

THE RAIL

ARTISTS' STUDIOS AND EDUCATIONAL PLATFORM
IN POINTE-SAINT-CHARLES



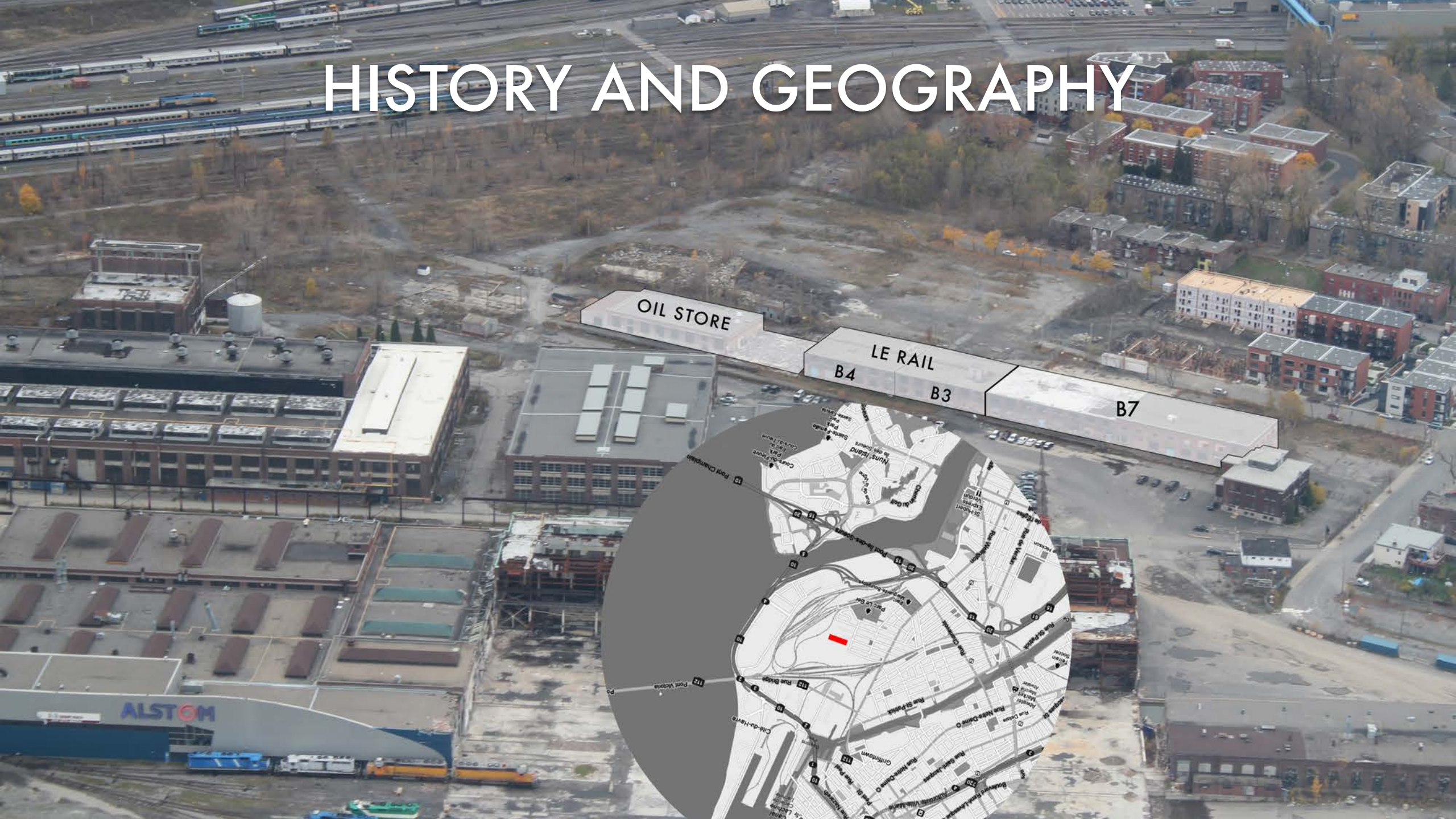
SUMMARY

- Le Rail, an artistic project in Pointe-Saint-Charles for the benefit of artists and the community at large
 - About twenty studios for visual artists as well as a few for other disciplines
 - An educational platform to make contemporary art better known and to use for its many advantages
 - A professional incubator for artists
 - A privilege for local artists with at least 25% of the spaces reserved for them
 - A project that restores and enhances an industrial building while highlighting the neighborhood's railway history

PREAMBLE

- Quartier Éphémère (QE) is a cultural organization, having a mandate to support the creation, production and presentation of contemporary visual arts
- QE is a charitable organization for the public education of contemporary art
- Incorporated 1993, it was set up in the South-West Borough in 1994, opening its first space and having the QE name until 1999, due to support from the City of Montreal
- Active since 2002, QE also manages the Darling Foundry (FD), an alternate visual arts organization installed in two heritage buildings that include 2 exhibition halls, 13 artists' studios and a production workshop
- Since 2007, the organization has been a leading figure in the negotiations to take over a building in the project to develop former railway land for artistic and community purposes.
- In 2012, the organization signed its first transfer agreement with the developer for the amount of one million dollars. Then in 2014, the developer reassigned his rights to the Collectif 7 À Nous, of which QE is a co-founder, with an option to retrocede part of the property
- QE reclaimed its rights in 2018. QE is currently organizing to become the owner and carry out the project to create artists studios and an educational platform.

HISTORY AND GEOGRAPHY



CN WORKSHOPS AND THE NEIGHBOURHOOD

- Located at the corner of Le Ber and Sainte-Madeleine streets, the property is a 35-hectare site commonly known as the Canadian National (CN) Workshops, south of Pointe-Saint-Charles neighbourhood.
- Built between 1854 and 1890 by the Grand Trunk Railway, and later modernized between 1927 and 1930 by Canadian National (CN), the CN Workshops were used to manufacture and repair locomotives. The part of the building QE would like to take over dates from 1930
- In the heart of an old Montreal neighborhood, the property is at the interface of an industrial zone and a residential area where an extremely vulnerable population lives alongside new and better-off residents.
- Although Building 7, adjoining the property, has brought its share of service to the community - notably a grocery store, a tavern and various workshops - the sector concerned has no cultural institutions or studios for artists.

RATIONALE OF THE PROJECT



ARTISTIC MOTIVATIONS

- Fill the glaring need for studios for Montreal artists who are the victims of neighbourhood gentrification
- Support the presence of artists in Pointe-Saint-Charles, offering them work spaces in their neighborhood and attracting new residents
- Offer the best conditions for artistic practice, especially in terms of quality of space at affordable costs
- Support the artist's practice, consolidate his/her professional status and participate in his/her integration into all strata of society
- Seize the remarkable opportunity to create a significant hub of artists' studios in Montreal
- Provide the South-West Borough with a professional place for contemporary artists
- Enable artists to network with the local community, creating situations for encounters and exchange

WORKING GROUP MEETING



ENGAGEMENT SOCIAL

- Educate citizens to be culturally informed
- Strengthen everyone's identity and enrich their knowledge
- Create a lively meeting place in which art is part of life
- Strengthen the identity of Pointe-Saint-Charles
- Carry out a project for the benefit of all citizens and in connection with the local community
- Create an interconnection between cultural and educational milieux
- Promote diversity and inclusion, addressing all ages and all social classes
- Develop programs intended for marginalized people
- Use the beneficial effects of art, such as the curative faculties for mental health
- Establish educational workshops for teaching institutions - daycare, schools and universities - and develop specific programs for the clientele
- Participate in strengthening social cohesion and use art as a relational economic vehicle for the neighborhood

ECONOMIC VITALITY

- Building on QE's more than 25 years experience and success in its management and operation, and its concern for restoring neglected industrial buildings for the benefit of artists and the community
- Build a new network with a community project supported by the Collectif 7 A Nous and promote mutual aid through the exchange of skills
- Stimulate the building's internal resources, creating links between the various occupants
- Provide professional space in the art milieu for more than 30 people and strengthen their economic activity
- Contribute to the neighbourhood's vitality with the presence of artists and their audiences
- Create an innovative project that presents new perspectives and experiences for the entire neighbourhood

THE RAIL : A TWO WAGONS TRAIN



1st WAGON: STUDIOS FOR ARTISTS

- Set up a significant number of studios in an industrial heritage building: 23 studios for professional artists and 3 for curators and visual and media arts organizations
 - Reserve at least 25% of the studios for Pointe-Saint-Charles artists
 - Reserve 2 studios to rent in solidarity with creative people, enabling reduced rates for artists in need
 - Produce optimal conditions for artistic creation and production in terms of brightness, accessibility and practicability
 - Control the rents at the square foot (\$ 12 including taxes included) over a long term, notably due to the QE property tax exemption.
 - Operate on a cooperative model, pooling services in a practice of self-management
 - Create a place that is a real incubator for professional artists and develop programs to support their practice such as Sponsorships

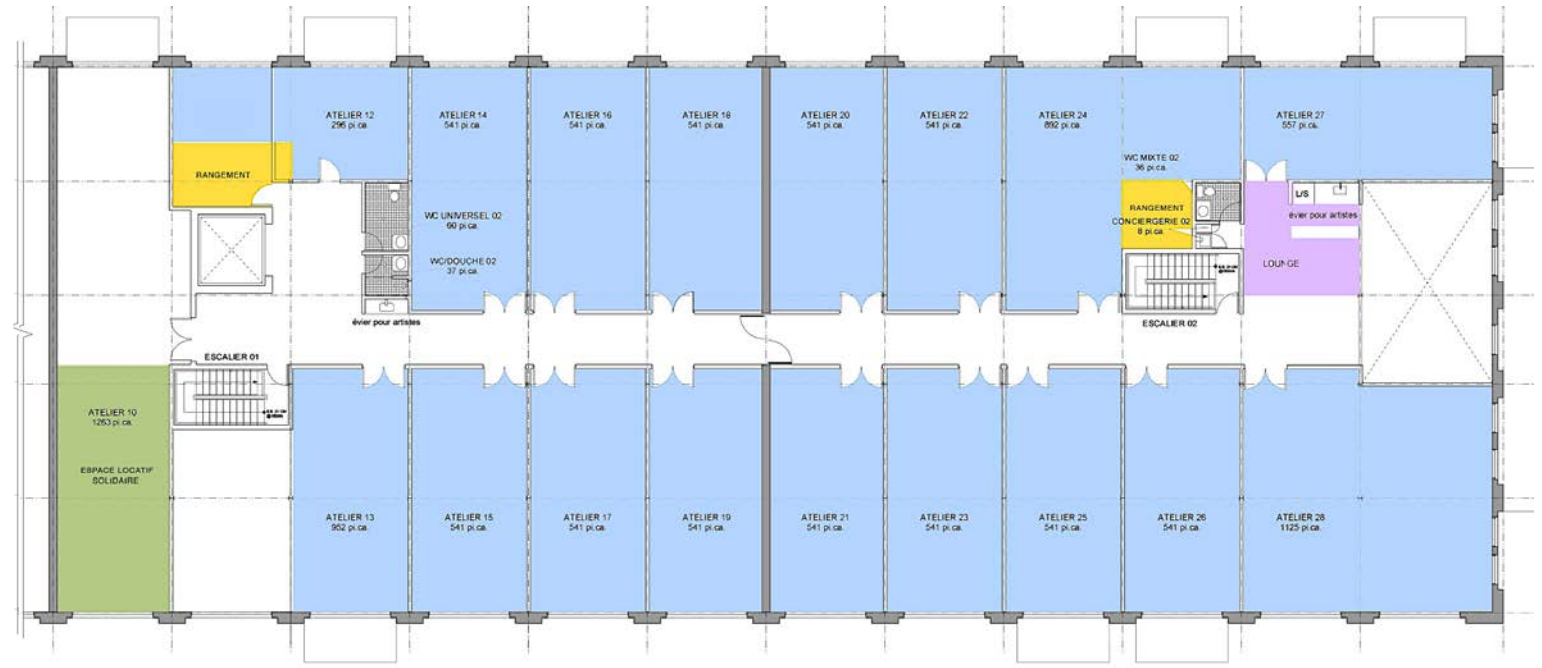
28 STUDIOS IN A RENOVATED INDUSTRIAL SPACE



ARTISTS STUDIOS: ARCHITECTURAL PLAN



RDC B3



ÉTAGE B3 & B4

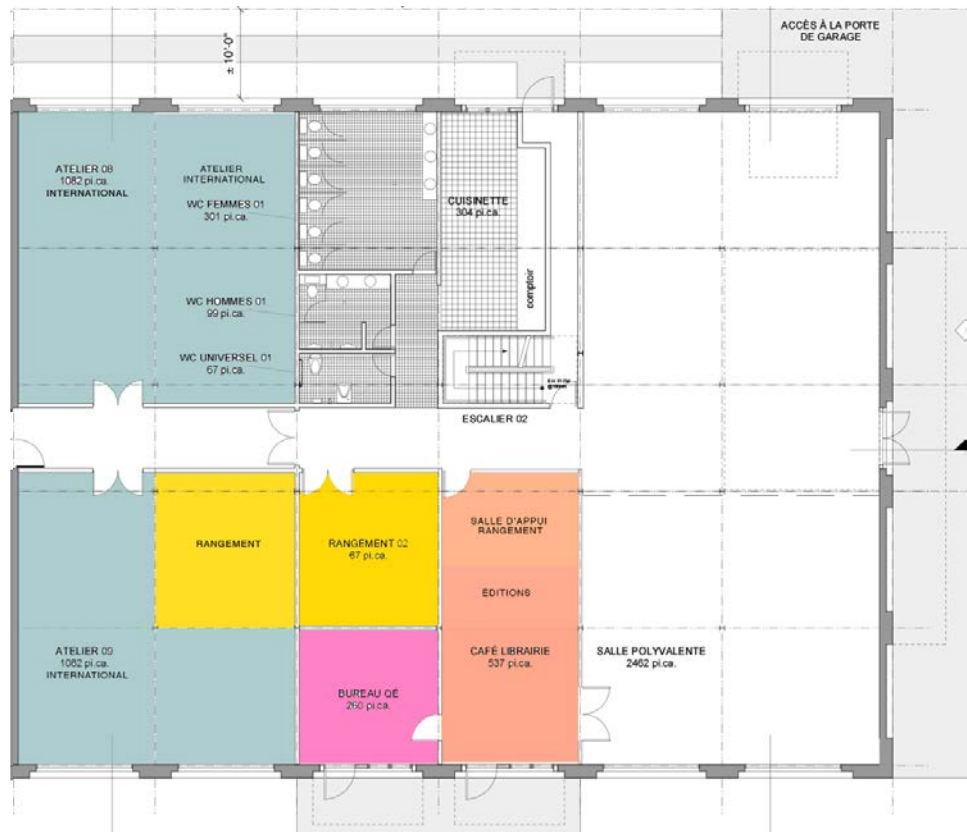
ARTISTS STUDIOS: DISTRIBUTION

- Establish 28 workshops with an area varying between 300 sq ft and 1200 sq ft (approximately 30 sq m to 120 sq m)
- Provide each workshop with large windows, double doors, adequate electrical power and outlets, ventilation and lighting.
- Provide each floor with running water that meets the needs of artistic practice
- Reserve common areas, such as washrooms, a freight elevator, a lounge, storage space and access at all times to a shared kitchen
- Grant a workshop to an alternative art publishing house in order to disseminate the work of resident artists in the bookstore area
- Celebrate the industrial heritage building by minimally altering its character for its new function as artists' studios, thus paying tribute to the hundreds of its former workers and the neighbourhood
- Provide access to public areas for people with reduced mobility
- As far as possible, make ecologically responsible choices, especially in terms of the mechanics, and adopt measures for the building's functioning

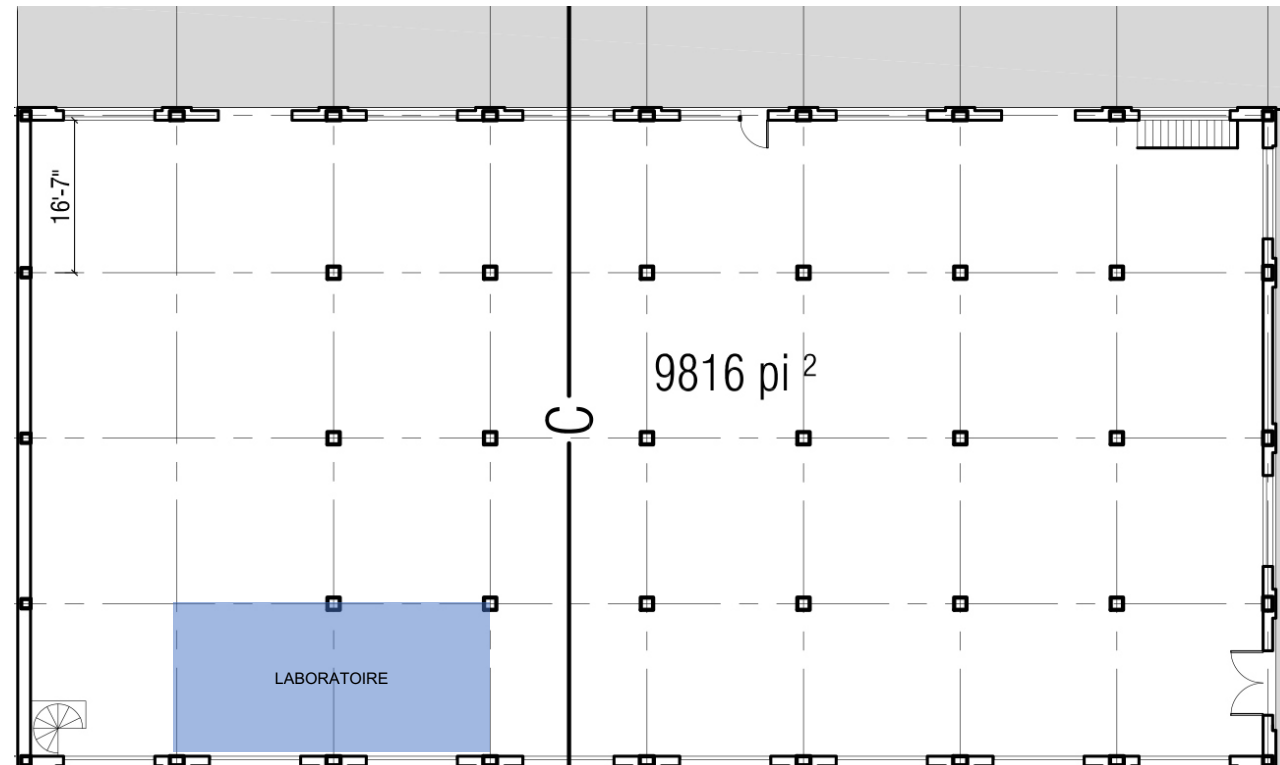
2nd WAGON: EDUCATIONAL PLATFORM



PLATE-FORME ÉDUCATIVE : PLAN



RDC B4



OIL STORE (à définir)

EDUCATIONAL PLATFORM: DISTRIBUTION

- Set up a multipurpose hall to present exhibitions, creative workshops, lectures, shows, film screenings and events
- Invite various community groups and put them in touch with the artists, while developing creative activities especially for them
- Coordinate residency programs for international artists and promote the visibility of their work
- Set up a small café and bookshop, linked to an alternative art publishing house that publishes the work of the artists and cultural workers
- Organize other activities outside the building, in the outer courtyard, to make art accessible to the general public and to the neighbourhood
- Enable the general public to visit the studios during open house activities
- Have a policy of free entry for the majority of activities
- Visit educational environments and stimulate young children's interest in art

BUDGET CREATION



BUDGET : WORK

- Carry out a project in which the economic feasibility has been demonstrated by a realistic business plan, funded by the City of Montreal and the Department of Canadian Heritage
- Build on an architectural, functional and technical program developed by Mark Poddubiuk, kingpin of the project, and Atelier Big City, a Montréal architecture firm
- Facilitate a working group composed of artists, architects and urban planners from Pointe-Saint-Charles and beyond and follow their recommendations
- Maintain a \$ 6 Million budget and include green energy
- Convince the identified backers and generate the support of the Ville de Montréal, Canadian Heritage, MAMOT, Hydro-Québec and Energir
- Minimize bank loans to avoid repayments that undermine the operation.

BUDGET DE RÉALISATION : EXPLOITATION

- Focus on a self-financed project with rental income and committed activities
- Maintain an operating cost of approximately \$ 200,000 per year
- Seek grants to develop certain programs and increase activities
- Keep long-term rents at the cost of between \$ 12 and \$ 15 / sq.ft.
- Grant preferential tariffs to those in need
- Request market rent for tenants who want to support the project at \$ 18 / sq.ft. and in the middle course reclaim these spaces for artists
- Hire two full-time employees (project manager and technician), supported by the QE team.

Presentation document
by Quartier Éphémère
and the project working
group, April 2019
T: 514 392-1554