



Project author or developer:
MU

Where:
CA / Canada / Montreal

Website:
www.mu-art.ca/

MU is a non-profit organization (registered as a charity), which supports and promotes public art in the greater Montréal region. Its mission is both artistic and social as the project involves creating murals within and for local communities. In French, the word «Mue» means rejuvenation through the shedding of an old skin. Similarly, the goal of the project is to embellish and bring new life to the faded, neglected and/or graffitied walls of the city, thereby triggering other social changes. MU defines itself as a catalyst between the following key groups: wall owners, companies wishing to financially support a mural, artists, residents, youth and various levels of government. To attain its objective, MU has developed an original approach inspired by the success of the Philadelphia MURAL ARTS PROJECT (www.muralarts.org).

MU's methods and philosophy are based on two complementary and interrelated concepts: SUPPORT TO THE ARTS and SOCIAL DEVELOPMENT. The first implies the production and promotion of varied artistic projects supporting local artists. Through this beautification process, the city establishes itself as an open-air gallery. Furthermore, this corresponds to the objectives set out by the City of Montréal in an effort to brand itself and reinforce its image as a «Cultural Capital». Social development is achieved in two ways: through the involvement of the local community in the validation process of the mural as well as through the participation of young people in the creative process. Similar projects have been successful in demonstrating that the community input provides leverage to local development, to the improvement of quality of life, to the revitalization of neighborhoods, to civic education and to help residents in reclaiming their community.

MU intends to finance its activities with the support of the private sector (corporations and foundations), through multiple partnerships with the city center and boroughs, as well as with various organizations and government programs. MU has established partnerships with Cirque du Soleil, Mouvement Desjardins, Simplex, Benjamin Moore, the City of Montréal and many boroughs. MU has produced fifteen (15) murals throughout the city.

Both founders of MU have earned masters degrees in the social sciences and have a combined experience of 15 years in event management and large-scale special projects (Cirque du Soleil, À%quipe Spectra, Just for Laughs Festival). They are also involved in socio-political, community and arts-related activities. Emmanuelle Hébert is a member of the Conseil des Montréalaises.

