



## Complètement Design 2025 : Focus on the creative process

Montreal, February 27, 2025 - **Index-Design**, Québec's leading architecture and design professional community, proudly presents the **third edition of *Complètement Design***, a next-generation conference and trade show shaping the future of design in Québec and beyond. On April 3, **over 2,000 professionals** will gather at the Grand Quay of the Port of Montréal for this landmark event, presented by Tafisa Canada, featuring a **thoughtfully curated scenography by Ivy Studio**. The program includes **22 distinguished speakers, 70 exhibitors**—blending local manufacturers with major international brands—and **36 local designers**. In the lead-up to the main event, exclusive workshops on April 1 and 2 will provide an in-depth exploration of current design challenges.

### World Design Visionaries in Montreal to Inspire Practice

*Complètement Design 2025* invites several major figures of international design, including **Matali Crasset** (France), a global icon who explores design as a human, social and ecological project. Through concrete examples, she will illustrate how ecological thinking inspires a new approach to creation. Meanwhile, **Harry Nuriev** (France, USA), **design prodigy and founder of Crosby Studios**, will question our relationship with space and objects through his bold, “transformist” aesthetic. **His viral, instantly recognizable creations** shape some of the **most striking interiors of our time**, making him one of the most influential voices in contemporary design. Other industry experts enriching the program include : Thomas Balaban (TBA), Manuel R. Cisneros (Sid Lee Architecture), Michel Dallaire, Christopher Dessus (Paf Atelier, France), Justin Dubé-Fahmy et Marie-Anne Miljours (Rümker), Talia Dorsey (Phi), Maude Fafard (Ateliers Buissonnières), Sonia Gagné (Provencher\_Roy), Lauren Goodman, Zébulon Perron (Atelier Zébulon Perron) Renée Mailhot, Sébastien Parent et Yannick Laurin (La Shed Architecture), Louis-Philippe Pratte (À Hauteur d'homme), Karine Touzel (Atelier Touzel).

### The Central Theme: *Generative - Generation: Design in Process*

The 2025 edition theme “Generative - Generation: Design in Process”, explores the richness of creative itineraries and transdisciplinary design practices. Beyond the final product, it's the path that leads to it that will be honored, illustrating how design is enriched by experimentation, collaboration and human and technological advances.

Exhibitors, speakers and artists will be invited to explore this thread through installations, products, lectures and live performances. **The scenographic approach underlines the evolution of design as a discipline in constant transformation**, where innovation, sustainable commitment and transmission are at the heart of reflections.

*“Complètement Design is a catalyst for the industry, a space where people meet and where promising ideas circulate; an annual highlight that nurtures exchanges between designers, manufacturers and specifiers.” - Sandra Heintz, Managing Director of Index-Design.*

### The Index-Design 2025 Prize and a Design Auction of Local Designers

On April 3, Matali Crasset will award a prize to an exhibiting designer selected by a jury of experts: Pierre-Luc Bérubé (Tafisa), Benoit Chapellier (Montoni), Rachel Gotlieb (Montreal Museum of Fine Arts),

Thibault Lerailler (Punctuate), Tania Morrison (Lovaco), Kristina Panzera (CIOT), Guillaume Sasseville (École de design UQÀM), Vanessa Sicotte, and Ève St-Jean (NÓS Architectes). Also new this year: a designer auction offering visitors the chance to acquire collectible or limited-edition items: lighting, furniture and signed objects.

### **A Montreal Show That Redefines the Tradeshow Experience**

At a time when major international design fairs often follow a standardized, commercial model, **Index-Design offers a bold alternative, reinforcing Montreal's status as a design city by showcasing and storytelling design in a fresh, immersive way.** Each year, a different Quebec firm takes the lead in shaping the scenography. Following NÓS Architectes and Jean Verville Architectes, **IVY Studio** will bring its distinctive vision to the 2025 edition. *Complètement Design* relies on an uncluttered scenography that highlights the exhibits:

“By reducing visual saturation, the layout makes the products on display easier to read, while encouraging more qualitative exchanges between exhibitors and specifiers,” says Philip Staszewski, architect and founding partner of IVY Studio, who designed the 2025 scenography.

In the same vein, the trade show has been committed to a responsible approach since its very first edition: the display furniture designed in 2024 is reintegrated into the space, and each new element is designed with a view to reuse and extended life cycle.

### **Three Types of Access for an Immersive Experience**

1. MASTER PASS (limited places), April 1-3, various locations in Montreal (masterclasses, workshops, conferences, trade show, DJ set party)

- Masterclass with Matali Crasset (April 1, in French)
- Challenges and Opportunities of circularity in interior design (Workshop-seminar, April 2, in French)
- Explore generative AI tools for visual creation (online seminar, April 2)

2. CONFERENCE PASS (limited seating), April 3, Grand Quay of the Port of Montréal, Montreal (Conferences, Exhibition, Party)

3. EXHIBITION PASS, April 3, Grand Quay of the Port of Montréal (Exhibition, Presentations and Performances, Index-Design 2025 Award, Creators' Auction and Party)

Tickets : <https://www.completementdesign.ca/>

### **On April 3, Grand Quay of the Port of Montréal**

- 22 local and international speakers
- 70 exhibitors
- 36 Quebec designers
- 2,000 participants expected

*Complètement Design* 2025 is presented by Tafisa Canada

**The Event is created by Index-Design 2025**

**CENTRAL THEME: Generative - Generation: Design in Process**

**Scenography by IVY Studio**

The 2025 Program Sponsor: Néolith + Ciot

2025 Campaign: Principal

Conference opening networking breakfast Sponsor: Montoni

Music curation and DJ set (Party) by THE LYONZ

Workshop (April 2) presented by the Bureau de design de la Ville de Montréal

Artwork and performances: Delphine Huguet, Scorpion Sorbet x Sandrine Castellan, Studio Sveja, Collectif Double Entendre.

**Speakers :**

Matali Crasset (France), Harry Nuriev (Crosby Studios, France-USA), Michel Dallaire (Canada), Christopher Dessus (Paf Atelier, France), Talia Dorsey (PHI, Canada), Sonia Gagné (Provencher\_Roy, Canada), Zébulon Perron (Atelier Zébulon Perron, Canada), Karine Touzel (Atelier Touzel, Canada), Lauren Goodman (Canada), Justin Dubé-Fahmy (Rümker, Canada), Marie-Anne Miljours (Rümker, Canada), Thomas Balaban (TBA, Canada), Manuel R. Cisneros (Sid Lee Architecture, Canada), Renée Mailhot, Sébastien Parent et Yannick Laurin (La Shed Architecture, Canada), Louis-Philippe Pratte (À Hauteur d'homme, Canada), Maude Fafard (Ateliers Buissonnières, Canada)

**Exhibitors 2025 :**

ALKEGEN, American Biltrite, Arancia Lighting, Atelier Arch, Atelier du Chef, Atelier Fomenta, Atelier MZO, BAINULTRA, Blaise Émilie, Blum, Brochette, Caesarstone, Centura, Céragrès, Ceratec Surfaces, Cime, Ciot, COSENTINO, CPL, Disamare, éclairage Hitech, Edition 888, edp, Espace Cab Déco, Gabriel Page Mobiler, Garrett Leather, Ghauz Sofa, Gim Bert, HydroTuiles, Inât, Jérémy Paguet, JETA, Johnstone Béton Architectural, Kohler, L'Autre Atelier, La Fabrique Allwood, Laboratoire Textile, Lajoie, Le Tenon La Mortaise, Lightbeans, Lixil, LumiGroup, MARdiROS, Marie Dooley, Mark Krebs, Matière Buisnière, Mobico, Mohawk Group, National Energy, Planchers MIRAGE, Print International, Ramacieri Soligo, Reggy St-Surin, SANGARE, Shaw Contract, Anderson Tuflex, Studio Botté, SUPERGRAND, Tafisa Canada, Tarkett, Prosol Distribution, Taymor, Teknion, ToHook, Turf, Henderson, Typologie, Uniboard, Vicostone, Woodzco, XL Flooring.

**Event Sponsors :**

Montoni, Ville de Montréal, Principal, Kollektif, Musée des Beaux-Arts de Montréal, Architecture Sans Frontières Québec, Association des Designers d'Intérieur du Québec, Association des Designers Industriels du Québec, Association des Architectes en Pratique Privées du Québec, Ébénisterie CST, La Presse, ELLE Décoration, v2com, Magazine Ligne, PLI, JTM, Hôtel W Montréal, Ogive Art, Edika.

**About Complètement Design**

Created by Index-Design, *Complètement Design* is an annual event that brings together the professionals of architecture and design to celebrate creation. Offering a dynamic program of exhibitions, conferences, gatherings and workshops, the event invites visitors to explore design in all its aspects. The 2025 edition, under the theme *Générative - Generation: Design in Process*, is presented by Tafisa Canada and will be held in Montreal from April 1 to 3, culminating in an exhibition and conferences on April 3 at the Grand Quay of the Port of Montréal.