



Under embargo until Monday, September 13, 1:30 p.m.

Ig2 inaugurates new head office

A space created by and for Ig2's culture and people

Montreal, September 13, 2021 – Today, Ig2, Canada's largest independent creative agency, inaugurated its new head office in the Technopôle Angus eco-district. Chantal Rouleau, Quebec Minister for Transport and Minister Responsible for the Metropolis and the Montréal Region, and Christian Yaccarini, President and CEO of the Société de développement Angus (SDA) both attended. With this event, scaled down due to the pandemic, Ig2 has officially arrived in Montreal's east end.

This reimagined workplace reflects the ever-changing pandemic reality with a unique space for new, more flexible ways of working, whether on-site, remotely or hybrid. And this human-scale project comes at a time when people want to meet after months of telecommuting.

Adapting to a new reality

Ig2 and its partners took more than a year to develop the original plans for their new head office. Then the pandemic changed everything. So Ig2 took a long hard look at their original plan, and with their trademark agility and adaptability, re-envisioned the ideal workplace.

"We went back to the drawing board to design a workplace that reflected our new reality and the aspirations of our employees. We focused on why employees would want to come to the office once we could work together again. That was our new starting point," explained Claude Auchu, Partner, President and CEO of Ig2 Group.

Employees were consulted throughout the design process and it shows, with six different work areas to focus on teamwork and employee well-being. The goal was to move beyond the pre-pandemic business as usual and create a place to meet, exchange ideas and work together.

"Today, people don't just want to work, they want to be fulfilled," Auchu added. "Since no day, no hour is ever the same, we wanted to create a unique space with many different environments to reflect new ways of working."

"It's wonderful to see how a once-neglected site can be redeveloped and enhanced to create an environment conducive to business development," said Chantal Rouleau, Minister for Transport and Minister Responsible for the Metropolis and the Montréal Region. "Ig2's new office in Technopôle Angus epitomizes my aspiration for east-end Montreal: beautiful, sustainable living and working environments that attract innovative companies. This is how the east end will achieve its full potential."

A neighbourhood that reflects the company's values

The new head office in the Technopôle Angus eco-district builds on Ig2's desire to work in a place where they can make a positive impact on the community and evolve within a sustainable development *laboratory*. To ensure their new offices were harmonious with their environment, Ig2 worked closely with the Société de développement Angus and Provencher_Roy, a leader in urban architecture in Quebec and Canada. The firm guided the architectural thinking and collaborated with Ig2 and its employees to refine the building's concept and technical aspects.

"We provide many opportunities for innovative, creative companies, like Ig2, and we want to support their efforts. That can make a big difference," said Christian Yaccarini, President and CEO of Société de développement Angus. "We're very excited to be at the centre of the revitalization of Montreal's east end."

The project in brief

- Construction of a unique work environment, based on new hybrid and collaborative approaches
- Respectful integration of the heritage and industrial characteristics of the Technopôle Angus eco-district
- Spatial organization designed for employees' state of mind rather than for assigned teams or organizational levels (individual work, teamwork, informal or planned collaboration, etc.)
- Multi-functional spaces for smarter use of square footage
- A sustainable, flexible concept that the company can adapt according to employee need
- Listening to the needs of employees found:
 - Top reason for commuting to the office: teamwork (82% in 2021 vs. 76% in 2020)
 - 89% of employees are positive about hybrid work (+4% since July 2020)
 - 70% of employees like being able to juggle their work and personal lives (vs. 65% in 2020)

For more details, [please visit the microsite](#) (French only).

About Ig2

Founded 30 years ago, Ig2 is now Canada's largest independent creative agency, with offices in Toronto, Montreal and Quebec City. A global brand experience and ideas agency, it brings together over a dozen areas of expertise to achieve its clients' greatest ambitions: Strategy, Innovation, Digital Experience, Architecture, Data and Insights, Branding and Design, Packaging, Content, Advertising, Employer Branding, Production, and Shopper Marketing. Each of our 400+ talented people is driven by the same goal: to make a positive impact every day.

Since it was founded in 1991, Ig2 has worked with such local and international clients as Bell, Beneva, Hydro-Québec, Keurig Dr Pepper, LCBO, Les Producteurs de lait du Québec, Société de l'assurance automobile du Québec, Tourisme Montréal and Under Armour, to name just a few.

Source: Ig2

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