**1.*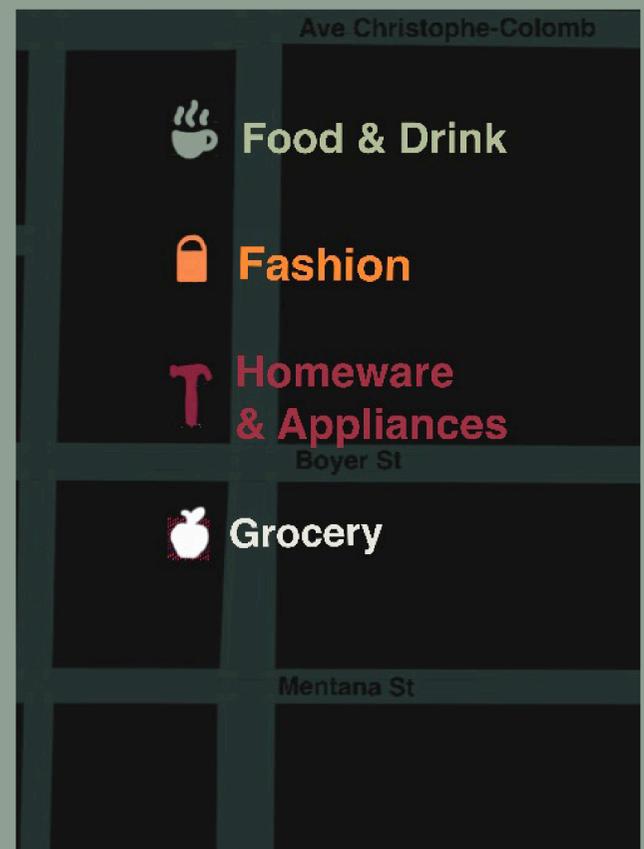* Each display the digital poster rotates through will show the name of the business correlated with it's number on the map, as well as a brief description, address and estimated distance in time the business is from you.

2. The display screen will rotate, lighting up a different set of icons representing a shopping category. The information on business openings and closures will be updated with the collection of new data.

3. With each rotation of the digital poster's screen, a new store category will be shown, giving the neighbourhood community insight into the great local businesses surrounding them.

BON VOISIN
GOOD NEIGHBOUR

HOW CAN WE BETTER INFORM AND ENCOURAGE COMMUNITIES TO SHOP AND CONSUME LOCALLY AND SUSTAINABLY?

WHAT IS IT?

Good Neighbour/Bon Voisin is a public display piece which aims to aid Montreal's responsible production and consumption industries and connect communities. Our project proposal centers around democratizing data on small businesses and small business use in Montreal, especially during the pandemic, with the intention of informing Montrealers on the impact they have on local business through their support. This project provides the public with information about small and local businesses with several resources to encourage them to support local.

HOW DOES IT WORK?

Electronic posters will be placed in different neighbourhoods around the city, each one displaying a mapped view of the neighbourhood in which it is located. This project works by using collected data from the city and compiling a list of local and small businesses in each of Montreal's boroughs, organizing them by industry and colour and creating a digital poster of an overhead map of each neighbourhood. Each rotating screen will present the small local businesses of a certain category though colour coded category icons, informing the nearby public of the small and local business in close proximity to them.

WHAT IS NEW AND DISTINCTIVE ABOUT THIS PROJECT?

This project may be compared to the Google Maps feature which lets users 'explore' the area they are in on their device, but what is new and distinctive about our project is that it promotes specifically local and small businesses curated by locals themselves and is available to use without a device or internet connection. Unlike a printed map, this digital poster is visually stimulating with all of its colours and can easily be modified with updated data. Local businesses, unlike big commercial chains, are sometimes not found on Google Maps simply because of their niche and local clientele. This project aims to connect both tourists and Montrealers alike to their neighbourhoods and culture, while promoting neighbourhood-specific businesses that have struggled during the pandemic in the shadow of big-box stores.

OUR GOAL

Connection to the local community is the goal. Being aware of what businesses are around and available help create a sense of knowing your city better and a sense of belonging. More than that, local owners get to connect with their clients and the public and build strong relationships that will help their local businesses thrive. The outcome of this project is a population that is encouraged and energized to buy local and support their own community through these businesses recovery from the pandemic and onwards.

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Dr. Carmela Cucuzzella, Instructor - Morteza Hazbei, Instructor
Philippe Fortin, City Studio Open Data Team

8 GOOD JOBS AND ECONOMIC GROWTH

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION