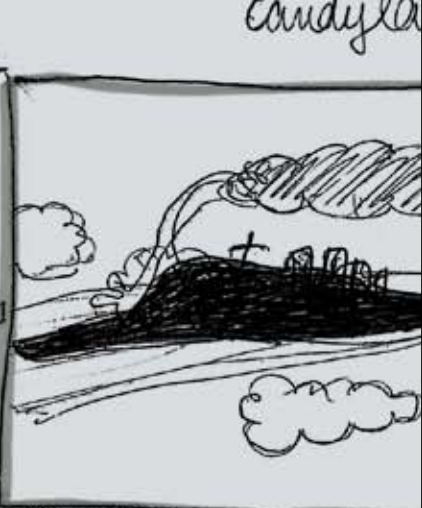


# FACING AN OPEN WINDOW

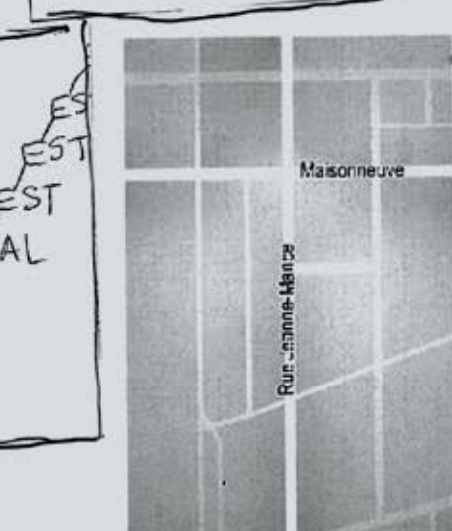
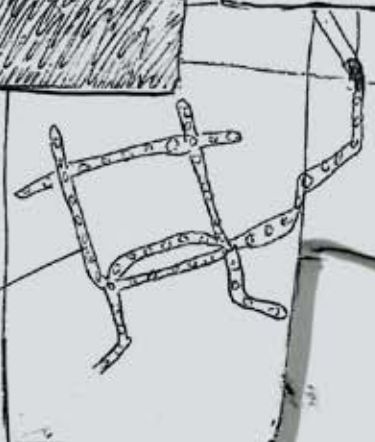
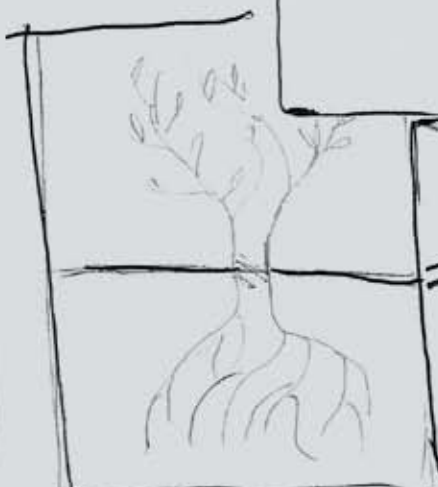
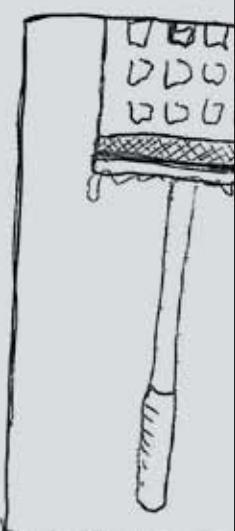
*Sid Lye Collective and Tourisme Montréal bring designers to Mexico.*

MONTREAL



WESTMONTREAL EST

MONTREAL



Locomotive flechée

patchwork

# FACING AN OPEN WINDOW

*10 designers showcase their views of Montréal / Another **SID LEE** fanzine*

ALVARO PEREZ DEL SOLAR - 4

DAVID BOMBARDIER - 6

LIZ CARTWRIGHT & STEVE LUM - 8

DOMINIC PRÉVOST - 12

JEREMY WIRTH & JESSICA GHERSI - 14

CATHERINE FORAND & MARIE-PIER GILBERT - 18

MÉLANIE BAILLAIRGÉ - 20

YOANN PLARD - 22

SID LEE IN A NUTSHELL - 24

# THE 67

ALVARO PEREZ DEL SOLAR

The 67 log, log driver and surfer:  
Urban surfers ride a wave facing the  
Island along the St. Lawrence River.



# SEASONS

DAVID BOMBARDIER

Six snowflake branches representing the seasons. A simple, yet contrasting, textured, urbane, symmetrical and asymmetrical poster. The Four Seasons: so uniquely Montréal, especially from a Mexican perspective.



# FIVE ROSES

LIZ CARTWRIGHT & STEVE LUM

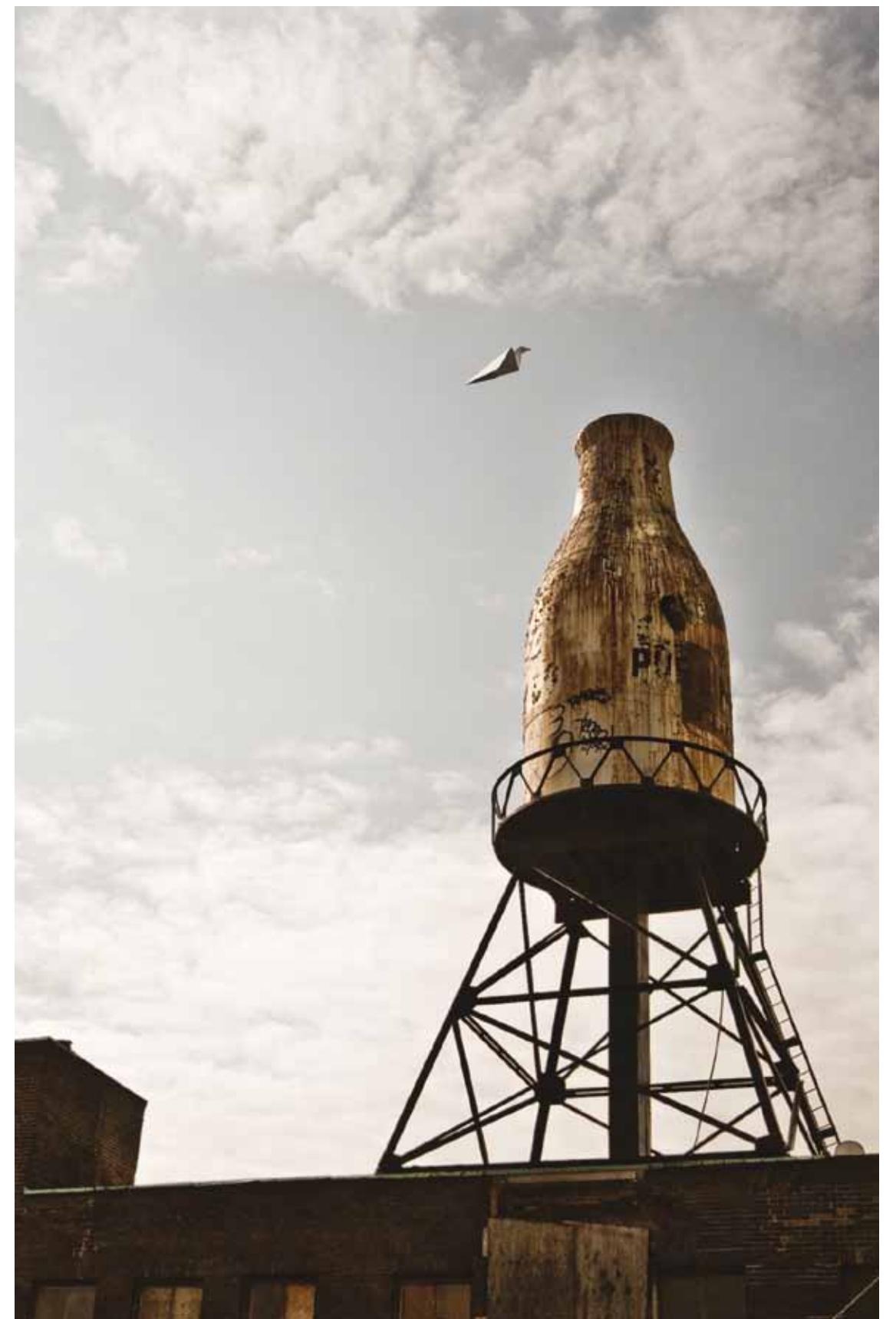
Capturing the playful, whimsical nature of Montréal against its cold, industrial landscape.



# INNOCENCE LOST

LIZ CARTWRIGHT & STEVE LUM

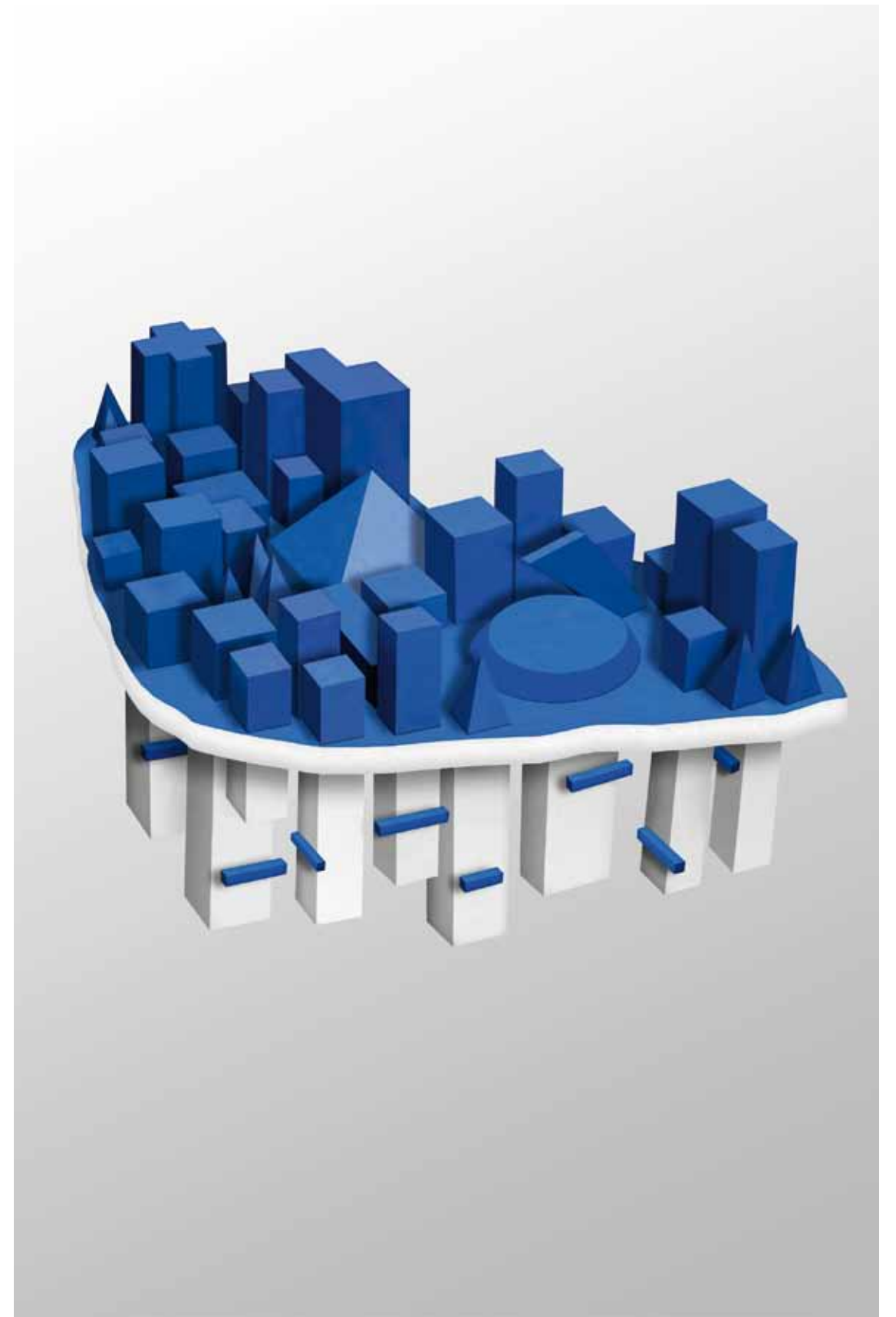
Expressing the desire to return  
Montréal's iconic "Guaranteed Milk"  
bottle to its original youthful  
and vibrant state.



# UNDERGROUND

DOMINIC PRÉVOST

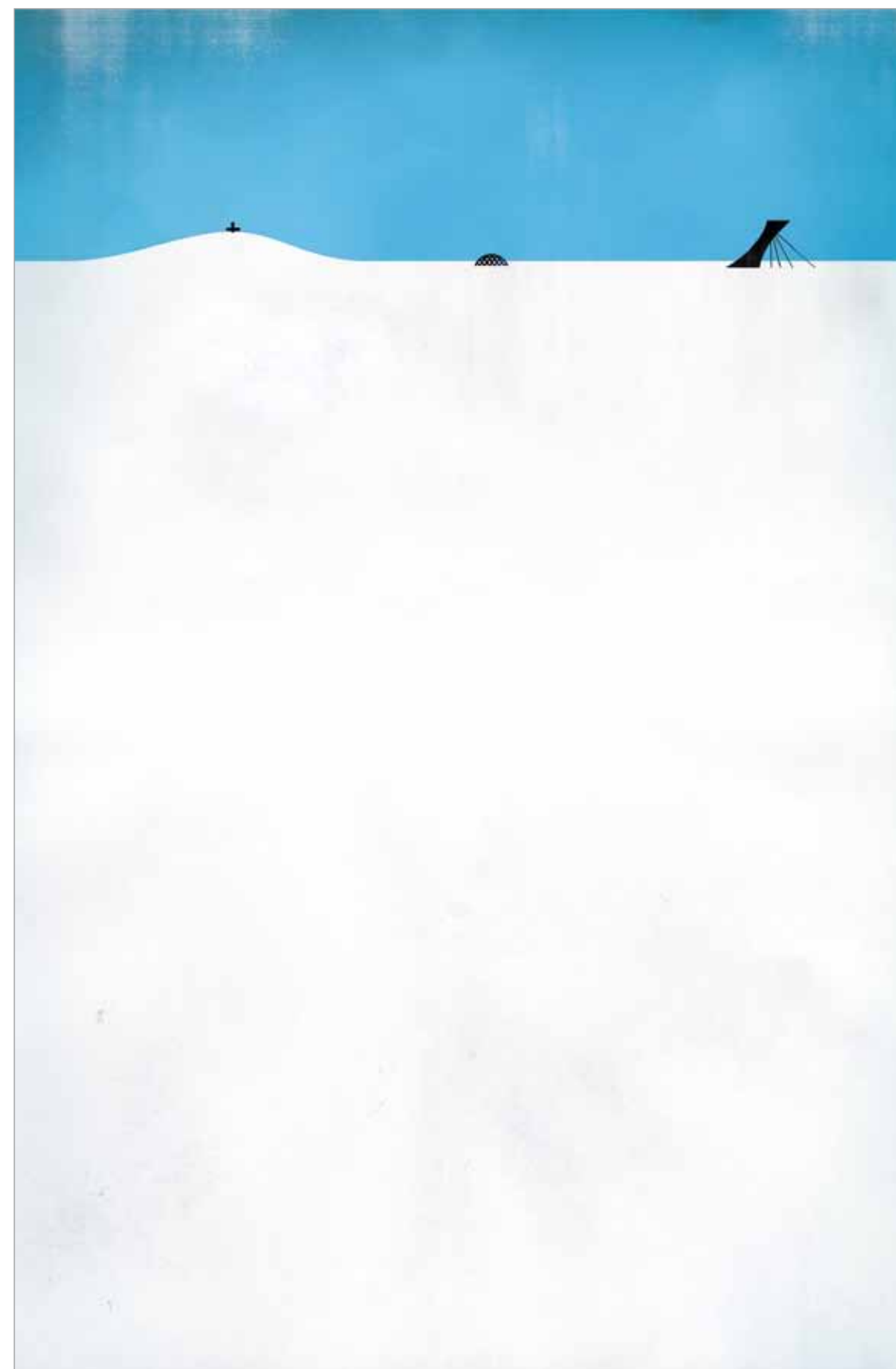
Illustrating Montréal in a fun, simple and dynamic way while showcasing both its overground and underground sides. Buildings that reach high above the clouds also sink well below the surface where our subway system allows us to travel, sheltered from the cold of winters. A small replica of the Island of Montréal and its main attractions was constructed out of cardboard and then shot in home studio.



# WINTER OVER TOWN

JEREMY WIRTH & JESSICA GHERSI

Neither one of us is from Montréal, so we wanted to have some fun with the things that are unique to the city but that may be overlooked if you've been living here for years.



# POUTINE

JEREMY WITRH & JESSICA GHERSI

Neither one of us is from Montréal and neither one of us is very serious, so we wanted to have some fun with the things that are unique to the city but that may be overlooked if you've been living here for years.



[pu-tin] s.

# TIGHT KNIT

CATHERINE FORAND & MARIE-PIER GILBERT

This quilt represents Montréal as a richly quilted Quebec city. Interwoven, Montréal's eight major cultural communities come together to create a whole that is greater than the sum of its parts.



# ANTLERED HEAD

MÉLANIE BAILLAIRGÉ

Montréal: creative, lively, sensitive,  
deeply-rooted, yet open to the world:  
a beast ready to proudly tell its story.



# SNOW BEER

YOANN PLARD

When those long, cold, snowy winter nights settle over Montréal, nothing warms the soul better than a nice pint of beer (especially when in good company).



# SID LEE COLLECTIVE

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Sid Lee Collective is an incubator that allows our team to push the boundaries of creativity further. Sid Lee Collective undertakes cultural and commercial projects in the fields of visual arts, industrial design, music, publishing, etc.

A brainchild of Sid Lee, the Collective thrives on collaboration and experimentation. The Sid Lee Collective Amsterdam space is the first public venue operated by our team. We hope it will give a modest preview of Montréal and Canadian creativity while acting as a stimulant for our visitors' curious minds.

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TO FIND OUT MORE ABOUT THE COLLECTIVE  
OR TO SEND US COMMENTS, PLEASE VISIT

[www.sidleecollective.com](http://www.sidleecollective.com)

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# ABOUT SID LEE

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Sid Lee is a company that develops brand experiences—by conceiving products, services and spaces—and markets them through advertising, experiential marketing, branded content and interactive communications.

To embed brands, products, spaces and services with more meaning and more resonance, we have assembled one of the most diverse creative teams in the world. Professionals from a vast array of disciplines—architecture, advertising, digital marketing, design, content, etc.—work without barriers between their numerous crafts. Commercial Creativity is how we describe this novel approach, which is both integrated and multidisciplinary.

Our 250 artisans work globally for top-tier clients from our Montréal and Amsterdam ateliers.

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TO FIND OUT MORE ABOUT US, PLEASE VISIT

[www.sidlee.com](http://www.sidlee.com)

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You can also read the book *Conversational Capital: How to Create Stuff People Love to Talk About* (conversationalcapital.com) to understand our strategic marketing thinking.

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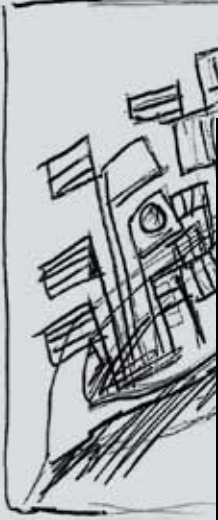
**Websites:**

sidlee.com  
sidleearchitecture.com  
jimmylee.tv

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topographie  
nature building

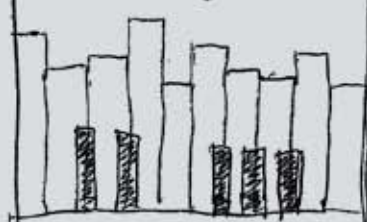
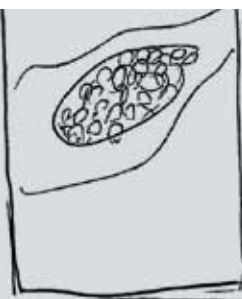
expansion



Another SID LEE fansine

FRENCH

ANGLAIS



logo mtl  
in échangeur  
d'autoroute



MONTREAL  
OUEST

MONTRE  
OUEST  
OUEST  
OUEST  
EST