

CHROMATIC
pro

The art
and business
innovation hub.



may 24 & 25
2017



Arsenal

in
partnership
with



WEDNESDAY MAY 24TH - PROGRAM

THE GARAGE - 150 seats		THE LODGE 1 - 30 seats		THE FABRIC - 30 seats	
6.00 7.00 pm	OPENING SPEECH - Philippe Demers (MASSIVart / Chromatic) Patrick Truong (Chromatic) speech				
7.00 7.30 pm	FROM ENTREPRENEURSHIP TO CULTURAL ACTIVISM <i>The case of Dax Dasilva, founder of Lightspeed and Never Apart.</i> - Dax Dasilva (Lightspeed / Never Apart) Driven by Bradley Grill (Lightspeed / Never Apart) interview				
7.45 8.30 pm	ART AND BUSINESS <i>Why do businesses invest in art and culture?</i> - Élisabeth Lepage (Roots Canada) Stéphanie Lepage (Aéroports de Montréal) Simon Robert (Loto-Québec) Driven by Nathalie Courville (Courville Communication et Marketing) round table / presented by Loto-Québec	7.45 9.00 pm	CULTURAL ENTREPRENEURSHIP AND BUSINESS MODELS <i>Creating a business model to follow your ambitions.</i> - Olivia Commune (Olivia Commune Coaching) Kim B. Deland (Kimb Studio Design)	7.45 8.30 pm	ACCELERATOR 3C CITIZENS, COMMERCE AND CULTURE <i>How to develop lasting synergies within neighbourhoods?</i> - Valérie Beaulieu (Culture Montréal)
8.45 9.15 pm	CREATIVITY: PUTTING YOUR MONEY WHERE YOUR MOUTH IS <i>Why managers must be a creative asset within a team?</i> - Stéphane Cardin (Ubisoft Montréal) conference / presented by Ubisoft Montréal		workshop / in collaboration with Pôle entrepreneuriat culturel et créatif and Parcours C3		workshop / in collaboration with Culture Montréal
9.30 10.15 pm	CREATIVITY IN SERVICE OF SOCIETY <i>A social development tool?</i> - Cindy Ornstein (Mesa Arts Center) Mouna Andraos (Daily Tous Les Jours) conference	9.15 10.15 pm	HOW TO FINANCE YOUR CULTURAL PROJECT <i>Which are the emerging best practices for financing culture?</i> - Nathalie Courville (Courville Communication et Marketing) workshop	8.45 10.15 pm	INCUBATEUR EXPRESS <i>Professional coaching sessions.</i> - Madeleine Bazerghi (iC Montréal) Marie-Michèle Cron (Conseil des arts de Montréal) Ana Marinescu (Urbana Marketing) Emmanuelle Hébert (Service de la culture / City of Montréal) Kristian Manchester (Sid Lee) Catherine Orer (Orer Communications) Linda Rutenberg (Dawson College) Karl Théard (Development Bank of Canada) Catherine Turp (Moment Factory) Julien Valmary (Conseil des arts de Montréal)
10.30 11.00 pm	CREATING INNOVATION STRATEGIES <i>A case study with Universal Pictures.</i> - Greg Reed (Universal Pictures) Marie-Louise Mortensen (Universal Filmed Entertainment) Animé par Philippe Demers (MASSIVart / Chromatic) conversation				meetings

THURSDAY MAY 25TH - PROGRAM

THE GARAGE - 150 seats		THE LODGE 1 - 30 seats		THE FABRIC - 30 seats							
6.30 7.00 pm	FROM LOCAL STUDIO TO WORLD LEADER <i>The case of PixMob.</i> - David Parent (PixMob)	EN	conference	6.30 7.15 pm	HACKCITÉ 375 <i>A Hackaton for the 375th.</i> - Driven by Ilias Benjelloun (MTL NewTech)	FR	contest	6.30 7.15 pm	STAYING CREATIVE, A DAILY CHALLENGE - Patrick Plourde (Ubisoft Montréal)	FR	conference / presented by Ubisoft Montréal
7.15 8.15 pm	SUCCESS AND FAILURES IN CREATIVE STUDIOS <i>Moment Factory, Félix & Paul and TeamLab.</i> - Quentin Bleton (Moment Factory) Sebastian Sylwan (Félix & Paul) Takashi Kudo (TeamLab) Driven by Louis-étienne Dubois (Université Ryerson)	EN	round table	7.30 8.30 pm	GROWTH IN CULTURAL ORGANIZATIONS <i>A winning relationship?</i> - Louise Lapointe (Casteliers) Amélie Richard (Eltoro Studio) Laurent Simon (HEC Montréal) Driven by Géraldine Dallaire (Pôle entrepreneuriat culturel et créatif)	FR	round table / in collaboration with le Pôle entrepreneuriat culturel et créatif and Parcours C3				
8.30 9.15 pm	LA FÊTE DES LUMIÈRES, FROM LYON TO DUBAI <i>The case of an internationally exportable cultural event.</i> - Jean-François Zurawik (Fête des Lumières, City of Lyon) Driven by Philippe Demers (MASSIVart / Chromatic)	FR	interview / with the support from Centre Jacques Cartier	8.45 9.45 pm	DIGITAL TOOLS AND CULTURAL BUSINESSES - André Menand (Saje, Parcours C3)	FR		8.15 9.30 pm	EXPLORING VR'S CREATIVE PROCESS <i>Session 1</i> - Franck Rosay (Ubisoft Montréal) Hervé Sliwa (Ubisoft Montréal)	FR	workshop / presented by Ubisoft Montréal
9.30 10.30 pm	ART AND ARCHITECTURE <i>Building tomorrow's creative cities.</i> - Guillaume Lachapelle (artist in visual arts) Martin Leblanc (Sid Lee Architecture) Michèle Meier (Ivanhoé Cambridge) Driven by Archibald Verney-Carron (Art Entreprise)	FR	round table / with the support from Centre Jacques Cartier	10.00 10.45 pm	MOBILIZING MONTREAL'S CREATIVE COMMUNITY <i>The examples of Dynamic/MTL and CreativeMornings.</i> - Boyana Stefanova (CreativeMornings) André Valle (Dynamic/MTL)	EN	workshop / in collaboration with le Pôle entrepreneuriat culturel et créatif and Parcours C3	9.45 11.00 pm	EXPLORING VR'S CREATIVE PROCESS <i>Session 2</i> - Franck Rosay (Ubisoft Montréal) Hervé Sliwa (Ubisoft Montréal)	FR	workshop / presented by Ubisoft Montréal
			conference								workshop / presented by Ubisoft Montréal

CHROMATIC PRO - SPEAKERS



Dax Dasilva

Lightspeed
Founder & CEO
Never Apart
Founder



Bradley Grill

Lightspeed
Director of Public Relations
Never Apart
Social Action and Communication



Élisabeth Lepage

Roots Canada
Marketing Manager



Stéphanie Lepage

Aéroports de Montréal
Public Affairs and Partnerships Manager



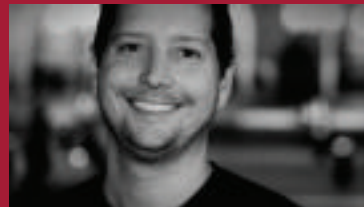
Simon Robert

Loto-Québec
Social Responsibility Manager



Nathalie Courville

Courville Communications & Marketing
President



Stéphane Cardin

Ubisoft Montréal
Producer For Honor



Cindy Ornstein

Ville de Mesa
Director of Arts and Culture
Mesa Arts Center
Executive Director



Mouna Andraos

Daily Tous Les Jours
Co-Founder



Greg Reed

Universal Pictures
Vice President, Technology Partnerships



Valérie Beaulieu

Culture Montréal
General Manager



Olivia Commune

Olivia Commune coaching
Coach and Consultant in Entrepreneurship
and Leadership



Kim B. Deland

Kimb Studio Design
Entrepreneure and Designer



Madeleine Bazerghi

iC Montréal
Project Manager



Marie-Michèle Cron

Conseil des arts de Montréal
Visual and Digital Arts Councillor

CHROMATIC PRO - SPEAKERS



Ana Marinescu

-
URBANA Marketing
President



Kristian Manchester

-
Sid Lee
Executive Creative Director & Partner



Catherine Orer

-
Orer Communications / The Artist Entrepreneur
Business Management Consultant for Artists and Creators



Linda Rutenberg

-
Dawson College
Fine Art photographer and Chief inspiration officer



Karl Théard

-
Development Bank of Canada
Senior Account Manager (Technologies group)



Catherine Turp

-
Moment Factory
Creative Director



Julien Valmary

-
Conseil des arts de Montréal
Director, Support and Strategic Initiatives



David Parent

-
PixMob
CEO



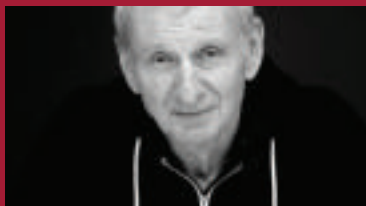
Quentin Bleton

-
Moment Factory
Solution Architect



Sebastian Sylwan

-
Félix & Paul
Chief Technology Officer and Creative Partner



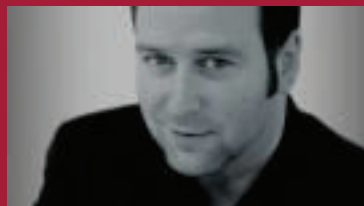
Jean-François Zurawik

-
Ville de Lyon - Fête des Lumières
Event Director



Guillaume Lachapelle

-
Artist in Visual Arts



Martin Leblanc

-
Sid Lee Architecture
Architect and Senior Partner



Michèle Meier

-
Ivanhoé Cambridge
Vice-president, Communications, Marketing and RSE and International Affairs



Archibald Verney-Carron

-
Art Entreprise
General Manager

CHROMATIC PRO - SPEAKERS



Ilias Benjelloun

-
Desjardins Lab
Inter-preneurship Catalyst
MTL NewTech
Creatif Director



Louise Lapointe

-
Casteliers
Co-General Manager and Artistic Director



Amélie Richard

-
Eltoro Studio
General Manager



Géraldine Dallaire

-
Pôle entrepreneuriat culturel et créatif
Founder



Laurent Simon

-
HEC Montréal
Creativity and Innovation Management



André Menand

-
SAJE - Accompagnateur d'entrepreneurs
Director of Specialized Services
for Corporate Growth



Boyana Stefanova

-
Creative Mornings
General Manager



André Valle

-
Dynamo
Head of Marketing
Dynamic/MTL
Co-Founder



Patrick Plourde

-
FunHouse Ubisoft Montréal
Creative Director and Vice-President



Franck Rosay

-
Ubisoft Montréal
Producer

Lounge Caisse de la Culture Desjardins (May 24 & 25 / 7pm to 10pm)



Hervé Sliwa

-
Ubisoft Montréal
Creative Director



Takashi Kudo

-
TeamLab
Communications Director



Marie Christine Cajocarú

-
Caisse Desjardins de la Culture
General Manager



Chantal Déry

-
Caisse Desjardins de la Culture
Business Development Director



Veronika Molnar

-
Caisse Desjardins de la Culture
Financial Advisor for Autonomous Workers

CHROMATIC PRO - SHOWCASE



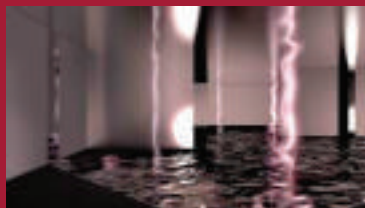
This year, Chromatic Pro inaugurates its first international art circulation market. For the occasion, a showcase of a dozen art installations will be added to the C2 Montreal ecosystem. Intended for international delegates from institutions, foundations and businesses, this market looks to promote local artists and allow their work to travel. The exhibit merges digital and kinetic installations that blur the lines between reality and illusion while reinventing space in an immersive atmosphere.



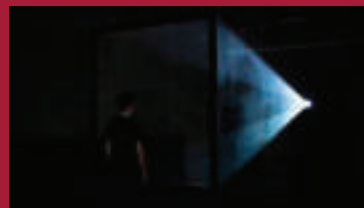
Guillaume Lachappelle
Lost in reflection



Guillaume Arseneault
Feu Tungstène



Sabrina Ratté
Domestic Landscape



Daniel Iregui
Moon



Myriam Bleau
Stories of Mechanical Music



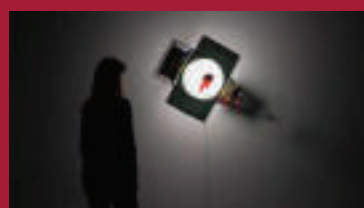
Jordan Söderberg Mills
Bounding Circle II



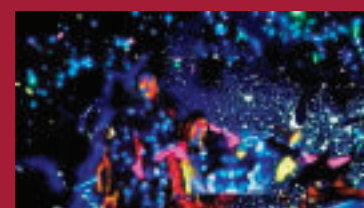
Float 4
Stable-Instable



Tyson Parks
Branes



Kenny Wong
Undermine



Mateo Mounier
Digital Skin



Greg Barth
Trajectoire 3



Jonathan Chomko
Relative Clocks / Slow Glass



The art
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MAY 24 & 25

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ARSENAL

PRICES* :

Pass Pro all access

349\$ (student 269\$)

-

Ticket Chromatic Pro Day 1 or Day 2

249\$ (student 189\$)

[Get tickets](#)

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[CHROMATIC.CA](#)

**All Pass Pro all access or ticket Chromatic Pro Day 1 or 2 gives access to the rest of the activities of festival from May 27 to June 1st at Studio l'Éloi in the Mile End.*

THANK YOU!
WE HOPE TO SEE YOU SOON