

**BPC PRESENTS**

**être avec toi**



**THE NEW RESTAURANT  
AT W MONTREAL**

**SIP  
TASTE  
VIEW**

## A TRANSITIONAL RESTAURANT

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

Montréal, December 2, 2015 – être avec toi is a revolutionary new dining concept that offers an exciting art gallery, DJ-designed soundtracks, and perfectly prepared food and drink. Set to open early December on the [W Montréal](#)'s entrance level (in the space once occupied by Otto), this transitional restaurant is the latest offering from [bpc](#).

Helmed by Peter and Erin Chase, the NYC-based hospitality company is behind the hotel's two popular bars: [Wunderbar](#) and [Plateau Lounge](#). To create être avec toi, this husband and wife team collaborated with talented chefs, artists, DJs and designers.

"In essence, we took an 11-year old restaurant, stripped its design to an all white space and then set about creating être avec toi; which is itself a collaborative work of art," says Peter Chase. "Thanks to our long-time relationships with chefs, artists, DJs and designers, we made something that none of us could have done alone."

Whether you're enjoying a vernissage, late dinner or lengthy meal, dining at être avec toi can be an evening's main social event. Energetic street-art murals occupy être avec toi's entry and bars, and a dense array of paintings (which evolves through continuous creation), hangs throughout the casually-sophisticated dining room. Sound architecture is supplied by many of Montréal's top DJs, while staff wear original unisex uniforms.



All this adds to the restaurant's excitement and warmth, and to the concept implied by its name: être avec toi/ "to be with you" is to share quality time with others, lost in a bounty of great food and drink.



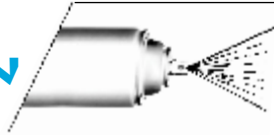
être avec toi welcomes 160 guests with a seafood-based menu of shareable cuisine by NYC-based Partner Chef Alan Ashkinaze, whose 25-year career includes Chef de Cuisine at the Waldorf Astoria, Executive Chef of Aqua at the St. Regis Monarch Beach and Millesime Restaurant at the Carlton Hotel.

Executive Chef is Sébastien Giannini, whose career includes Executive Chef of Montréal's Fairmont Queen Elizabeth hotel and The Méridien Hotel in Nice.

Highlight your meal with sides and sauces delivered on our guéridon, which rolls through the dining room, allowing certain dishes to be prepared table side. Wines on tap are part of our beverage program. No need to buy a bottle, just order a glass. The system is complemented by a carefully-selected reserve list of more than 200 bottles from all corners of the globe—not to mention our reputation for some of the best cocktails in Quebec, envisioned through a rare collaboration with renowned NYC mixologist Eben Klemm.



ART/DESIGN



To redesign the space, [bpc](#) worked with Jean Pelland and Martin Leblanc of [Sid Lee Architecture](#), whose concept features art curated by [MASSIVart](#). We know a picture is worth a thousand words, so [ê.a.t.](#)'s look is unexpectedly minimal. White walls and concrete floors let the artwork, music and ambiance speak.

Much like *W's* New/Next series, [ê.a.t.](#)'s art program features murals, paintings, sculptures and installations by a variety of artists, many from Montréal's cultural scene. Styles range from street art to contemporary, and the restaurant houses a dense gallery space and collaborative murals.

Commissions include large-scale pieces and "walls of art" that evolve over time and add up to create an ongoing narrative on Montréal's historical, physical and social cultures. A mural on the walls and ceilings of [ê.a.t.](#)'s bar and entrance area by [Stikki Peaches](#) and [WIA](#) (What is Adam) complements works by artists Jean Labourdette, Kevin Ledo, and others. Even tabletops become canvases; bar tables (by illustrator Jason Wasserman) depict fun panoramas of Montréal architecture.

Art also influences [ê.a.t.](#)'s music, selected to harmonize with the visuals. As part of our Young Artist program, every month a different local DJ crafts unique soundtracks for breakfast, brunch, lunch, dinner and late-night. Employees are dressed by [Travis Taddeo](#), a Montréal fashion designer who, for over a decade, has collaborated with [bpc](#) on original staff uniforms.



TRAVIS TADDEO ET MANNEQUIN YEKTA / DULCEDO  
PHOTO CREDIT: PATRICIA BROCHU

Like pop-up gallery, fashion and dinner trends around the world, [ê.a.t.](#)'s transitional nature is part of its appeal. Remember, nothing lasts forever.

The concept goes beyond art curation: from December 2nd to February 19th, artists Alan Ganev, Botkin, Bonar and Labrona will conceive – sometimes together – paintings right in front of the clients.

ARTIST SCHEDULE

December 2 : Ganev, Bonar, Labrona  
 December 3 : Ganev  
 December 10 : Bonar, Labrona  
 December 17 : Ganev, Labrona  
 December 18 : Botkin, Labrona

JANUARY 8 : Ganev, Bonar  
 JANUARY 12 : Botkin  
 JANUARY 21 : Botkin, Bonar  
 FEBRUARY 4 : Botkin, Bonar  
 FEBRUARY 19 : Ganev, Botkin



## ABOUT

être/verctoi



### bpc

As bpc, husband and wife team Peter and Erin Chase come up with amazing ideas and hospitality concepts, manage their development, then act as operators or owners. bpc (by Peter Chase) is a hospitality development and management company whose focus is the creation and operation of restaurants, bars and hotels around the world.

With operational expertise and unique vision, the NYC-based company is the go-to creative collective for top hotels, restaurants, bars, developers and companies ranging from luxury car brands to international investment firms. bpc clients have included the [W Montréal](#) and its onsite nightclub Wunderbar; Skybar Miami; MGM Grand Casinos (MGM, Mandalay Bay, Luxor, Borgata) in Las Vegas, Detroit and Atlantic City; Caesars Palace; Planet Hollywood; Garden of Ono; W San Diego and many more.

Recently, together with their partners in Collective Hospitality, bpc conceptualized and opened Millesime at the Carlton hotel in New York City, and with Partner Chef Alan Ashkinaze, Chappaqua Station—a farm-to-town restaurant in a historic train station in Chappaqua, NY.

Adding to être.a.t.'s local authenticity, one of its owners is a born-and-raised Montrealer. Duane Holder, after six years managing W Montréal's [Wunderbar](#) and [Plateau Lounge](#), is now a partner in bpc's Canadian business.

### W Montréal

Behind a former bank façade, W Montréal is where work and play merge both above and below ground, day and night. 152 guest rooms and suites offer luxe and contemporary furnishings, Bliss bath amenities and tech throughout, including SPG Keyless entry to put you in control. Start the day energized with a workout in FIT or in your room with LIFT. Grab a

bite overlooking the city before heading out or up the stairs for your meeting. During your downtime, unwind in the exclusive Away Spa or sip a cocktail in Bartini, Montréal's most intimate and exclusive bar, featuring only six seats. As the sun goes down, the city's vibrant nightlife comes to life. Our Insiders offer currency to get you into whatever scene you fancy, including W's Wunderbar and Plateau lounge which are magnets for chic and cultured locals.

### Sid Lee Architecture

Founded in 2009 following the integration of architecture firm NOMADE (founded in 1999), Sid Lee Architecture is the fruit of architects and urban designers Jean Pelland and Martin Leblanc's talents and skills combined with creative agency Sid Lee's wide-ranging offering. Operating on a global scale from its Montréal offices, Sid Lee Architecture gathers more than 35 architects, technicians, designers, managers, and other artisans offering services in urban studies, architecture, interior architecture, strategic development and positioning, brand integration, and signage – for cultural, residential, institutional, recreational, and corporate projects. Sid Lee Architecture's work stands out for its uniqueness and strong identity, marked by history, culture, and community. Since 2015, Sid Lee Architecture is part of kyu, a new collective of creative businesses established by Hakuholdo DY Holdings, the second largest network of agencies in Asia.

### MASSIVart

MASSIVart is a creative agency intensifying the brands, companies and artists visibility by realizing both innovative and creative projects. MASSIVart's magnitude is defined by unique content creation and event development gathering companies creators and public.

être avec toi



**HOURS OF OPERATIONS:**

**BREAKFAST**

MON-FRI  
6:30 - 11:30  
SAT & SUN  
7:00 - 11:30

**LUNCH**

MON - FRI  
11:30 - 17:30

**DINNER**

MON - SUN  
17:30 - 23:00

**LATE DINNER**

THU - SAT  
23:00 - 1:30

**BRUNCH**

SAT & SUN  
11:30 - 17:30



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