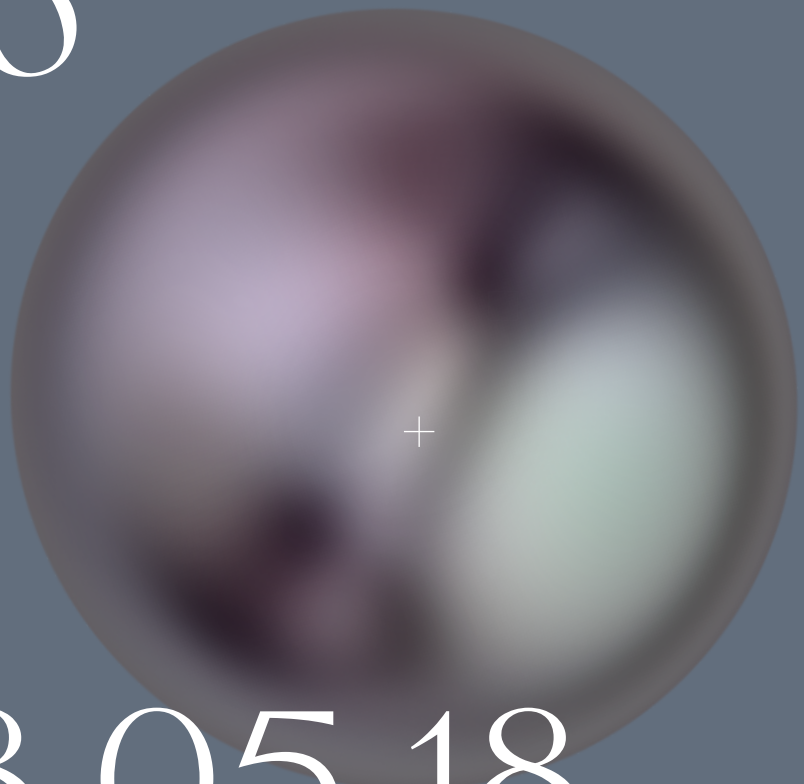


# Chromatic Pro

「The art and  
innovation hub



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28.05.18  
29.05.18

MONTREAL  
FORMER SCHOOL  
OF FINE ARTS



PRESENTED BY **caisse de  
la culture**  
Desjardins

MONDAY, MAY 28th - PROGRAM

MAIN HALL - 130 seats		CHROMATIC LOUNGE - 30 seats	
9am	<b>WORD OF WELCOME</b> - <b>Philippe Demers</b> (MASSIVart / Chromatic) <b>Patrick Truong</b> (Chromatic) <b>Marie-Christine Cojocar</b> (Caisse Desjardins de la Culture) speech (fr)		
9:30am	<b>FROM ENTREPRENEURSHIP TO CULTURAL ACTIVISM</b> 10am The case of Dax Dasilva, founder of Lightspeed and Never Apart. - <b>Dax Dasilva</b> (Lightspeed / Never Apart) Moderated by <b>Philippe Demers</b> (MASSIVart / Chromatic) interview (en)		
10am	<b>CULTURAL MARKETING, PERFORMANCE &amp; CREATIVITY</b> 11am What advantages for cultural organizations? - <b>Pascale Chassé</b> (Musée des beaux-arts de Montréal) <b>Jean-Sébastien Baillat</b> (Studio Baillat) <b>Christine Curnillon</b> (Usine C) Moderated by <b>Mélanie Rudel-Tessier</b> (Infopresse) roundtable discussion (fr)		
11:15am	<b>ARTIST AND ENTREPRENEUR : TO BE OR NOT TO BE</b> 12:15pm How to combine these two visions? - <b>Christophe Billebaud</b> (La Piscine) <b>Martin Choquette</b> (CJE de Montréal Centre-Ville) <b>Milan Gervais</b> (Human Playground) <b>Gonzalo Soldi</b> (HUB Studio) Moderated by <b>David Moss</b> (La Piscine) roundtable discussion (fr)	10:30am	<b>CULTIVATING ART PHILANTHROPY IN QUEBEC</b> 12pm Understanding and better implementing philanthropy within a business. - <b>Caroline Bergeron</b> (Université de Montréal) workshop (fr)
1:30pm	<b>BUSINESS COLLECTIONS</b> 2:30pm Conservation, acquisition and distribution, what stakes? - <b>Christine Routhier</b> (Observatoire de la Culture et des Communications du Québec) <b>Marilène Baril</b> (Cirque du Soleil) <b>Simon Robert</b> (Loto-Québec) Moderated by <b>Catherine Lafranchise</b> (Association des Galeries d'Art Contemporain) roundtable discussion (fr)	1:30pm	<b>INNOVATING IN BUSINESS THANKS TO COLLECTIVE INTELLIGENCE</b> 3:15pm Practices and tools for creative, humane and flexible businesses. - <b>Laurence Leduc-Primeau</b> (Percolab)
2:45pm	<b>ACCELERATING INNOVATION IN THE AUDIOVISUAL INDUSTRY</b> 3:45pm How can we reach new audiences? - <b>Roxane Sayegh</b> (Cinéma Moderne) <b>Martin Bilodeau</b> (Mediafilm) <b>Hugues Sweeney</b> (Office national du film du Canada) Moderated by <b>Matthieu Stréliski</b> (Radio-Canada) roundtable discussion (fr) presented by Téléfilm Canada		workshop (fr) in partnership with Percolab
4pm	<b>YOUNG AND INCUBATED</b> 5pm The incubation of cultural start-ups, a strong lever for development. - <b>Zoé Gagnon-Paquin</b> (Magnéto) <b>Kevork Demirdjian</b> (Visually Tasteful) <b>Isabelle Lopez</b> (My Smart Journey) presentations (fr)	3:30pm	<b>INCUBATOR EXPRESS</b> 5pm Professional coaching sessions. - <b>Lulu Brenner</b> (LB Consulting) <b>Géraldine Dallaire</b> (Pôle Entrepreneuriat Culturel et Créatif) <b>Olivia Commune</b> (Pôle Entrepreneuriat Culturel et Créatif) <b>David Moss</b> (La Piscine) <b>Émilie Chabot</b> (Conseil des arts de Montréal) <b>Jean-Philippe Parent</b> (KPMG) meetings (fr/en)
		5:30 - 7pm	<b>NETWORKING COCKTAIL</b>

10am  
3pm  
CAISSE DESJARDINS DE LA CULTURE LOUNGE

10am  
6pm  
THE WHOLE TRUTH ABOUT DIGITAL CREATIVITY... OR NOT?!

Presented by Techno Culture Club

YÖTI

Installation by Jean-Philippe Côté

12pm  
7pm

MAIN HALL - 130 seats	
9am 9:45am	<p><b>DEVELOPING THE ART OF CURIOSITY TO REINVENT YOURSELF</b> The case of DeSerres. - <b>Marc DeSerres</b> (DeSerres) Interviewed by <b>Liette Lamonde</b> (Fondation Montréal inc.)      interview (fr)</p>
9:45am 11am	<p><b>THE SWING SPACE AND TEMPORARY LOCATION, ENGINES OF URBAN REVITALIZATION</b> Four Montreal initiatives at the heart of revivification. - <b>Jérôme Glad</b> (La Pépinière / Espaces Collectifs) <b>Pauline Butiaux</b> (Tour d'Aiguillage) <b>Philippe Pelletier</b> (Aire Commune) <b>Frédéric and Étienne Morin-Bordeleau</b> (MR63) Moderated by <b>Antoine Leduc</b> (Quartier de l'innovation)      roundtable discussion (fr)</p>
11:15am 12pm	<p><b>GALLERIES ARE BREAKING DOWN WALLS</b> The new challenges of curation and dissemination in a post-internet era. - <b>Raphaëlle Cormier</b> and <b>Juliette Marziano</b> (Art Contemporary Club) <b>Marie-Charlotte Castonguay-Harvey</b> et <b>Sophie Latouche</b> (Galerie Galerie) Moderated by <b>Lisa Tronca</b> (digital art student, UQAM)      roundtable discussion (fr)</p>
1:30pm 2:30pm	<p><b>EXPERIMENTAL MARKETING AT THE SERVICE OF CULTURAL INDUSTRIES</b> Immersion at the heart of these practices. - <b>Audrey Pacart</b> (Very Story) <b>Thibaut Duverneix</b> (Gentilhomme Inc.) <b>Sébastien Ouimet</b> (Cirque du Soleil) Moderated by <b>Catherine Mathys</b> (freelance journalist)      roundtable discussion (fr)</p>
2:45pm 3:45pm	<p><b>SHARING, COOPERATION, COLLECTIVE ORGANIZATION</b> What models for cultural organizations? - <b>Georges Krump</b> (Independant Arts Manager) <b>Rachel Billet</b> (Machinerie des arts) <b>Noémie da Silva</b> and <b>Geneviève Turcotte</b> (L'imprimerie, centre d'artistes) Moderated by <b>Géraldine Dallaire</b> (PECC)      roundtable discussion (fr) in collaboration with PECC and Machine des arts</p>
4pm 5pm	<p><b>QUEBECER ARTISTS AND EXPORTATION</b> The new models of international dissemination of Quebecer artists, what challenges? - <b>Diane Isabelle</b> (Conseil des arts et des lettres du Québec) <b>Alexandre Lemieux</b> (Creos) <b>Rhéal Olivier Lanthier</b> (Art Mûr) <b>Élaine Dumont</b> (SODEC) Moderated by <b>Jocelyn Lebeau</b>      roundtable discussion (fr)</p>

CHROMATIC LOUNGE - 30 seats	
9am - 7pm	
10:30am 12pm	<p><b>START YOUR ACTIVITY IN THE CULTURAL OR CREATIVE SECTOR</b> - <b>Géraldine Dallaire</b> (Pôle Entrepreneuriat Culturel et Créatif)      workshop (fr) in collaboration with PECC</p>
1:30pm 3:15pm	<p><b>STANDING OUT ON SOCIAL MEDIAS</b> From strategy to engagement. - <b>Sacha Ouimet</b> (KBS) <b>Pierre Luc Paiement</b> (KBS)</p>
3:30pm 5:15pm	<p><b>HOW TO BETTER COMMUNICATE YOUR GOALS AND BRAND FOR SUCCESSFUL EVENT</b> - <b>Mirella di Blasio</b> (Lulu Événements)      workshop (fr) presented by Campus Infopresse</p>
5:30 - 7pm <b>NETWORKING COCKTAIL</b>	

CAISSE DESJARDINS DE LA CULTURE LOUNGE

10am 6pm	12pm 7pm
<p><b>AUGMENTED ZINE WORKSHOP</b> By ARCMTL and Anteism</p>	
<p><b>YÖTI</b> Installation by Jean-Philippe Côté</p>	

# CHROMATIC PRO SPEAKERS



**Dax Dasilva**  
-  
**Lighthspeed**  
Founder & CEO  
**Never Apart**  
Founder



**David Moss**  
-  
**La Piscine / Projet Rodier**  
Co-Executive Director, Strategic  
Development and Operations



**Christophe Billebaud**  
-  
**La Piscine**  
Co-Executive Director,  
Programs & Innovation



**Martin Choquette**  
-  
**CJE de Montréal Centre-Ville**  
Executive Director



**Milan Gervais**  
-  
**Human Playground**  
Event Designer and Choregraph



**Gonzalo Soldi**  
-  
**HUB Studio**  
Creative Director



**Christine Routhier**  
-  
**Observatoire de la Culture et des  
Communications du Québec**  
Research Analyst



**Catherine Lafranchise**  
-  
**Association des Galeries d'Art  
Contemporain**  
Project Coordinator



**Simon Robert**  
-  
**Loto-Québec**  
Social Responsibility Director



**Marilène Baril**  
-  
**Cirque du Soleil**  
Head of Public Affairs



**Zoé Gagnon-Paquin**  
-  
**Magnéto**  
CEO



**Kevork Demirdjian**  
-  
**Visually Tasteful**  
Creative Director



**Isabelle Lopez**  
-  
**My Smart Journey**  
Founder



**Caroline Bergeron**  
-  
**UdeM**  
Coordinator for Certificate in  
Philanthropic Management



**Laurence Leduc-Primeau**  
-  
**Percolab**  
Co-Director

# CHROMATIC PRO SPEAKERS



**Lulu Brenner**  
-  
**LB Consulting**  
Business Consultant



**Géraldine Dallaire**  
-  
**Pôle Entrepreneuriat Culturel  
et Créatif**  
Founder



**Olivia Commune**  
-  
**Pôle Entrepreneuriat Culturel  
et Créatif**  
Coach and Consultant in  
Entrepreneurship and Leadership



**Marc DeSerres**  
-  
**DeSerres**  
President



**Antoine Leduc**  
-  
**Quartier de l'innovation**  
Director of Communications



**Pauline Butiaux**  
-  
**La Tour d'Aiguillage**  
Vice President



**Jérôme Glad**  
-  
**La Pépinière / Espaces Collectifs**  
Urban Designer



**Étienne & Frédéric Morin-  
Bordeleau**  
-  
**MR-63**  
Co-Founders



**Philippe Pelletier**  
-  
**Aire Commune**  
Producer



**Marie-Charlotte  
Castonguay-Harvey, Sophie  
Latouche, Gabrielle Bernatchez**  
-  
**Galerie Galerie**  
Co-Founders



**Lisa Tronca**  
-  
Student and Member of research  
chair ALN/NT2



**Juliette Marzano, Raphaëlle  
Cormier**  
-  
**Art Contemporary Club**  
Curators



**Catherine Mathys**  
-  
**Pigiste**  
Tech Journalist



**Thibaut Duverneix**  
-  
**Gentilhomme Inc.**  
Director



**Audrey Pacart**  
-  
**Very Story**  
Executive Producer

# CHROMATIC PRO SPEAKERS



**Sébastien Ouimet**  
-  
**Cirque du Soleil**  
Multimedia Producer



**Georges Krump**  
-  
Freelance  
Arts administrator, consultant,  
researcher



**Rachel Billet**  
-  
**Machinerie des arts**  
Director



**Alexandre Lemieux**  
-  
**CREOS**  
Business Development Manager



**Diane Isabelle**  
-  
**Conseil des arts et des lettres du Québec**  
Programs Officer - studios and  
studio-apartments



**Jocelyn Lebeau**  
-  
**Indépendant**  
Host



**Mélanie Rudel-Tessier**  
-  
**Infopresse**  
Content Director



**Sacha Ouimet**  
-  
**KBS**  
Executive Creative Director



**Pierre-Luc Paiement**  
-  
**KBS**  
Managing Director



**Mirella Di Blasio**  
-  
**Lulu Événements**  
President - Creative Director



**Christine Curnillon**  
-  
**Usine C**  
General Manager / Marketing &  
Communication



**Emilie Chabot**  
-  
**Conseil des arts de Montréal**  
Vice-Director, philanthropy and  
partnerships



**Elaine Dumont**  
-  
**SODEC**  
General Director of International  
Affairs



**Jean Sébastien Baillat**  
-  
**Baillat. Studio**  
Creative Director



**Liette Lamonde**  
-  
**Fondation Montréal inc.**  
Executive Director

# CHROMATIC PRO SPEAKERS



**Noémie da Silva**  
-  
**L'imprimerie, centre d'artistes**  
Art administrator and artist



**Geneviève Turcotte**  
-  
**L'imprimerie, centre d'artistes**  
Art administrator and artist



**Roxane Sayegh**  
-  
**Cinéma Moderne**  
Executive and artistic Director



**Martin Bilodeau**  
-  
**Mediafilm**  
General Manager



**Hugues Sweeney**  
-  
**Office national du film du Canada**  
Executive Producer



**Matthieu Stréliski**  
-  
**Radio-Canada**  
Digital Communications and  
Marketing first Director



The art  
and business  
innovation hub.



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MAY 28 & 29

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FORMER  
MONTREAL  
SCHOOL OF  
FINE ARTS

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**2 days pass**

159\$ regular / 99\$ student

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**1 day pass**

89\$ regular / 49\$ student

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\*Chromatic Pro tickets give access to Expo Chromatic

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