

PRESS

Release

For immediate release

DATE

Thursday, November 20, 2008

SID LOVES AMSTERDAM

Montreal-based creative agency Sid Lee is writing a new chapter.

On November 20th, Sid Lee will celebrate the grand opening of its Amsterdam atelier. The newly designed space will serve as a full-service creative agency, along with a café, and the first-ever Sid Lee Collective gallery-store. This specially-designed boutique will feature an exclusive collection of designer products from Montreal and other parts of Canada.

The Amsterdam atelier will bring Sid Lee closer to its current international partners, as well as fresh, international talent. “This is indeed a very big day for Sid Lee. The atelier clearly reflects who we are: a multi-disciplinary creative collective where new ideas can flourish”, stated Jean-François Bouchard, Sid Lee President.

The similarities between Holland and Quebec were among the reasons Amsterdam was chosen as the site of the first overseas office. “We are used to living within an hour’s distance of vastly different cultures, such as the German and French cultures. However, we feel very close to Quebeckers. We are two creative countries and we are used to travelling and carving out our niche in foreign markets”, explained Harm Sas and Niels Van de Walle, Directors of the Amsterdam atelier.

MONTREAL FLAVOUR

Sid Lee aims to export the very essence of its nature: Montreal creativity. With its specially-crafted gallery-boutique and café, the new Dutch atelier should appeal to design enthusiasts everywhere.

This first Sid Lee Collective gallery will shine the spotlight on the creations of the Collective’s artisans, all hailing from here. “It is our hope that the gallery will provide a glimpse into the work of Montreal and Canadian designers, while stimulating our visitors’ creativity”, commented Frédéric Gauthier, Director of Sid Lee Collective.

The boutique will also feature an exclusive collection, “Morales Loves Sid Lee”, signed by the designer Renata Morales. In addition, designers Philippe Malouin, Team Macho, AquaOvo, Furni, and Castor, to name but a few, will lend their particular brands of homespun talent and creativity.

The boutique will also feature a broad selection of Canadian music that clearly reflects our revitalized music scene. This includes the Turbo Recordings collection, one of Montreal’s most internationally recognized

SID LEE

electronic music labels.

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Additional information:

kaubin@sidlee.com

514.282.2200 ext. 318