Winner: Hydro-Québec
Sponsor: Théâtre du Nouveau Monde
Supported by: Orchestre symphonique de Montréal
Espace GO
Théâtre du Rideau Vert
Pointe-à-Callière
Opéra de Montréal

Through its continued staunch commitment, Hydro-Québec has played a prominent role in the Théâtre du Nouveau Monde’s development. A major donor for the theatre’s 50th anniversary, a season presenter and a faithful partner for benefit evenings, Hydro-Québec has maintained a commitment over time to this prominent institution. But the partnership doesn’t end there! By having a member of Hydro-Québec senior management on the board of directors and different committees, this government corporation takes the partnership further, offering its support in every possible way to one of the finest theatres on the Montréal scene.

Hydro-Québec’s long-term support reflects its desire to put local creators’ works on the map at home and abroad. Whether in symphony music, contemporary theatre or archeology, this major corporation extends its support in good times and in times of economic uncertainty. This support allows arts organizations to better plan their programming and continue their development without the uncertainty of financial support that may not materialize.

The organizations Hydro-Québec supports all say that this major corporation makes a clear contribution to the development of cultural and artistic life in Montréal.

Special mention: Société de transport de Montréal
Sponsor: Nuit blanche (MONTRÉAL EN LUMIÈRE)

The Société de transport de Montréal has earned a special mention from the jury this year for its involvement in Nuit blanche. As part of its efforts to bring people closer together, in 2012 the STM supported Nuit blanche for the eighth time, ramping up its support from two shuttle bus routes to five routes with 15 buses. For the past four years it has also run the metro later at night for the some 150,000 night-time revelers who took advantage of it. Over 250 STM employees were mobilized to accomplish this. The STM clearly plays a significant role, given that Nuit blanche features 175 events in three different Montréal neighbourhoods.

The jury recognized the STM not only for its ongoing support for Nuit blanche, but also for its support for other arts activities. The STM’s promotion of cultural activities through its “signature” posters was recognized, as was the integrated support it offers at all levels, including shuttles for the Étoiles du métro and Art Souterrain posters in metro corridors.
Winner: **Antonopoulos Group**

Sponsor: **Fondation du Musée d’art contemporain de Montréal**

Supported by: Musée d’art contemporain de Montréal  
Tourisme Montréal  
Denis Gagnon  
Béïque Legault Thuot Architectes

Since 2009, the Antonopoulos Group has been an active supporter of the Les Printemps du MAC benefit involving young philanthropists. Building on this support in the form of product and service sponsorships, the benefit evening has become a not-to-be-missed philanthropy event for tomorrow’s business leaders. The Antonopoulos Group decided to get involved in raising the younger generation's awareness of contemporary art and the importance of the museum's role in its preservation and presentation in Quebec, Canada and internationally.

For the seventh edition of Les Printemps du MAC, 100 young professionals stepped forward to organize the evening *Manipulations*, attracting close to 1,000 participants. Guests enjoyed a total art experience in a museum that was transformed for the occasion: contemporary art exhibitions, performances, music and dance, culinary treats... there was something for everyone and every one of the senses.

The Antonopoulos Group’s expertise in food service and events was crucial. The commitment of the group’s employees, including Finance Director Anna Antonopoulos, has been key to this partnership’s success. In addition to its continued financial support in the form of generous service sponsorships, the company has developed a sense of belonging with the museum, and its employees have generously donated their time, energy and know-how.

For over 30 years, the Antonopoulos Group has distinguished itself for its business model that focuses on the economic, cultural, social and community development of its neighbourhood, Old Montréal. A pioneer in the preservation of Old Montréal, the company is in large part responsible for the revitalization of this historic quarter, now recognized as one of the most important in North America. The Antonopoulos Group’s association with Les Printemps du MAC continues in this spirit of cultural development and respect.

The 2012 edition broke records for sponsorships and donations, thanks to the driving force that is the Antonopoulos Group, heralding a bright future for an annual event that has become a classic.
2012 PRIX ARTS-AFFAIRES DE MONTRÉAL
ARTS/BUSINESS PERSONALITY CATEGORY

Winner: Marcel Côté
Sponsor: Compagnie Marie Chouinard
Supported by: Danse Danse

For the past 20 years, Marcel Côté has supported the Compagnie Marie Chouinard and its choreographer with an energy that has never flagged. After sitting on the honorary committee for a benefit evening in 1996, he became part of the 2002 honorary committee for the first major benefit for the dance company. That same year, he joined the Compagnie Marie Chouinard’s board of directors, becoming its chair in 2003.

Since then, he has tirelessly thrown himself into his duties. He has formed close ties with members of the dance company and with its board of directors and shared his natural passion with the organization. The Compagnie Marie Chouinard has reaped great benefit from his involvement, notably through support from major organizations such as KPMG, Alcoa, Rio Tinto and CGI. His contacts and his persuasiveness helped the Compagnie Marie Chouinard build the foundations on which the dance company has been able to pursue its creative vision.

In the business world, Marcel Côté is well known for working in close collaboration with chief executive officers to develop strategies that create value in major Canadian companies. He knows how to apply his experience from the worlds of politics and business to the world of the arts, showing respect for the differences found in each of these settings.

He is involved in benefit evenings for the dance company, and he effectively conveys his support for the organization to other board members and his network of contacts. He sees it as his duty to convince the business world to support the arts, particularly the work of internationally renowned creators like Marie Chouinard. His support was crucial in convincing people of the importance of a new home for the dance company and in raising the funds needed to make it happen.

Marcel Côté can be spotted in Venice, Paris and other cities for premieres of the choreographer’s works. He is able to share his comments with Ms. Chouinard with humour, creating a dynamic of stimulating discussion.

His interest in contemporary dance developed over the years, and he had the vision to offer financial support to the GRAND PRIX DE LA DANSE DE MONTRÉAL, which awards an annual bursary of $50,000 to an internationally renowned choreographer. Even during times of budget cutbacks, Marcel Côté promised to keep Montréal on the map of the international contemporary dance scene by awarding this bursary.

In addition to dance, Marcel Côté actively supports other art forms, including music and visual arts, by sitting on a number of boards of directors and offering regular financial support.

Marcel Côté’s ambition, passion and vision have made him an ally to the arts and a source of inspiration for an entire generation of young philanthropists. A kind-hearted man and a man of reason, he has made and will continue to make his mark on Montréal’s arts world. He is a man of action and influence who is as good as his word, building ties, opening doors, supporting creativity and giving new meaning to the word “governance.”
2012 PRIX ARTS-AFFAIRES DE MONTRÉAL
BUSINESS VOLUNTEER CATEGORY

Winner:  
Michel de la Chenelière

Sponsor:  
Montreal Museum of Fine Arts

Supported by:  
Claude Corbo, Academic and Strategic Affairs Advisor, Université du Québec
Transcontinental
Société financière Bourgie
Nouveau Théâtre Expérimental

Michel de la Chenelière’s career in scholarly and academic publishing speaks volumes about his clear business acumen and expertise, both in financial and administrative matters, as well as his firm commitment to education. Thanks to Michel de la Chenelière’s exceptional financial support and expertise, the Museum has been able to completely re-equip and redesign its educational spaces, expanding by 50% (growing from 900 m² to 1,500 m²). The incredible generosity of this patron has allowed the Museum to grow and renovate its educational spaces and enrich its program of activities.

The Fondation de la Chenelière achieved autonomy with the sale of the Chenelière Éducation publishing house where it was born, so Michel de la Chenelière has decided to diversify his efforts, following a philosophy that sees education as a response to the issues of the day. Michel de la Chenelière believes that the more we give "environmental artists and scientists the tools to research, invent and rethink the world, the more our education will be enriched."

Mr. de la Chenelière chairs the Education Committee at the Montreal Museum of Fine Arts, with the objective of strengthening the Museum’s educational mission. A leading philanthropist, this expert who is passionate about schooling has been involved with the institution for ten years. Thanks to his vision and generous support, the new educational studio project was launched in September 2011 and plans to expand and renovate the Museum’s educational spaces became a reality. The Michel de la Chenelière Art & Education Studios opened their doors in September 2012. Completely rethought and expanded, these studios, combined with new educational workshops, can now welcome more students, with numbers growing from 45,000 to 60,000 in just 8 months. Additionally, a new fund to play host to students from schools in disadvantaged areas has made it possible to reach out to 2,000 young people so far.