PRIX ARTS-AFFAIRES DE MONTRÉAL 2010
SME CATEGORY

Winner: Georges Laoun Opticien
Sponsor: OBORO
Supports: Festival Transamériques
O Vertigo
Jasmine Catudal
Claire Dufresne
Stéphane Lemardelé
Denise Rumpelmayr

The alliance between OBORO and Georges Laoun Opticien has resulted in a long-term partnership agreement, with the Georges-Laoun-Opticien-OBORO Super Short Film Prize at its centre. This $3,000 prize recognizes an original video or film under three minutes long, which is also shown in the window of the Saint-Denis St. store. For OBORO, this award is a valuable catalyst for growth. It has had a direct impact both on the organization’s artistic and financial development, as well as on artists and the public. The two organizations have joined forces for the artistic, cultural, social and economic development of their milieu.

This partnership is also an example of the admirable involvement of this family business, which, for the past 25 years, has supported almost 400 creators and tens of arts organizations. Year in and year out, the company invests 5% of its sales in the arts. The owners’ enthusiasm is infectious, with their employees also taking an eager interest in the arts. The company is undeniably a role model and source of inspiration for the Montréal business community to invest wholeheartedly in the world of arts and creativity.

Georges and Phina Laoun chose to leave Alexandria and settle in Montréal for its open, Francophone character, bringing with them a heartfelt desire to found a prosperous business and contribute to society through culture. As soon as they opened their first store on Jean-Talon St. in 1983, they invited young artists to create unusual window displays. Their son Sherif’s involvement in the family business and in the artistic community increased this spirit of creativity, which is now Georges Laoun Opticien’s signature in the Montréal community.

Since then, Sherif Laoun has been actively and passionately involved in many cultural organizations in fields as diverse as theatre, dance, literature, visual arts and media arts, and he devotes endless time and tireless energy to them. His sister Anne-Marie is not to be outdone; she also makes a contribution to cultural life by giving her time and financial support to a variety of artistic activities in addition to collecting works by contemporary artists.

Georges Laoun Opticien is a generous business with a “very clear vision” of its commitment to arts and culture in Montréal.