

## MAINFEST, MAY 28-31

Our first outdoor event is fast approaching.

Please note that no application to the program is currently accepted.

### Come join the 4-day party!

- **On the Boris Cool stage**, dance concerts with French Kiss Band, DJ Kleancut and Pierre-Luc Rioux
- **BMX**: Demonstrations and test rides for the younger set
- **Call Out**: Break-dancing performances
- **Golf**: Free practice shots
- **Peer Pressure**: Shows by DJs Hatchmatik, A-Rock and Merk Meny
- **For kids**: Inflatable games
- **Mutek**: Projections by Dominique T Skotlz onto the facade of 3981 Saint-Laurent and La Conspiration du Bien onto the facade of Café Laïka

### Few rules

Help make the event a success by following the rules:

- Parking is forbidden as of 9 p.m. on Wednesday, May 27, 2009.
- It is strictly forbidden to drive nails or spikes into the asphalt to secure your tent to the ground. Only weights may be used for that purpose.
- The 16-foot (5-metre) security corridor must be kept open at all times, including during setup and takedown.
- It is strictly forbidden to play music outside your establishment unless you have special permission from the SDBSL. Even if authorization has been given, all outside music must stop by 11 p.m.
- The terrasses must be taken down Sunday night before midnight.
- It is strictly forbidden to walk around on the street with alcoholic drinks. Please advise your customers.
- It is mandatory to display the participation permit issued by the SDBSL at all times during the events.

For information, contact event coordinator **Nadia Killeen** at 514.286.0334 or [nkilleen@boulevardsaintlaurent.com](mailto:nkilleen@boulevardsaintlaurent.com).

# FESTIVAL SUR LA « MAIN »



## EXTENDED BUSINESS HOURS DURING THE EVENTS

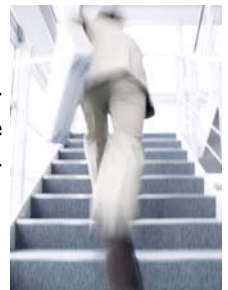
In response to a request by the SDBSL, the Ministère du Développement économique, de l'Innovation et de l'Exportation has granted an exemption to all members of the SDBSL to allow them to serve customers **until 11 p.m. during the outdoor events**. If you wish, you may therefore stay open until 11 p.m. for the entire MainFest, from **Thursday, May 28 through Sunday, May 31, 2009**.

## COMMITTEE FOR UPPER-STOREY MEMBERS

The SDBSL has set up a committee for the upper storeys in order to improve representation of members from the upper floors during outdoor events and to enhance the services the SDBSL offers them.

We urge you to attend the next meeting of the upper-storey committee **at 5 p.m. Monday, May 25 at the SDBSL office**, Suite 309, 4398 Saint-Laurent Boulevard.

RSVP: [info@boulevardsaintlaurent.com](mailto:info@boulevardsaintlaurent.com)



## THE MAIN IS... BOULEVARD SAINT-LAURENT!



### BANCOS DE PEDRA... E DE PALAVRAS

April 25 marked the inauguration of **Benches of stone...and words** at a ceremony in the Parc du Portugal. The project provides people with places to sit and relax on the street.

But, as Plateau Mont-Royal mayor Helen Fotopulos said in her address, the endeavour is also an “artistic and unifying” one. Artisans, artists and many members of Montreal’s Portuguese community joined forces to highlight the Portuguese presence and its contribution to the history and development of Saint-Laurent Boulevard, the neighbourhood and Quebec as a whole. The results of their labours are the twelve, black, granite benches that have been installed on the Main between Saint-Cuthbert and Marie-Anne.

The unconventional seats, shaped like waves to recall Portugal’s relationship with the sea, are inscribed with citations from the works of Portuguese authors. The edges are inlaid with *azulejos*, decorative tiles, created by Montreal artists of Portuguese descent.

**Joe Lima’s** images illustrate the words of Dom Dinis, Padre António Vieira and Fernando Pessoa; **Joseph Branco’s**, those of Gil Vicente, Manuel Maria Barbosa du Bocage and Antero de Cental; **Miguel Rebelo’s**, citations from the writings of Luis de Camões, Miguel Torga and António Lobo Antunes; and **Carlos Calado’s**, phrases from the works of Eça de Queirós, Natália Correira and José Saramago.

The benches are a great way of integrating art into our urban environment and daily life.

### GUERRILLA MARKETING ON THE MAIN

Have you seen the cardboard cars on the street? Did they get your attention? Were you intrigued by them? If so, you’ve been the “caught” by what’s known as “Guerilla marketing.”

This sort of campaign is based on viral marketing and generally involves doing something to create an event that will surprise consumers and draw them to the brand. They will then become the vector for spreading the brand message.

That’s what the agency **Cartier Communication** aimed to do when it put up elements of its successful online ad campaign for the new **Audi Q5** on the street.



### GRAFFITI REMOVAL



As part of Opération Montréal.net, the Plateau Mont-Royal Borough started a free program to remove graffiti from walls. We wrote you about the program last July 2008, but due to an administrative delay from the Plateau Mont-Royal Borough, the program will be renewed during the month of June 2009.

The Opération Montréal.net telephone number is no longer in service, but you can apply using the form available online on the Plateau Mont-Royal Borough Web site, [www.ville.montreal.qc.ca/plateau](http://www.ville.montreal.qc.ca/plateau) (Click on “Service aux citoyens,” then “Environnement” and “Graffitis”) or by contacting Alfonso Esparza at 514-286-0334 or [aesparza@boulevardsaintlaurent.com](mailto:aesparza@boulevardsaintlaurent.com).



## LATEST NEWS



The Cinéma Parallèle ( 3536, boulevard Saint-Laurent) has a **new Web site**, [www.cinemaparallele.ca](http://www.cinemaparallele.ca). Visit it and check out the great programming for 2009.



The new **Théâtre de Quat'Sous**, (100 avenue des Pins Est) recently opened its doors to the public. The SDBSL is thrilled at this new beginning for an organization that has contributed so much to the vitality of the theatre scene. The building's bold, contemporary architecture is open to the street, and the subtle interplay of transparencies reminds us that the theatre is a place for sharing and interchange. The Quat'Sous has launched its new season. For the program, go to the Web site at [www.quatsous.com](http://www.quatsous.com) or telephone the box office at 514.845.7277.



Photo: Théâtre de Quat'Sous

## WELCOME NEW MEMBERS

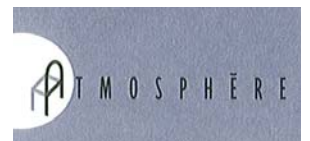
**Café noir:** Known for its outstanding, expertly roasted coffee, the café has just opened on Saint-Laurent Boulevard. If you're a coffee buff, it's the perfect place to relax. You're sure to enjoy the coffees from Africa and Latin America. 3685 Saint-Laurent Boulevard – [www.cafenoir.ca](http://www.cafenoir.ca)



**Am68:** A new clothing store has just set up shop on the Main. Am68's beautiful collection is both stylish and laid back. You'll find just what you need to look great for summer. 3632 Saint-Laurent Boulevard – [www.am68.ca](http://www.am68.ca)



**Atmosphère:** The look is fresh, original and contemporary at Atmosphère, the new store for design furniture on Saint-Laurent Boulevard. The SDBSL is pleased to welcome it to the street.



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