



Groupe Artea

Festive illumination
design

Brochure 2022

DESIGN | ILLUMINATION

Our firm; Groupe Artea designs, manufactures, surprises, destabilizes, questions and travels the world in search of the best products available to offer unique experiences that exceed expectations.

We bring together designers, engineers and makers to develop immersive experiences in a collaborative and vertically integrated spirit, allowing us to control quality from design ideas to the end of construction.

About us

- Flexible and dedicated team to meet your timeline
- Ability to set up proactive management of needs and approaches (design, integration, and construction)
- Database and benchmark accumulated over the years (members of IAAPA)
- Knowledge of technical standards, laws and regulation in Canada
- Over 30 years of experience with clients in project development.

We create original environments that strike the imagination. Groupe Artea imbues itself with its customers' worlds and brands to create their own image. Always at the forefront, Artea Group uses state-of-the-art technology to deliver complete immersive experiences and create highly realistic locations. We will provide to your group a professional dedicated, agile team.

Groupe Artea

From design to installation to
manufacturing.

A 100% Quebec based company



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Theme design

We envision the projects and carry out with sensitivity and by framing the narrative around the users. We wish to engage and following clear guidelines in a holistic vision.

Architect of the experience, We first define a global strategy, illustrate the design intent, present the ideas in the form of mood boards, sketches or renderings in an iterative process where we polish the best possible solution around a well-framed challenge. Most importantly, we always validate the intentions with the producer to ensure that the ideas put forward are achievable within the budget framework.

Customer experience & Operation

Project and operation with more than 10 years of experience in entertainment (FEC, Amusement Park, Water Park, Live show, Golf). We have strengths in UX, PnL analysis & planning, and revenue optimization.

Our engagement in a project is to always keep the UX at the centre of each decision to ensure that we have the best efficient and functional destination.

Engineering

Our engineering dept is imaginative and fast reacting. Our main objective is to maintain the integrity of the concept, without inducing major alterations, while meeting the safety requirements.

We look for technical simplifications by involving all the project partners. We make sure that Art and Concept stay in the forefront.

Installation

The Artea Group has been working for more than 20 years in the installation, maintenance, repair and dismantling of decor. When planning the sets, Artea works extremely hard to design a simple and effective product for its use and for its installation.

Our team of engineers ensures the solidity of the product and compliance with safety standards. Our team of experts works with meticulousness and efficiency in order to be fast, safe and as discreet as possible.



Artea family

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Meet the team



Alain Guiroy

President-Owner

Proud leader of this dream team, Mr. Guiroy thrives on projects and business opportunities for Groupe Artea. His strengths: his perseverance and his dedication to work. Always eager to learn, he is always on the lookout for new products. He likes to integrate talents, know-how, new approaches and technologies in all of our projects. Mr. Guiroy is definitely full of energy!



Julie Preston

Senior Creative Designer

Backed by more than 20 years of experience at Artea, Mrs. Preston is definitely driven by challenges. Creative and knowledgeable about the latest trends, she provides unique solutions that are both effective and integrated.

Her motto: there is always a solution!



Catherine Gaulin

Project manager

Rigorous, organized and structured, Catherine ensures that each project is executed without forgetting any detail. Her goal and priority is to deliver quality projects that will exceed the expectations of her customers.

After obtaining her bachelor's degree in tourism and hotel management, Catherine worked in the event and wellness sector of the tourism industry. Her dedication to each project and her strong interpersonal skills are not only greatly appreciated by her clients, but also by her team.



Marjorie Rioux

Creative Designer

Inspired by everything around her, in love with details, Marjorie has been working in the design field for 10 years now since her diploma in visual communication. Creative, She like to take part in the whole of a project! Like a butterfly taking flight, a burst of sweetness!

Her motto: more than one head is better than one, a bit of fantasy and let's go!

Our values

Company compliance

ARTEA operates in the most responsible manner, in full compliance with laws and regulations and ensures rigorous administrative management.

ARTEA has created its own corporate guideline as it does not tolerate any immoral or illegal behaviour expecting all its managers and employees to behave ethically and in full compliance with the law.

Close cooperation

As soon as ARTEA is called to action, there is a close cooperation within our team: Designers, project managers, sales representatives and consultants.

Rapid responses with optimal solutions are given. Thanks to its integrated structure of all its services ARTEA is indeed working closely with the customer. Our interventions become therefore highly effective.

Environmental responsibility

ARTEA is committed to the protection of the environment at every level of the company, thus helping to minimize its ecological footprint. For current and future generations eco-responsibility is key.

Social responsibility

ARTEA believes in supporting a specific cause in its corporate trajectory. ARTEA is particularly committed to support the cause of sick children. The company encourages and supports the Sainte-Justine University Hospital Foundation. The Grand Sapin of the foundation is signed ARTEA.



Magic creators

Festive
illumination
project

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Montreal's Eaton Centre

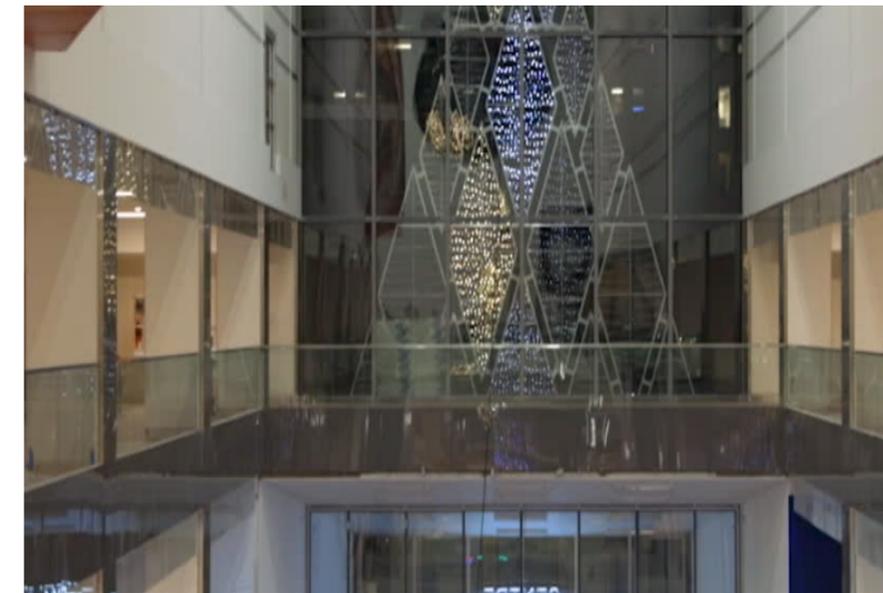
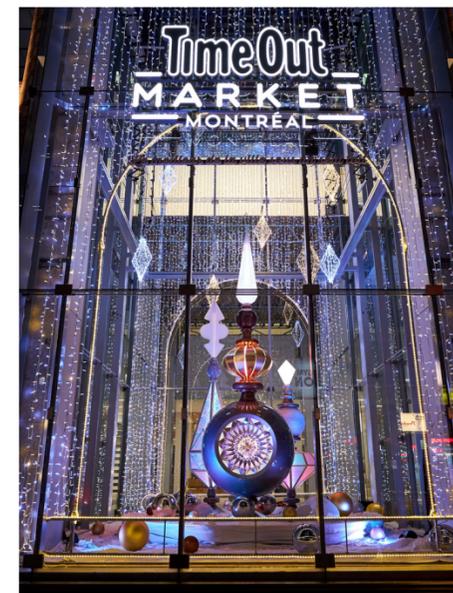
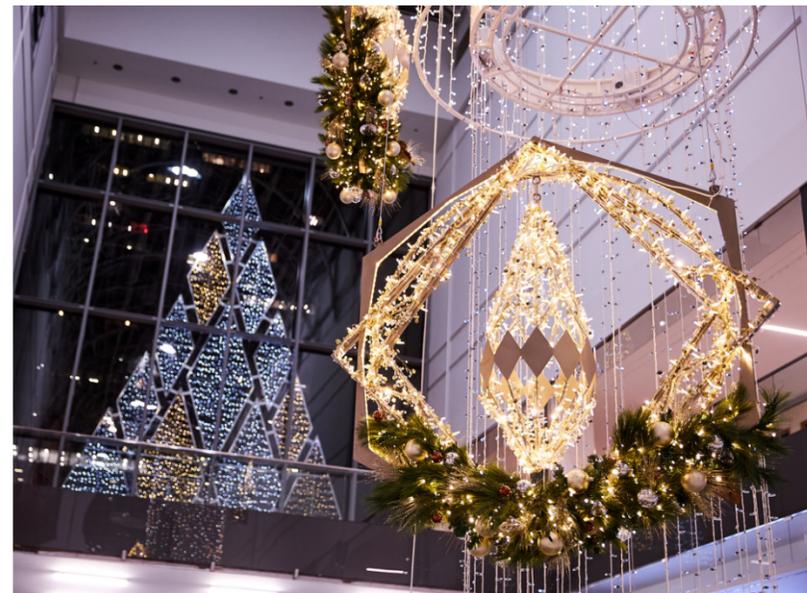
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Our expertise in themed commercial decor can transform any space into an enchanted world capable of astonishing and dazzling the child and the adult. Our vision is inspired by the most beautiful settings around the world adding the avant-garde touch new global trends. Product launches remain balanced, without ever forgetting a stunning result.

Current orientations mix modernity through large-scale themed objects, defined by complementary decorative lighting and the addition of aesthetic material such as fir trees to add a natural touch, thus giving a warmer atmosphere that transcends time. The balance between traditional and contemporary trends is established.

Montreal's Eaton Centre

Interior shopping centre (2019)



Place Bonnaventure

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Office building (2019)

The unique Place Bonaventure has had an attractive, contemporary and inviting image. A total redevelopment of its image to update its movement areas and service areas was delivered by renowned architects.

Our mandate: to offer festive decorations that blend in with this new environment, both in shop windows in prominent urban centers and in several indoor locations. Our decorative intentions were inspired by this new modern atmosphere with an amalgam of traditional.



FROM AN IDEA TO REALITY

Artea's creative knowledge helps you to turn your ideas into reality.

Each project, we imagine it in accordance with your expectations. We have the will to adapt all your ideas according to your needs and your vision.

From an idea to a sketch, from a digital 3D concept to its realization, Artea remains faithful to your vision from the first drawing to the final product.

We transpose your ideas in 2D to develop a physical version tangible and real.

GOUV EEYOU ISTCHEE, BAIE-JAMES



NICOLET, QC



TERREBONNE, QC



Town of La Prairie

Municipality (Since 2011)

ARTEA specializes in festive illumination for Quebec municipalities and elsewhere. The city of La Prairie has entrusted us with the winter decoration mandate since 2011.

We have particular expertise in creating a coherent decor across the different flagship locations of a city, as well as improving the decor over the years.

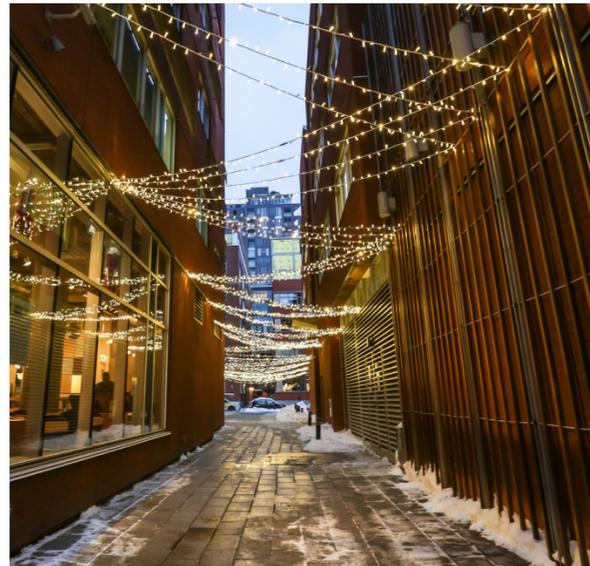
Whether for light post decoration, tree lighting, tree embellishment, or giant freestanding decorations, ARTEA knows how to maximize the effect of wonder provided by winter decorations.



Fond Allied

Office buildings (since 2014)

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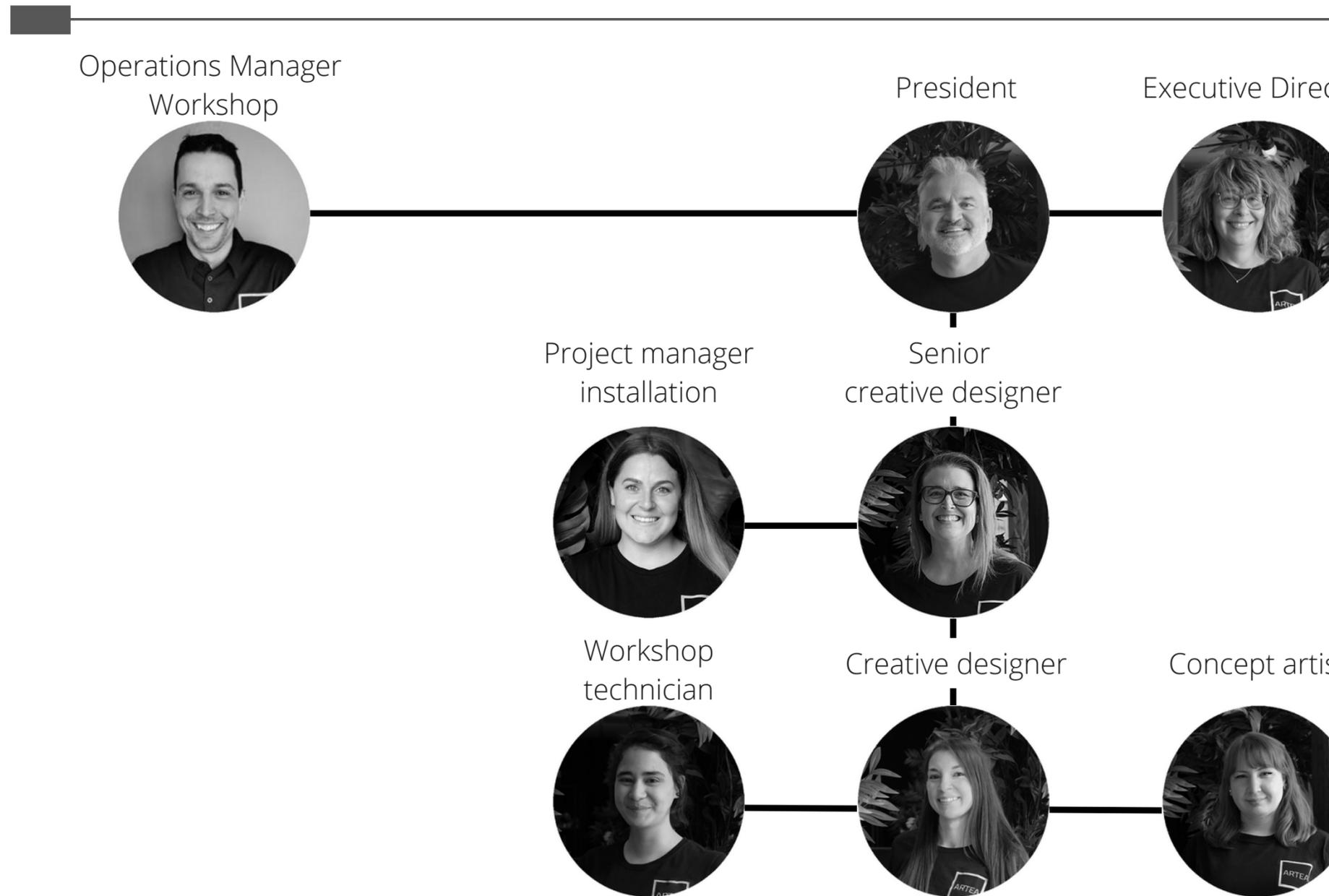


Since 2014, Artea has been responsible for the winter decoration of several Fond Allied buildings. Our expertise allows us to create a unique decor for each building while ensuring that the common thread connects the addresses.

The decor evolves over the years by additions, modifications, color changes, thus allowing to keep a current and surprising aspect.

Organisation

Our core members are supported by numerous specialists and together will ensure that our in-destination experience meets the highest expectations.



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For any questions or
comments

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