



AN EXTREMELY FESTIVE 10th EDITION

From May 4 to 7, the Virée des ateliers celebrates its 10th anniversary by showcasing the work of a hundred artists, artisans and fashion designers!

Montreal, April 20, 2017

Beginning on May 4, the Virée des ateliers will welcome the public at the historic Grover, Chat des artistes and Coop Lézart buildings located at 2205, 2220 and 2265 Parthenais Street in Montreal. In a casual and friendly atmosphere, the 10th anniversary celebrations will honour the work of artists who will exhibit their creations directly in their studios as well as provide a rare opportunity for visitors to travel back in time as they explore the charming maze of these former textile factories.

A vital creative centre

Over the course of this four-day event, the public will not only have the chance to discover extraordinary pieces, but will also have the golden opportunity to discover extraordinary talent and learn more about the creative process as they meet artisans one-on-one in their workplace. A key event in the Montreal arts calendar with over 9,000 visitors last year alone, the Virée des ateliers serves as an important profile-raising platform for artists as it allows them to interact directly with the public and promote the city's dynamic culture and creative industry. Whether it be for well-known or up-and-coming designers, the Virée des ateliers affords an exciting place to meet, exchange and discover a truly rare, authentic and original object or garment.

An artistic happening steeped in history

Lose yourself where creativity lives: this is the slogan of the 10th edition of the Virée des ateliers! The event's unique character resides in the quality and number of designers who come together to unite visual arts, fine crafts and fashion under one roof. However, the Virée des ateliers offers a historical aspect as well, offering the chance to discover an important part of Montreal's textile history by visiting these former factories whose architectural charm is only surpassed by the sheer creativity that now resides within their walls. Don't miss it!

About la Virée des Ateliers

La Virée des ateliers was launched in November 2009 by a small group of artists and craftspersons, all long-time tenants of the Grover Building. They joined forces to create an original expo-sale, which they entitled La Virée des ateliers, or loosely translated, the Open Studio Spree, and invited everyone they knew to come and shop in the very heart of their creative space: the studio. The event brought together three types of studios: visual arts, fine crafts and fashion. An important cultural event for the Faubourgs (Sainte-Marie and Saint-Jacques neighbourhoods), as well as for Montreal and surrounding areas, La Virée des ateliers represents a prime opportunity to link economy and culture, all the while contributing significantly to the vitality and prosperity of Montreal's city centre creative studios. The objective of La Virée des ateliers is to showcase culture and creative industry as a means of boosting the economic development of the Faubourg's cultural and creative centre.