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**Judith Portier, designer**  
Woman entrepreneur in tourism

**Montréal, QC, Canada**  
UNESCO Creative Cities Network – Design

**Studio Overall**  
Co-founder, Executive director

**hei!**





**Since 2007, Igloofest has brought together thousands of music lovers to dance under the open skies in Montréal's Old Port.**

With its frosty decor blending with steel structures, striking architectural stage design, stellar lineup of local and international artists, playful Igloovillage, and popular snowsuit contest, Igloofest has become one of the trendiest and most anticipated winter events in the city — and across the country.



**Rue Wellington in Verdun is widely recognized as the coolest street in Montréal, and was even ranked the "coolest street in the world" by Time Out in 2022.**

It's a vibrant 1.3-km pedestrian-friendly strip featuring over 250 businesses, local cafes, popular bars, and unique shops.



**Born in the MHM borough during the pandemic, the “Bleu Tomate” project turned a residential street into a vibrant “Safe Active Way” and community hub.**

**It transformed the space into a catalyst for connection, discovery and interaction, optimizing the use of a public environment to meet the needs of residents and visitors alike.**





# “Les Boulbes” Interactive Urban Furniture Laval (QC) Canada

Client: City of Laval  
2025



As creative experts in the design of **visitor experiences for public spaces**, our multidisciplinary insight encompasses ergonomics, wayfinding, and strategic content development.

Angélique (stagiaire) Myriam (associée & directrice de création, Daphnée (designer graphique) Tom (dessinateur technique) David (designer d'exposition) Sandrine (designer chargée de projets) Marine (designer industriel) Judith (associée & directrice exécutive) Frédéric (associé et directeur de projets) Laval, 2025

# Bickerdike Pier Interpretive Path Montréal (QC) Canada

Client: Port of Montreal  
2023





**Manikuakanishtik<sup>o</sup>**  
**Lookout**  
**Côte-Nord (QC)**  
**Canada**

Client: Hydro-Québec  
2025

An installation that enables all visitors to discover a place, its history, and its challenges, designed with a particular focus on **accessibility and landscape enhancement.**

Nanouk,  
the 14 meters tall  
Ice Climbing Polar Bear  
Québec (QC) Canada

Client: Québec Winter Carnival  
2024-25-26+

Blending boldness with technical precision, **this temporary environment is designed to draw the visitor into a story** told through harmonious environments, light and materials.



**Nanouk,  
the 14 meters tall  
Ice Climbing Polar Bear  
Québec (QC) Canada**

Client: Québec Winter Carnival  
2024-25-26+



Nanouk isn't just a landmark that's earned multiple awards for its innovative design.

It's a medium for interpretation that fosters a profound connection with the Québec territory and its northern identity.

# kiitos!

## STUDIO OVERALL

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[studiooverall.com](http://studiooverall.com)

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