Caprices de Nicolas and Le Club Chasse et Pêche. He then spent time in London, earning valuable experience in Gordon Ramsay's kitchens, before becoming Chef de Cuisine for two of the Quebec government's delegation offices, first in Paris and then in New York City.

Jean-Marc Guillot, Head Pastry Chef – Named a *Meilleur Ouvrier de France* in the ice-cream-making category in 1997, previously decorated in 1993 as a World Pastry Cup Champion, and appointed a Chevalier de l'Ordre des Arts et des Lettres, this illustrious master chef arrives in Montreal with a singular background and vision that promises to propel the Queen Elizabeth's kitchens to unprecedented heights of dessert-making excellence.

Maxime Delmont, Chef, Rosélys – With more than 15 years' experience in renowned establishments such as Birks Café, Europea and Maison Boulud, Maxime Delmont joined the team at the Queen Elizabeth as its new bistro chef. Hailing from the Champagne region in France, he is known for his insatiable curiosity, which pushes him to stay up to date with the latest trends in cooking, from novel ingredients to new technologies.

C



I

Fairmont The Queen Elizabeth hotel unveiled three new tableaux projected indoors, additions to *Cité Mémoire*, which is making its way downtown from Old Montreal. The Queen Elizabeth in augmented reality is also now available in the mobile app **Montréal en Histoires**.

T

É

These are the first indoor tableaux for *Cité Mémoire*, the urban multimedia experience inaugurated in May 2016. “The same desire to tell the story of Montreal with a humanist, poetic approach inspired the creation of these new tableaux,” stated Michel Lemieux, who added, “The fact that they are projected indoors makes it possible for Montrealers and visitors alike to enjoy the experience day and night, whatever the weather: this is a new way to discover *Cité Mémoire*.”

M

The Fairmont invites Montrealers, visitors and tourists to come and discover these new masterpieces that reflect the history of this institution and the city. These new tableaux and this augmented reality experience include the first stop on the Downtown circuit of Montréal en Histoires, which will be deployed in the heart of the metropolis in 2018.

É

The *Cité Mémoire* Agora

The *Cité Mémoire* Agora is a historical tableau continuously projected onto the panoramic walls of the Queen Elizabeth’s agora. It is a poetic evocation of the great periods in Montréal’s history and some symbolic places and compelling people who used to live there. The multimedia agora is part of the *Cité Mémoire* project.

M

Tableau *Le Bed-In* (Agora)

The bed-in is a historical tableau that emphasizes the war protest movement of the late 60s by illustrating John Lennon and Yoko Ono’s stay at the Queen Elizabeth hotel in 1969. The tableau unfolds through immersive projections in the agora.

O

“We are proud to pay tribute to the *Bed-in for Peace* and to *Give Peace a Chance*, the universal anthem of peace and hope composed by John Lennon and Yoko Ono at the **Fairmont The Queen Elizabeth** hotel in 1969, a song that continues to resonate today, and for always,” emphasized Michel Marc Bouchard.

I

The interactive river (underground passageway leading to **Place Ville Marie**)

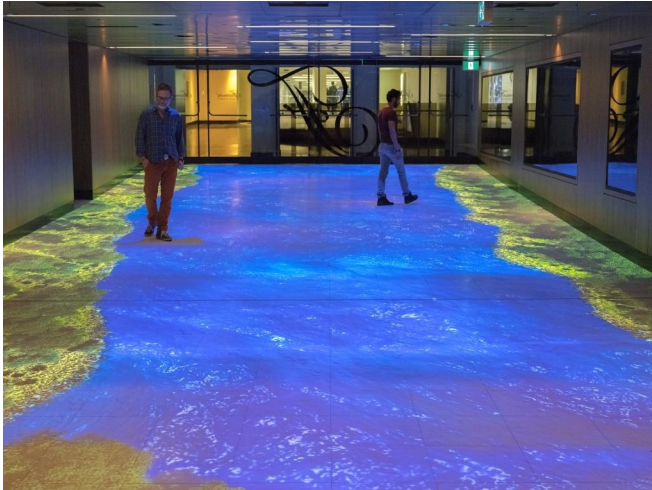
R

The interactive underground river connecting **Place Ville Marie** to the **Fairmont The Queen Elizabeth** hotel symbolizes the time elapsed throughout Montréal’s history. It reacts to people walking by, who can interact with its components and generate sea foam, break its ice and move clouds.

E

The Queen Elizabeth in augmented reality (in the **Montréal en Histoires** app)

This augmented reality experience makes it possible to relive the spectacular construction of the hotel in accelerated time. Dynamic narration reveals several historical facts, regarding in particular the technological advances at the time and the hospitality protocols required by Queen Elizabeth’s visit to Montreal, in addition to an overview of the major encounters and events that have taken place in this landmark establishment.



Cité Mémoire in Numbers

- ◇ 3 new tableaux — the first to be projected indoors
- ◇ 77 projectors installed in the **Fairmont The Queen Elizabeth** hotel in order to create the *Cité Mémoire* experience, including 55 in the Agora
- ◇ More than 150,000 downloads of the **Montréal en Histoires** app so far
- ◇ 26 *Cité Mémoire* tableaux deployed in image, word and music on the walls, in the alleys, on the ground and in the trees – and now at the **Fairmont The Queen Elizabeth** hotel
- ◇ A total of 156 projectors bring to life the walls of Old Montreal and the **Fairmont The Queen Elizabeth** hotel

CREATION

A CREATION BY	MICHEL LEMIEUX VICTOR PILON
IN COLLABORATION WITH	MICHEL MARC BOUCHARD
DIRECTOR	MICHEL LEMIEUX
TEXTS AND DRAMATURGY (BED-IN)	MICHEL MARC BOUCHARD
MONTREAL EN HISTOIRES EXECUTIVE PRODUCER	MARTIN LAVIOLETTE
NEURONE 3 PRODUCER	MARIE-CHRISTINE DUFOUR
ORIGINAL MUSIC	AUDIO Z
DIRECTOR OF PHOTOGRAPHY	ANNE-SÉGUIN POIRIER
ART DEPARTMENT DIRECTOR	JEAN-FRANÇOIS GRATTON
MULTIMEDIA DIRECTOR	GEORGES CÔTÉ
POST-PRODUCTION PRODUCER (NORMAL STUDIO)	SAMUEL GREFFE BÉLANGER
CREATION ASSISTANT	ISABELLE PAINCHAUD
ORIGINAL CONCEPT AND DESIGN LEMIEUX PILON 4D	MICHEL LEMIEUX
ART	VICTOR PILON



Over 123 new works by 37 contemporary artists

The art collection establishes Fairmont The Queen Elizabeth as a pioneer in art conservation among hotels.

Fairmont The Queen Elizabeth, MASSIVart Collection and Sid Lee Architecture are proud to unveil the hotel's new permanent art collection. Displayed on 21 floors, the collection combines 123 works by 37 renowned contemporary artists from Québec and Canada, including Michel de Broin, Patrick Coutu, Nicolas Grenier and Geneviève Cadieux.

"We are proud of this project where each participant shares our objective of promoting artists from Montréal, Québec and Canada. We are convinced that they bring an important element of value creation and new clientele. Our expertise allowed us to bring new life into the Fairmont The Queen Elizabeth brand by creating a unique artistic experience", assured **Arthur Gaillard, director and co-founder of MASSIVart Collection.**

In the wake of major transformation work done to the Fairmont The Queen Elizabeth by its owner Ivanhoé Cambridge, MASSIVart Collection was given the mandate to create an art collection for the hotel that would showcase emerging local artists. The selection was made in collaboration with the art curator Marie-Justine Snider, from the Caisse de dépôt et placement du Québec and Ivanhoé Cambridge and Sid Lee Architecture. The art collection is an integral part of the mythic suite 1742, which hosted John Lennon's and Yoko Ono's bed-in and establishes the Fairmont The Queen Elizabeth as a pioneer in Canadian art among hotels.

"As owners and property managers, Ivanhoé Cambridge cares about the user experience in their properties", states **Marie-Justine Snider, curator for the Caisse de dépôt et placement du Québec and Ivanhoé Cambridge.** *"Art enlivens spaces and fuels an exchange of ideas ,while creating a sense of community. Investing in art is a way of making a tangible contribution to Québec's cultural heritage and our city's identity."*

A large part of the artwork is exhibited in the public areas of the hotel. Because of this initiative, the hotel is now an artistic destination of choice in Montreal and will attract art amateurs, tourists and general public alike. Sculptures, paintings, photography and drawings, a multitude of disciplines are showcased in this collection that will surprise amateurs as well as experts.

About Fairmont

Fairmont Hotels & Resorts connects guests to the very best of its destinations worldwide, providing travellers with memorable travel experiences, thoughtful and attentive service and luxury hotels that are truly unforgettable. Each Fairmont property reflects the locale's energy, culture and history through locally inspired cuisine, spirited bars and lounges and distinctive design and decor. With more than 70 hotels globally, and many more in development, the Fairmont collection boasts some of the most iconic and distinctive hotels in the world. This extraordinary collection includes The Plaza in New York, The Savoy in London, Fairmont Grand Del Mar, Dubai's Fairmont The Palm, Fairmont Peace Hotel in Shanghai, Fairmont San Francisco and Fairmont Le Château Frontenac in Québec City. Fairmont is part of AccorHotels, a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 3,000 of the finest private homes around the globe. For more information or reservations, please visit fairmont.com.

About Ivanhoé Cambridge

Ivanhoé Cambridge, a global real estate industry leader, invests in high-quality properties and real estate companies in select cities around the world. It does so prudently, with a long-term view to generate optimal, risk-adjusted returns. Founded in Quebec in 1953, **Ivanhoé Cambridge** has built a vertically integrated business across Canada. Internationally, the Company invests alongside key partners and major real estate funds that are leaders in their respective markets. Through subsidiaries and partnerships, **Ivanhoé Cambridge** holds interests in nearly 800 buildings, primarily in the residential, office, retail and logistics real estate sectors. **Ivanhoé Cambridge** held approximately C\$56 billion in assets as at December 31, 2016. The Company is a real estate subsidiary of the Caisse de dépôt et placement du Québec (cdpq.com), one of Canada's leading institutional fund managers. For more information: ivanhoecambridge.com.

About MASSIVart Collection

MASSIVart Collection is a specialised evaluation, acquisition and artwork management service. In collaboration with artists, architects and designers, MASSIVart Collection looks to explore creative ways to integrate art in different public and private spaces. It offers businesses, particulars and foundations an alternative investment opportunity, giving them access to a unique index of renowned Québécois and Canadian artists. Insuring the outreach of local artists, MASSIVart reaffirms its commitment to promote the development of Canadian artists.

www.massivart.ca

About Montréal en Histoires

Montréal en Histoires has the goal of creating various projects to enable Montrealers, visitors and tourists to discover, explore and celebrate Montreal's history. **Montréal en Histoires** has three main focuses: *Cité Mémoire*, a large-scale production from Michel Lemieux and Victor Pilon in collaboration with Michel Marc Bouchard; techno-historic tours; and an educational platform to learn about the history of Montreal. It also sets itself apart with its free mobile app, which makes these experiences possible.

Media information:

Joanne Papineau, Regional Director, Public Relations, Eastern Canada,
+1 514-954-2208, joanne.papineau@fairmont.com