



# Prochaine station

Montréal, un cœur vibrant

Affiché par **astral**

## Prochaine station... Montréal, un cœur vibrant (*Next station... Montreal, a vibrant heart*), a contest for the next generation of artists, presented by Astral and Transgesco

Astral, a division of Bell Media, is thrilled to announce the second edition of its art contest in partnership with Transgesco, the advertising and commercial management partner for the STM, Montreal's public transit system. This exciting initiative gives Montreal art students the chance to take over one of the most famous transit hubs, Berri-UQAM station, and showcase one of their creations on the station's largest mural.

This unique opportunity will revitalize the station by bringing a breath of fresh air and putting art at the heart of its architecture. The winning campaign will be displayed during the Festival Montréal en Lumière, complementing the festival's other installations and events.

The contest offers artists a chance to gain significant visibility for their work, reaching a broad commuter audience. While participation is limited to Montreal-based university-level art students, Astral is committed to offering providing maximum exposure for their talent through the program.

This contest embodies Astral's forward-thinking approach to Out-Of-Home advertising, prioritizing a customer-centric strategy and enhanced user experience. As a partner of Transgesco, Astral is at the forefront of the advertising landscape, offering creative solutions such as bus wraps, 3D advertising and digital products. This collaboration enriches the advertising experience for Montreal metro users, while respecting Transgesco's core values.

Art is deeply rooted in the Montreal metro's identity, with diverse artistic expressions adorning every station. The contest further strengthens this commitment by providing a platform for aspiring artists to express their creativity and share their work with a wider audience.

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### 2025-2026 Theme: Montréal, un coeur vibrant (Montreal, A vibrant heart)

Montreal, a vibrant heart, is the story of a connected city, where each beat represents the interaction between its inhabitants and its environment. Montreal is not just a bustling metropolis, but a living organism, pulsing to the rhythm of its unique neighborhoods. From Old Montreal, steeped in history, to Plateau Mont-Royal, brimming with artistic creativity, and through Mile End, vibrant with energy and culinary diversity, each sector contributes to this urban symphony, connected at its heart by the STM network. The smells of bakeries and restaurants mingle with the sounds of lively conversations and the different bars on Crescent Street, which blend into the shimmering colors of the Plateau houses, while also rubbing shoulders with the architectural modernity of

downtown. This theme celebrates this unique kaleidoscope and the invisible links that unite Montrealers, the diversity of its cultures, and the constant pulse that defines its unique identity.

- **Let creativity be your guide.** Whether you're inspired by the architecture, the crowds, the smells, the sounds, the memories, or the special atmosphere deep underground, let your creativity be your guide.
  - **Pay tribute to the underground:** How does the underground touch you? How do you see it? How would you pay tribute to it through your art?
  - **Bring your interpretation to life.** Create a unique and powerful work of art that captures the essence of Montreal's underground.
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## Contest overview

The overall contest winner, along with some finalists, will have their work displayed on various advertising products throughout the subway network (digital lumiquais, Metrovision and Azur screens).

The winning artist will see their artwork displayed on a large static mural at Berri-UQAM station, on the green line platform, for a 4-week period during the Montréal en Lumière Festival, in February. Artworks may also be featured on Astral's and Transesco's social media platforms to promote the contest and finalists.

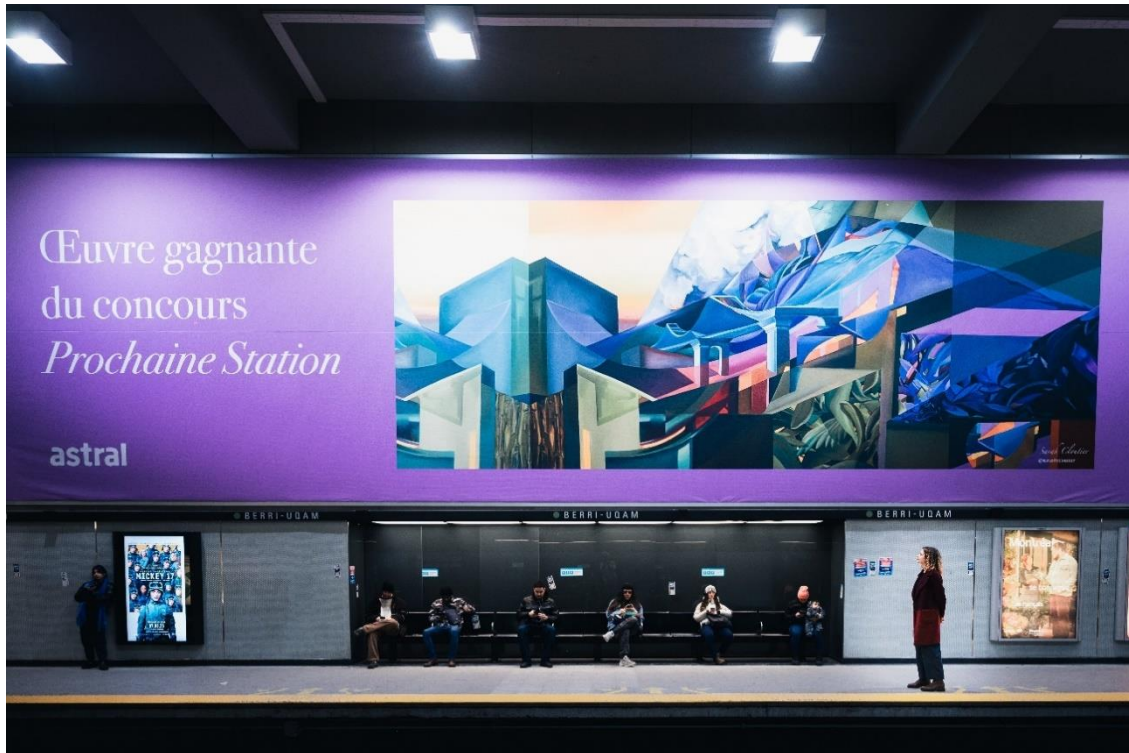
### Timeline

- **September - November:** Students have until November 28th to apply to the contest. All submitted artworks must be produced/completed.
- **December:** A jury composed of members from UQAM, Concordia, Astral, and Transesco will select the winning artworks.
- **January :** Production for the February exhibition will begin.
- **February:** The winning artwork will be displayed at Berri-UQAM station during the Montréal en Lumière Festival.

### Prize

The winning candidate will receive a prize of \$1,000. Finalists/runner-ups will receive a prize of \$500. This includes the right to display the artwork for one year in the STM network. All production fees are managed by Astral.

To learn more about the contest and apply, visit the contest page at <https://www.bellmedia.ca/advertising-sales/opportunities/prochaine-station/> or contact [prochainestation@astral.com](mailto:prochainestation@astral.com).



Static mural – Winning entry in the first edition of the contest

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## Technical and Content Considerations

### Artwork format:

- Horizontal Layout: Please ensure your artwork is designed in a horizontal format
- Product Dimensions: Your final artwork should not exceed the dimensions of the product. No extensions of any sort will be accepted.
- Placement: Remember that the mural will be displayed above eye level.

### Artwork Content:

- Acceptable Media: You may work in various mediums, e.g. painting, drawing, graphic design, or a combination, but your final submission must be a high-resolution digital file suitable for large-scale printing.
  - Photography Prohibited: Please refrain from submitting photographs as they could be mistaken for an advertising campaign, which is not the goal of this contest.
  - File Format: Final artworks must be submitted as high resolution still image files. Specifications for each product can be found on the website.
  - Sound/Audio: Sound or audio components are not permitted.
  - Content Restriction: Your artwork must not depict or suggest violence, contain nudity or damage the reputation of Astral, Bell Média, Trangesco, the STM or the city of Mtl.
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## Application criteria

Applicants must be active students enrolled in a Fine Arts program at a Montreal University.

Please submit your application in ONE PDF file or in ONE ZIP folder via the [submission form](#) by 5:00 PM on Friday, November 28, 2025.

### **Please include the following information:**

1. Personal information:
  - Full name
  - Preferred pronoun (optional)
  - Telephone number
  - Email address
2. Supporting documents:
  - Bio: A written bio (maximum 250 words), or an audio recording (1 min. max).
  - Project Description: A written project description (maximum 1 page), or an audio recording (maximum 2 minutes) describing the artistic project. The proposal should address technical requirements, how this contest will benefit your portfolio, and how your work aligns with the contest theme.
  - Proof of registration in a Fine Arts program in Montreal University

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## Selection criteria

The submissions will be evaluated according to the following criteria:

- Creativity and originality of the approach
- Excellence and quality of the project
- Interest in the conceptual approach
- Visual impact of the work

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## Contest calendar

Submission deadline: November 28th, 2025

Jury review: December 2025

Selection of winning works: December 17th, 2025

Winner and finalists' announcement /Production: beginning of January 2026

Installation: week of February 16<sup>th</sup>, 2026