

## **Ephemeral Architecture Contest**

### **A platform for upcoming architects!**

*Québec, December 7, 2011* – It is with great pleasure that the Hôtel de Glace announces today the 7<sup>th</sup> edition of the Architectural Ephemeral Contest. Chaired by Mr. David Covo, teacher and former Director of the School of Architecture of McGill University, this contest offers an opportunity to upcoming architects to develop and create the décor of a themed, ice and snow, suite for the 2012 edition of the Hôtel de Glace.

Students from architecture and design schools from universities such as Laval, McGill, Montréal and the UQAM are asked to work on a highly creative and inspiring project. The winning suites, on top of being seen and visited by thousands of visitors, will provide the students with up to \$1 500 in scholarships. Evaluation criteria are: originality, concept, feasibility and innovation. Because we aim to offer a memorable Nordic experience to our overnight guests, the basic materials, ice and snow, need to be used in a spirit of integrated design.

The panel of judges is composed of experts from the Hôtel de Glace : Mr. Jacques Desbois, Chief Executive Officer, Mr. Serge Péloquin, Artistic Director, Mr. Gilles Roy, Technical Expertise Supervisor and Mrs. Yasmina Lacasse, Architect at Brière, Gilbert & Associates. Participants have until December 9<sup>th</sup> to submit their project. Winning teams will be announced at the inaugural Grande Soirée of the Hôtel de Glace on January 20<sup>th</sup>.

The Hôtel de Glace of Québec City is internationally renowned. This unique structure is built, year after year, with the help of specialists and snow passionate. The Hôtel de Glace project is a structure made of ice and snow and it is built by using molding, blowing and removal of the molds. The finishing touch is the addition of a collection of ice blocks, manually made.

Since 2001, the Hôtel de Glace impresses by its unique character and its magical design. Admire the majestic ice chandelier dominating the hall, go through the exhibition hall or try the popular ice slide. Amongst others, you will have the chance to drink one of our famous cocktails served in an ice glass and spend the night in one of our 36 rooms or theme suites giving access to the outer spas and sauna. Between nature and urbanity, the Hôtel de Glace is a must see attraction to be discovered in family, in couple or between friends this winter!

- 30 -

**Source:** Sarah M. Matthews, Communications Adviser  
Tél. : 418 623-2888, poste : 101  
[smatthews@hoteldeglace-canada.com](mailto:smatthews@hoteldeglace-canada.com)

