

Le Scandinave Les Bains Vieux-Montréal wins triple crown

Three prestigious prizes for design, most notably Project of the Year, are awarded to the new urban spa.

Montreal, December 16, 2009 – Award-winning début! Open since only January of 2009, the Scandinave Les Bains Vieux-Montréal has just been awarded three of Canada's most prestigious prizes for design: The "Prix Intérieurs Ferdie" for Project of the Year, also Best Spa in the Hotels and Recreational Facilities category, as well as the Silver Design Exchange Prize in the Interior Design – Commercial category.

« We are proud of these awards, which attest to the high quality of work done by Saucier + Perotte Architects in realizing our vision of the urban spa, » says Benoît Berthiaume, President and Co-founder of the project. « But they also serve to highlight the added value that Scandinave Les Bains Vieux-Montréal brings to Montreal's tourism industry, which in fact was one of our principal objectives from the start. »

Located in an old maritime warehouse facing the docks of the Vieux-Port, this facility is unique in that it is the only spa on the Island of Montreal providing the authentic, age-old experience of Scandinavian baths in a contemporary setting that seamlessly joins state-of-the-art technologies, avant-garde design and sustainable architectural practices.

The Capital Difference

« The exceptional nature of the spa, distinguished as much by its architecture as by its location and the quality of its services, is in line with the creators' desire to bring added value to Montreal's tourism offering, » states Benoît Berthiaume. « From its inception, we were aware of the potential contribution this project could make to the city's international reputation as well as to its new tourism marketing strategy, which firmly positions Montreal as the veritable world capital of creativity. »

In the case of Scandinave Les Bains Vieux-Montréal, this creativity manifests itself not only in extraordinary architectural design overwhelmingly recognized by the Prix Intérieurs Ferdie as well as by the Design Exchange, but also through partnerships which contribute to the city's original flare and power of attraction. In fact, since the spa's opening, Scandinave Spa Management has forged numerous strategic alliances with several main actors on the tourism stage (i.e. hotels, restaurants, museums, etc.). These alliances create significant added value in that they permit the partners to enhance their existing services by offering an exclusive tourist attraction of international calibre.

Strong Personality

Wanting every possible advantage on their side, Benoît Berthiaume and his associates at Scandinave Spa Management put out a call to Saucier + Perotte Architects, an internationally-renowned agency, active in all four corners of the globe and named Best Architectural Firm in Canada for 2009 by the Royal Architectural Institute of Canada. « Saucier + Perotte understood our vision and knew exactly how to translate it into space and structure, » claims Mr. Berthiaume. « We wanted to create a space that would be the product of fire and ice coming

together, making manifest a multi-sensorial and stimulating experience. The vast experience and creativity of Gilles Saucier, André Perrotte and their team have made all the difference and I wish to congratulate them. The identity of Scandinave Les Bains Vieux-Montréal is in large part, a product of their outstanding work.

Conceived as a veritable « signature » project for Montreal on the international tourism scene, Scandinave Les Bains Vieux-Montréal should contribute to prolonging the average stay of tourists in the region, to eliminate the « low season effect » and to fill a real, existing need for spas of international calibre, according to Mr. Berthiaume.

If the invariably glowing reviews from clientele and the frequent, favourable media coverage are anything to go by, success is in the cards. To date, the facility has been the subject of hundreds of articles, reports and reviews not only in Quebec and throughout Canada but also in several other countries such as Germany, Australia, Belgium, Brazil, China, Korea, Spain, United States, Italy, Portugal and Thailand. And now, with the awarding of these three prestigious prizes, chances are Scandinave Les Bains Vieux-Montréal will be talked about for some time to come.

About Scandinave Spa Management

Scandinave Spa Management is a private group of Quebec investors specializing in the conceptualization, construction and management of spas offering an exclusive and relaxing thermal experience in a countryside resort, or urban, setting. *Le Scandinave SpaTM Mont-Tremblant*, one of the greatest success stories of recent years in tourism and health-based activities promoting relaxation and holistic harmony, is emblematic of the Scandinave Spa Management signature, the seal of authenticity and well-being, displayed at every location owned by the group.

For more information on the aforementioned prizes, visit the sites : www.designexchange.org and http://www.prixinterieursferdie.com/index_eng.php.

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