



Montréal's 375th anniversary

HUB MONTREAL UNVEILING AN EVENT AT THE CROSSROADS OF CREATIVE ECOSYSTEMS

Montreal, March 22, 2017 - HUB Montréal, International Rendez-vous of the Creative Industries, was proudly unveiled today at the Forum Culture + numérique, a think tank hosted by the Regroupement des producteurs multimédia (RPM) at Shawinigan's Digihub. **HUB Montréal's** first edition is an **Official Event of Montreal's 375th anniversary** and will fill the **November 8-18** slot of the city's 2017 event calendar. Its multiple *raisons d'être* include: highlighting Montreal's creative potential, fostering its international outreach, and building a common space to regroup the forces of the creative industries. HUB will be a neutral and fertile ground conducive to business and export developments, and in which participants will learn about and from each other, consider sharing resources and combining expertise, as well as discover emerging talents. And there will be some special treats in creative entertainment for the general public, too.

10 DAYS OF CROSS-POLLINATION AND CREATIVITY

Aimed at businesses, artists, creators, innovators, students, start-up companies and creative content buyers, as well as a public eager for new cultural experiences, **HUB Montréal's** first edition will offer a series of activities and meetings at the intersection of various creative ecosystems as diverse as: music, digital arts, film, video games, multimedia, artificial intelligence (AI), plus virtual and augmented reality (VR/AR). To do so, HUB Montréal will rely on the expertise of collaborating content creators and curators including Alliance numérique, Doc Circuit Montréal (the RIDM professional market), Float4, La Guilde des développeurs de jeux vidéo indépendants du Québec, M pour Montréal, Mondial Montréal, MUTEK, Regroupement des producteurs multimédia (RPM), Sommets du cinéma d'animation (Cinémathèque québécoise) and Ubisoft.

While some activities will be part of partnering events' programming, others will be signature events, including **HUB Extra**, two days rich in business opportunities, know-how sharing and showcasing for participating professionals.

The idea was launched by the president and founder of Avalanche Prod, Sébastien Nasra during the *Rendez-vous 2012 — Montréal, métropole culturelle*. It was sparked from the need

for creative entrepreneurs of the new generation to review their business models and to integrate a collaborative approach while increasing their potential to develop international markets. Thus, after 4 years of incubation and consultation with the community, **HUB Montréal** will present its very first edition in 2017, catalyzed by the festivities surrounding Montreal's 375th anniversary.

“For the Society for Montréal’s 375th Anniversary, it is important to support initiatives like HUB Montréal, which encourage cooperation and collaboration. This project will inject new energy into the creative milieu by showcasing their know-how so that the city’s emerging innovative potential receives greater visibility. HUB Montréal will allow creators to see bigger and work together to promote creative industries here and on the international stage,” said **Alain Gignac**, General Manager of the Society for the Celebration of Montréal’s 375th Anniversary.

“HUB Montreal highlights the creative talent and dynamism of the Montreal business community. The Government of Québec is pleased to support this initiative, which allows entrepreneurs of the creative industries to develop innovating strategies and to modernize the Québec economy” added **Martin Coiteux**, Minister of Municipal Affairs and Land Occupancy, Minister of Public Security and Minister responsible for the Montréal region.

Fresh out of his 12th participation at South by Southwest (SXSW) in Austin, TX, **Sébastien Nasra** is convinced that HUB Montréal is the right place at the right time: *“Montreal is undoubtedly a leader in many sectors of creativity in the digital era. It is time to state it together loud and clear, put a name to a face, and brand it! Launching HUB Montréal based on these strengths will consolidate the city’s international positioning and set a time-and-space to emphasize it, amplify it. I will likely miss the barbecues, but going to Austin every year might not be a given anymore...!”*

TWO WAYS OF APPROACHING HUB: PROFESSIONAL AND FESTIVE

These 10 days of creative bubbling will be orchestrated in two distinct movements:

HUB PRO amplified by Audiokinetic and **HUB FEST powered by Casino de Montréal**. For the occasion, the casino will host an array of public activities featuring an eclectic line up of expositions, special concerts and demonstrations specifically conceived for the event.

HUB PRO will present, among other things, inspirational conferences from local and international influencers, presentations of ground breaking projects plus success stories from here and abroad. Networking opportunities between professionals, creators and emerging talents of the various ecosystems will complete HUB’s efforts to break the silos between the creative clusters. Building bridges, as we like to say, in line with the main theme of Montreal’s 375th!

“We are happy to welcome a series of HUB Montréal events at Casino de Montréal. On top of being the prime Montreal location to celebrate, we enjoy using technology for the benefit of entertainment. Participants will have no trouble feeling at home!” mentions **Eric Rufer**, Marketing and Customer Development Director at **Casino de Montréal**.

“We are particularly pleased to be contributing to this event and its efforts towards positioning Montreal as the international hub for creativity. This city truly deserves its status on the global platform, and I would say that it is currently part of the world’s top 5 technopoles.” said **Martin H. Klein**, Founder, President and CEO of Audiokinetic, the leading global provider of cross-platform audio solutions for the interactive media, automobile and gaming industries. *“The success of our company has a lot to do with the tremendous laboratory that is Montreal, and we are committed to stimulating and promoting this city, to propel it even further!”*

Programming Unveiling

Stay tuned for several announcements in the coming months. Information regarding access and registration to HUB Montréal activities will be available this spring.

In the meantime, be sure to mark your calendar with HUB Montréal’s November 8-18, 2017 window and visit hubmontreal.com regularly for more details!

About Avalanche Prod

Founded in 1994 by Sébastien Nasra, Avalanche Prod specializes in cultural events architecture and production. Its mission is to provide cutting-edge expertise in crafting and delivering top quality festivals & conferences (B2B and B2C), as well as, innovative initiatives to export creative talents internationally. Its event portfolio includes M for Montreal (12th ed., Nov. 16-19, 2017), Mundial Montreal (7th ed., Nov. 15-18, 2017), OUMF (7th ed., Sept. 6-9, 2017) and the new initiative HUB Montreal (1st ed., Nov. 8-18, 2017).

About the Society for the Celebration of Montréal’s 375th Anniversary

The Society for the Celebration of Montréal’s 375th Anniversary is a non-profit organization whose mission is to organize the celebrations and socioeconomic contributions that will mark Montréal’s 375th anniversary in 2017. With a focus on promoting Montréal expertise, it acts as a catalyst for local forces in carrying out its mandate: to mobilize the community, implement a funding strategy, rigorously manage public funds, develop quality programming and ensure the visibility of the celebrations.

The Society benefits from the support of the Ville de Montréal, the Québec government, the Canada government and private funding from 12 Great Montrealers. For more information, see <http://www.375mtl.com>

You can find all our press releases and additional pictures and videos in our virtual press room.

Get all the latest news in real time on our **Twitter feed**: [@375Mtl](https://twitter.com/375Mtl).

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To learn more about the contribution of the Québec government to Montréal’s 375th Anniversary celebrations, [click here](#).

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LES ROUVES DE
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