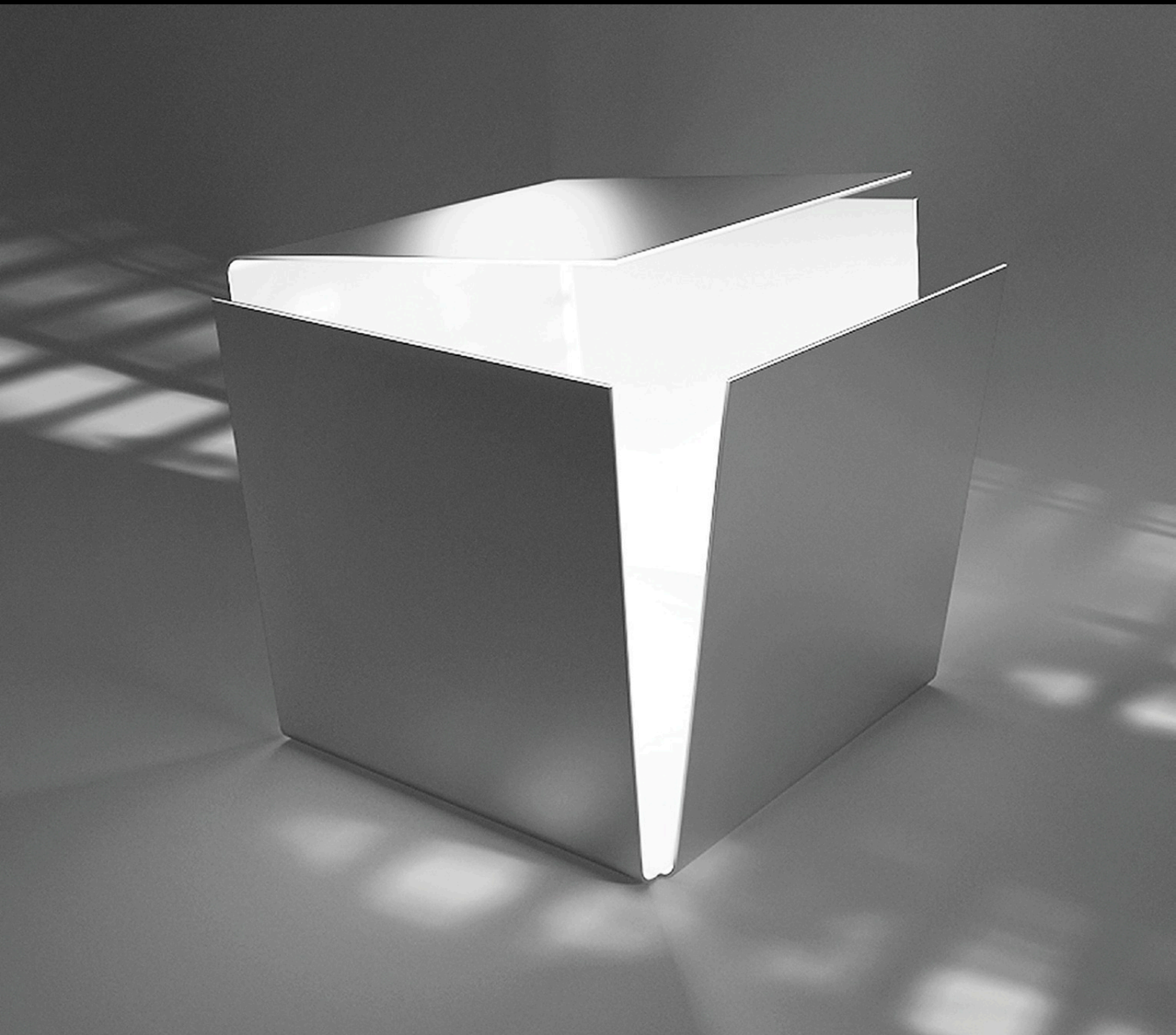
Gala
GRANDS PRIX
DU DESIGN

VISIBILITY REPORT **2026**

Thermador

Platinum Partner and Evening Partner · Gala of October 8, 2026 · 19th edition



GALA OCTOBER 8













On October 8, in Montréal, the GRANDS PRIX DU DESIGN presented the first Gala of their 19th edition. 510 guests from Québec and abroad, professionals, clients and suppliers from the industry, gathered for a festive evening to celebrate creativity and excellence.

Hosted by Catherine Pogonat, the evening unveiled the Grand Winners selected by an international jury of 112 professionals, as well as the People's Choice Awards, the Awards of the Year and the Tribute Award presented to Michel Dubuc, founder of Ædifica.

This report presents the visibility given to Thermador throughout the evening, and the positioning offered to the brand among this audience of design, architecture and interior decision-makers.

Gala 1 / Grand Winners unveiled in:

- **Interior Design**
- **Product**
- **Communication & Branding**

Also on the program: People's Choice Awards · Awards of the Year · Tribute Award

SUMMARY

Your visibility at a glance

Thermador was present in two ways at the October 8 Gala: as a Platinum Partner, associated with the Interior Design awards, and as an Evening Partner, with its exclusive contest.

25 min
of on-screen visibility during the Gala

6 min
of stage presence, in 4 moments

18
Grand Winners awarded under your colours

510
guests from the design industry

MOMENT	VISIBILITY	DETAILS
Before the Gala	**Room screens**	During the cocktail reception, logo and ad in the all-partners video, twice per loop (Platinum and Evening), about 56 appearances
Opening	**Opening video**	Logo and ad on the main screen, with the 8 Platinum partners (34 s)
Welcome	**Contest announcement**	Thermador contest presented by the host (1 min 15)
Before dinner	**Contest reminder**	Reminder of the entry coupon and draw (25 s)
Dinner breaks	**Countdown and screens**	Countdown featuring the Platinum partners and Platinum loop on the partner screens (48 min in total)
After the main course	**Draw on stage**	Marie-Chantal Villeneuve on stage, address to guests and draw (3 min 08)
Your segment	**Video and acknowledgements**	Promotional video on the main screen, thanks from the host, representative introduced (1 min 09)
Your segment	**Partner screens**	Video loop for 23 min, during the presentation of 18 Grand Winners
Print	**Printed program**	Thermador back panel, logo among the Platinum partners, contest coupon
Print	**Digital program and tickets**	“Presented by Thermador” segment, draw in the program, logo and thermador.ca link, logo on the ticket
On site	**Display and partner board**	Logo on the illuminated Platinum partners display at the room entrance and on the partner board
Magazine	**INT.DESIGN 98**	Double-page ad at the front of the issue (English and French editions), Thermador feature and presence among the Evening partners
Digital	**Newsletters, social media, website**	Logo in 8 newsletters, feature in the October 15 recap, magazine partner index, Partners page, post on Instagram, Facebook and LinkedIn

Durations measured from the event recording. On-screen visibility: your video loop on the partner screens during your segment, plus the contest announcement and reminder.

GUESTS

They were at the Gala

159 firms and organizations from the design industry were represented among the 510 guests of the October 8 Gala: architecture and design firms, manufacturers, distributors, clients and institutions. Your brand was showcased in front of all of them.

3G Lighting
A4 Architecture + Design
ACT Architecture Design
Acuity Brands Lighting
Ædifica
Agence Jean-Sébastien Roy
Agence SIX
AKB Design
Aktuell
American Biltrite
ARIUM design
Artellix
Artesa Architectes Concepteurs
Atelier MAa architecture + design
Atelier MIM
Ateliers Royer
Auberge de la Montagne Coupée
Baril
Basalte
Beaulieu Canada
Bélanger
Bélanger Design
Beta-Calco
blanchette archi.design
Bombardier
Boobrook
BRP
Burovision
Canbec
Carbonleo
Centre d'Expérience et de Design Montréal
Centura
CGC
Christian Marcoux cuisine et mobilier design
Chrome Design
Cimaise
Cime Environnements d'Affaires
CIOT
Cléo Katcho Design architectural
Le Club Laval-sur-le-Lac
Construction Marc-André Dion
Contact Delage
COSMO
Cosoltec
Cyclone Lighting
Cyr + Cathcart Designers
Daoust Design
DeGranpré CPA
Desjardins Bherer
Dexign Matter Studio
DIALOG
dkstudio architects
Dot.Architecture
DSR · Design Spec Rep
Ébénisterie Star Woods
edp
Entre Quatre Murs
Entro
Essiambre
Eureka
Excalibur Industries
EXO B2B
Figure3
Fisher & Paykel
Folio Design
FOR. design planning
Foyer Suprême
Freske.
Galena in Aurum
Gensler
Germain Larivière
Grandeur Flooring
Granit Plus
GRG Garcia Rep Group
Groupe API
Groupe Focus
Groupe Lacasse
Groupe Veloce
GRS Architecture
HAS design and research
Havre Architecture & Design
Haworth
Hettich Canada
HOK
Hôtel Château Cran Chaud
House of Rohl
Humà Design + Architecture
Hydrel
Hyperia Design
iGuzzini Sistemalux
Imperatori Design
Impresse
Indee Design
Les Industries Rouillard
Intérieurs Griffés
Jaime Bouzaglo Design Studio
Jean-Maxime Labrecque Architecte
Jump&Love
KIIMA
Kohler Canada
KOTARO HORIUCHI
Kris Lin International Design
LemayMichaud
LG2 Architecture
Lipari Design
Literie Laurier
Luminis
Maison Territo
Marc Boudreau Design industriel
MEDGRUPO
Menkès Shooner Dagenais LeTourneux Architectes
Métaphore Design
Metro Wallcoverings
Meubles BDM
Meubles Jaymar
MillerKnoll
Mobz Art
Mohawk Group
Montauk Sofa
Muse Solution de gestion
Musée des beaux-arts de Montréal
NARELAB
NEUF architectes
NewTechWood
Nimatec
Olon
Pascale Nakhlé Design
Payne Construction
Pris Interior Design Studio
Provencher_Roy
PXP Design intégré
Reitmans
Roc-Base
Sabrina Barazin Studio
Samantha Jin
Scodesign
SCOTT Associates Architects
SDI Design
SGD A | TALO | APRES
Solyt
Studio Aeta
Studio Overall
Studio123
Sublime Collection
Tafisa Canada
Taktik design
Teknion
Thermador
TLA Architectes
Transformer Table
Turner Fleischer
Unik Parquet
Unilock
Université de Montréal
VAD Designers d'espaces
Vanico-Maronyx
Veilleux atelier design
Vicostone
Xander Noori

BEFORE THE GALA AND BREAKS

Before the Gala: cocktail reception

From 5 p.m., throughout the cocktail reception, the video of all Gala partners played in a loop on the room screens: each partner's logo and ad, 5 seconds each, in a 3 min 12 loop. Thermador appeared twice per loop, in the Platinum partners section and in the Evening partners section: about 56 appearances during the reception.



Your ad in the partners video, shown for 5 seconds at each pass.

Full video · all partners 3 min 12

Dinner breaks



During the appetizer and main course breaks (about 48 min in total, measured from the recording), the countdown on the main screen featured the Platinum partners, and the partner screens on each side played the loop of all Platinum partners, including Thermador.

PLATINUM PARTNER

Opening and awards

At the opening, the presentation video named each Platinum partner: the Thermador ad was projected on the main screen in front of the 510 guests. Later, before the awards of its segment, host Catherine Pogonat highlighted Thermador's partnership, played its promotional video and introduced its representative, who stood to applause.





Left: the opening video. Right: the host's acknowledgements, with the logo and the representative's name on screen.

SEGMENT PRESENTED

Interior Design: Community, Education and Healthcare · Residential

REPRESENTED BY

Marie-Chantal Villeneuve, Showroom Director and Designer, Montréal Experience and Design Centre

ON THE MAIN SCREEN

Thermador promotional video, then logo and representative's name during the acknowledgements



Video clip · Opening video: the 8 Platinum partners 34 s

Video clip · Thermador: video and acknowledgements 1 min 09

PLATINUM PARTNER

Partner screens: your video loop

Throughout the Gala segment associated with Thermador, your video played in a loop on the partner screens, on each side of the main screen, during the project presentations and the trophy presentations. This was the longest screening of the evening among the eight Platinum partners.

23 min
of continuous screening

18
Grand Winners awarded during the screening

66 s
per loop: logo, then product photos



▶ Loop 66 s



In the room

During the trophy presentations of your segment, the partner screens, to the right and left of the stage, played your video loop in full view of the 510 guests.

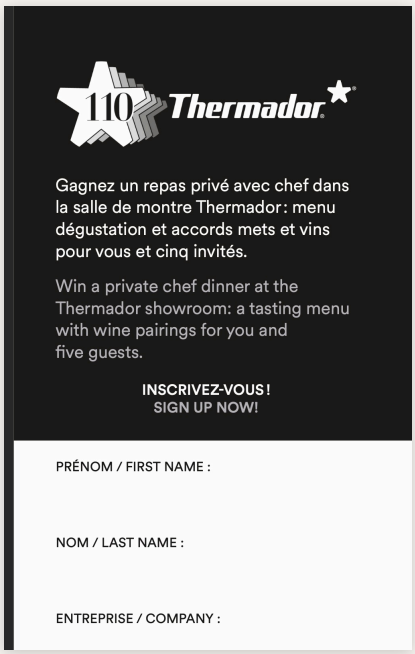
EVENING PARTNER

Evening Partner: contest and draw

At the welcome, the host presented Thermador's exclusive contest: a private chef dinner, with a tasting menu and wine pairings for six people, at the Thermador showroom in Montréal. Guests filled in the coupon in the program, collected during the intermissions, and a reminder was made before dinner. After the main course, Marie-Chantal Villeneuve took the stage to address the guests and hold the draw.



Thermador / Marie-Chantal Villeneuve on stage during the draw (still from the event recording)



Thermador / Entry coupon in the program on each table

WINNER Dania Aghdaie, House of Rohl

3 moments on stage

Contest announcement at the welcome (1 min 15), reminder before dinner (25 s) and draw (3 min 08), with the Thermador visual on the main screen.

Video clip · Thermador contest announcement 1 min 15

Video clip · Thermador draw reminder 25 s

Video clip · Thermador draw 3 min 08

PRINT

Printed program

A program was placed at every seat. Its back panel was entirely dedicated to Thermador, in the colours of its 110th anniversary. The Thermador logo also appeared among the Platinum partners, and the contest entry coupon took up a full panel.

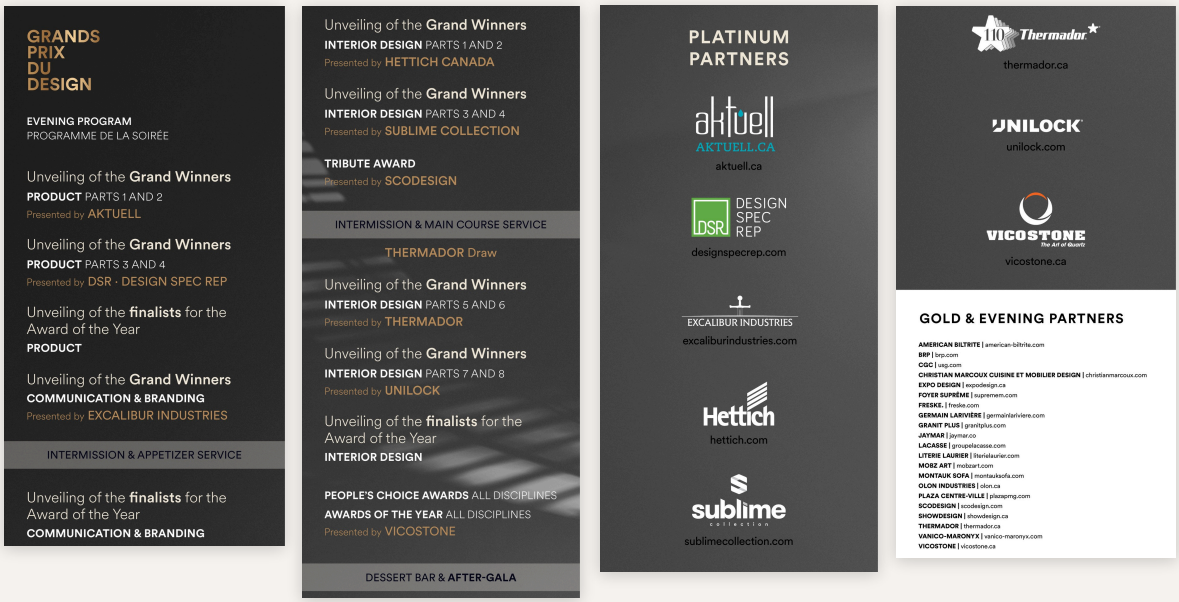


From left to right: the Thermador back panel, the Platinum partners panel and the contest coupon.

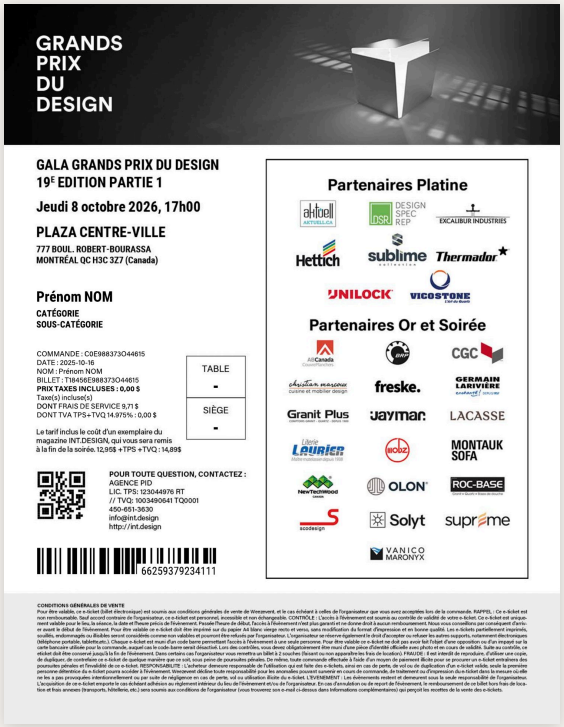
PRINT AND ON SITE

Digital program and tickets

The digital program, available by QR code in English and French, announced the Thermador draw and the “Presented by Thermador” segment, then featured the logo and the thermador.ca link. The Thermador logo also appeared on every guest's e-ticket.



The full digital program (English version): the evening's schedule (Thermador draw and “Presented by Thermador” segment), the Platinum partners page, then the Gold and Evening partners page.



The e-ticket sent to every guest.

E-ticket

Sent to each of the 510 guests before the Gala, the ticket featured the Thermador logo in the Platinum partners block.

ON SITE

Signage at the Gala

At the entrance to the room, the illuminated Platinum partners display showed the Thermador logo to the 510 guests, next to the Gala partner board.







Left: the Platinum partners display at the entrance to the room (representative visual, 2026 logos). Right: on-site signage and the Gala partner board.

MAGAZINE

INT.DESIGN 98 magazine: your double-page spread

The special issue INT.DESIGN 98, launched on the night of the Gala and given to each of the 510 guests, opened with Thermador's double-page advertisement at the front of the magazine, in both the English and French editions. The issue is also distributed digitally.





French edition

The same spread, in French, in the French edition of INT.DESIGN 98.

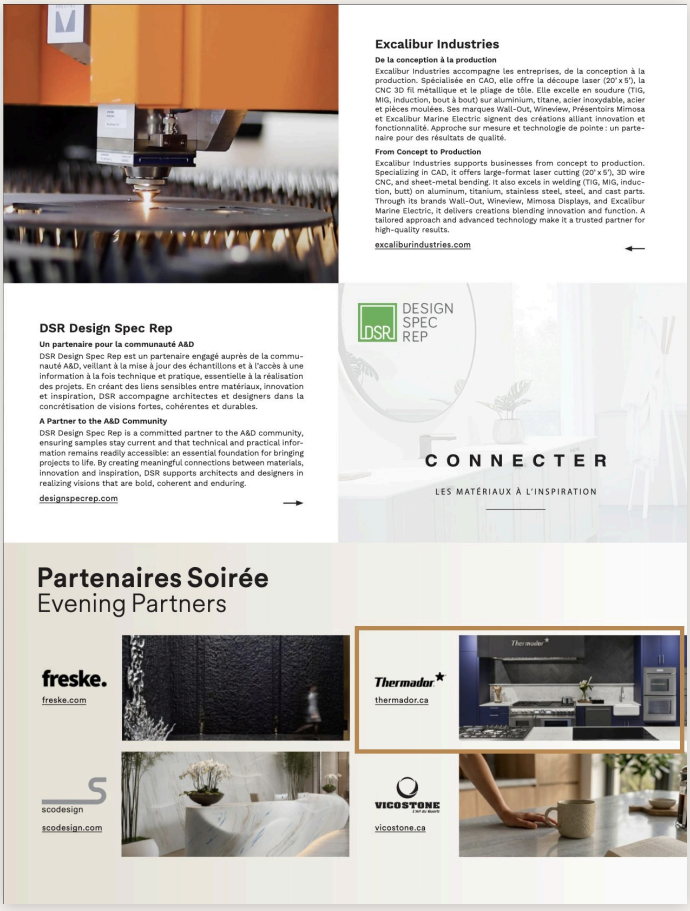
MAGAZINE

INT.DESIGN 98 magazine: partner pages

In addition to its spread, Thermador was featured in the Platinum partners pages (one third of a page, with bilingual text and photo), as well as among the Evening partners.



Platinum partners · one third of a page: bilingual text "Luxury Like No One Else" and photo



Evening partners · logo, thermador.ca address and photo



INT.DESIGN 98, special GRANDS PRIX DU DESIGN issue

Printed in 10,000 copies, launched on the night of the Gala and given to each of the 510 guests. The free digital edition is distributed through our newsletter and shared by our 31 communication partners with their members and communities. The issue presents the Grand Winners in interior design, product design and communication and branding, as well as the partners of the edition.

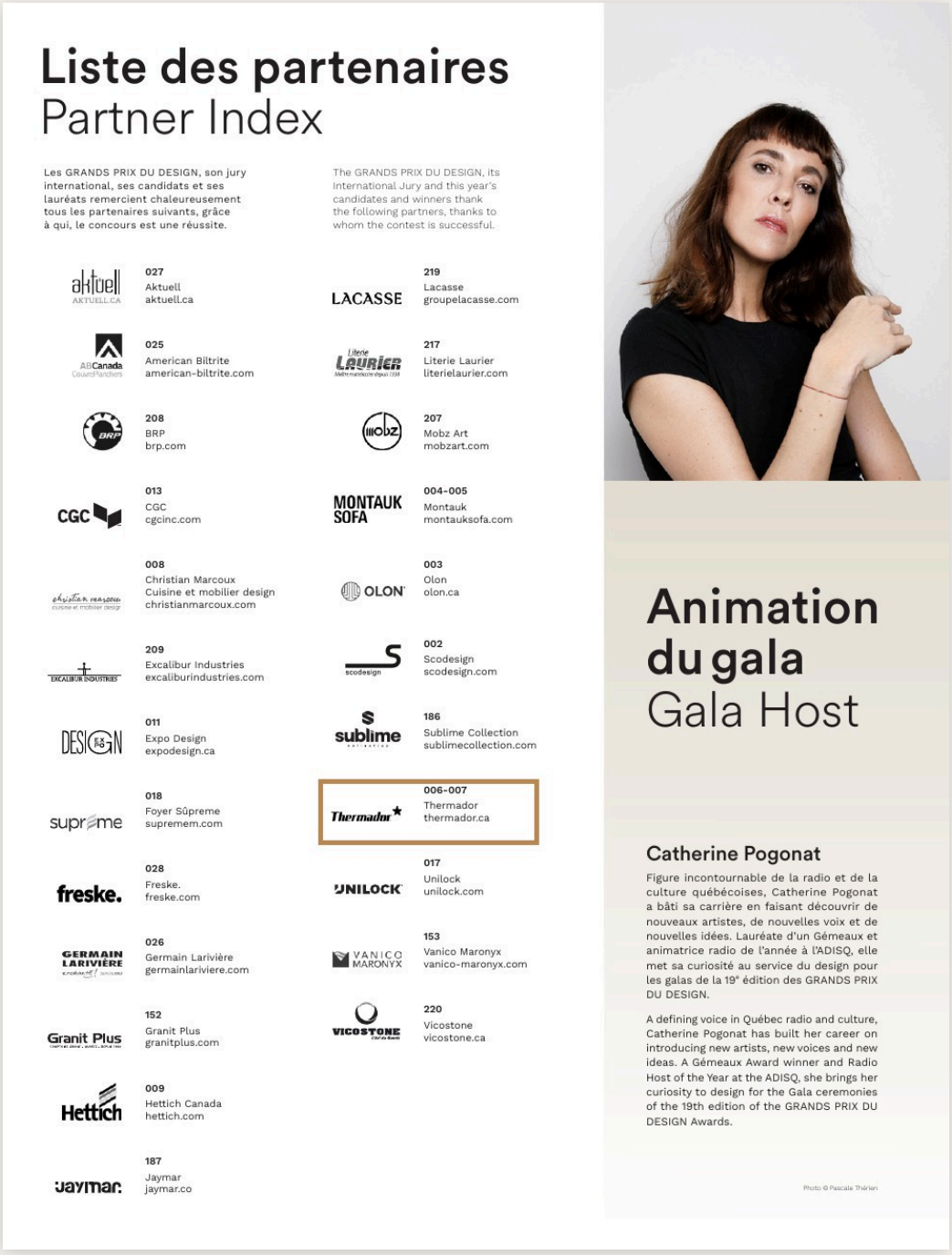
eMagazine · English version

eMagazine · French version

MAGAZINE

INT.DESIGN 98 magazine: partner index

Your name and website appeared in the partner index of the special issue INT.DESIGN 98, referring readers to your spread (pages 6 and 7). This issue, given to the 510 Gala guests, is dedicated to the Grand Winners in interior design, product design and communication and brand design.



Liste des partenaires
Partner Index

Les GRANDS PRIX DU DESIGN, son jury international, ses candidats et ses lauréats remercient chaleureusement tous les partenaires suivants, grâce à qui, le concours est une réussite.

The GRANDS PRIX DU DESIGN, its international Jury and this year's candidates and winners thank the following partners, thanks to whom the contest is successful.

027 Aktuell aktuell.ca

025 American Biltrite american-biltrite.com

208 BRP brp.com

013 CGC cgcinc.com

008 Christian Marcoux Cuisine et mobilier design christianmarcoux.com

209 Excalibur Industries excaliburindustries.com

011 Expo Design expodesign.ca

018 Foyer Sûpreme supremem.com

028 Freske. freske.com

026 Germain Larivière germainlariviere.com

152 Granit Plus granitplus.com

009 Hettich Canada hettich.com

187 Jaymar jaymar.co

219 Lacasse groupelacasse.com

217 Literie Laurier literielaurier.com

207 Mobz Art mobzart.com

004-005 Montauk montauksofa.com

003 Olon olon.ca

002 Scodesign scodesign.com

186 Sublime Collection sublimecollection.com

006-007 Thermador thermador.ca

017 Unilock unilock.com

153 Vanico Maronyx vanico-maronyx.com

220 Vicostone vicostone.ca

Animation du gala
Gala Host

Catherine Pogonat

Figure incontournable de la radio et de la culture québécoises, Catherine Pogonat a bâti sa carrière en faisant découvrir de nouveaux artistes, de nouvelles voix et de nouvelles idées. Lauréate d'un Gémeaux et animatrice radio de l'année à l'ADISQ, elle met sa curiosité au service du design pour les galas de la 19e édition des GRANDS PRIX DU DESIGN.

A defining voice in Québec radio and culture, Catherine Pogonat has built her career on introducing new artists, new voices and new ideas. A Gémeaux Award winner and Radio Host of the Year at the ADISQ, she brings her curiosity to design for the Gala ceremonies of the 19th edition of the GRANDS PRIX DU DESIGN Awards.

Photo © Pascale Thérien

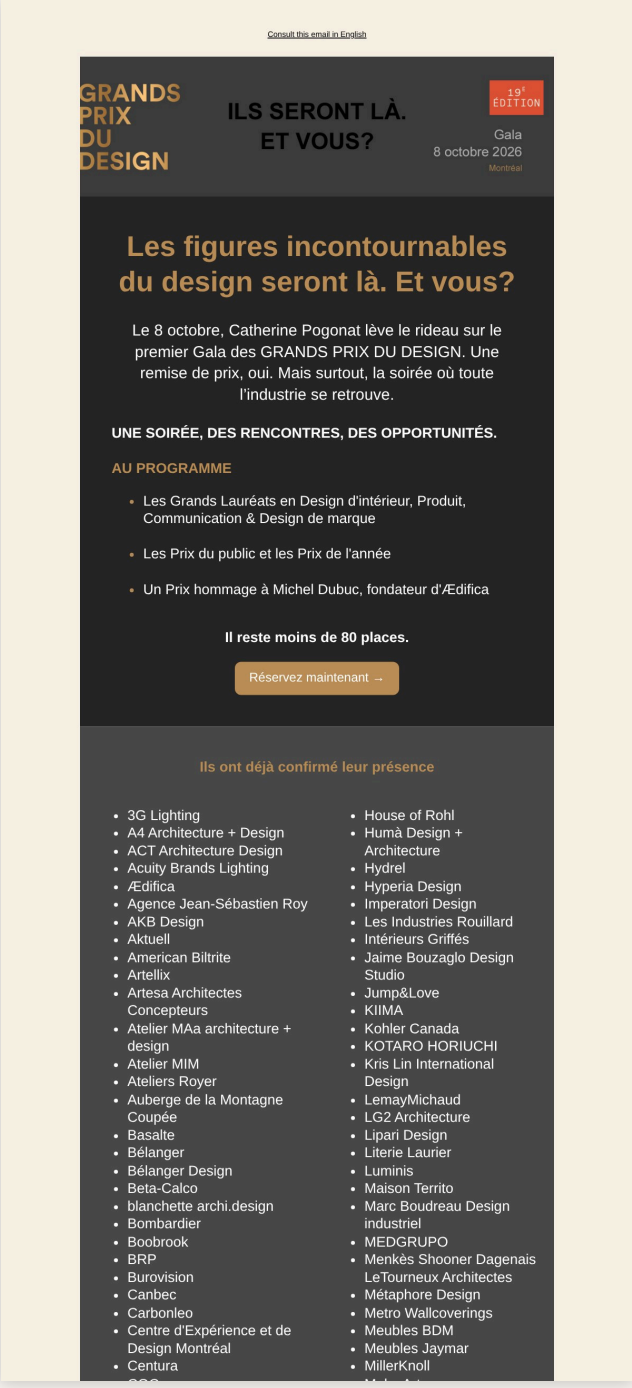
View the eMagazine · English version

eMagazine · French version

DIGITAL

Newsletters

Your logo in the Platinum partners block of the GRANDS PRIX DU DESIGN newsletters (ticketing, People's Choice vote, Gala invitations and recap), sent to our community of 50,000 subscribers, design and architecture professionals.



Consult this email in English

GRANDS PRIX DU DESIGN

ILS SERONT LÀ. ET VOUS?

19e ÉDITION

Gala
8 octobre 2026
Montréal

Les figures incontournables du design seront là. Et vous?

Le 8 octobre, Catherine Pogonat lève le rideau sur le premier Gala des GRANDS PRIX DU DESIGN. Une remise de prix, oui. Mais surtout, la soirée où toute l'industrie se retrouve.

UNE SOIRÉE, DES RENCONTRES, DES OPPORTUNITÉS.

AU PROGRAMME

- Les Grands Lauréats en Design d'intérieur, Produit, Communication & Design de marque
- Les Prix du public et les Prix de l'année
- Un Prix hommage à Michel Dubuc, fondateur d'Ædifica

Il reste moins de 80 places.

Réservez maintenant →

Ils ont déjà confirmé leur présence

- 3G Lighting
- A4 Architecture + Design
- ACT Architecture Design
- Acuity Brands Lighting
- Ædifica
- Agence Jean-Sébastien Roy
- AKB Design
- Aktuell
- American Biltrite
- Artellix
- Artesa Architectes Concepteurs
- Atelier MAa architecture + design
- Atelier MIM
- Ateliers Royer
- Auberge de la Montagne Coupée
- Basalte
- Bélanger
- Bélanger Design
- Beta-Calco
- blanchette archi.design
- Bombardier
- Boobrook
- BRP
- Burovision
- Canbec
- Carbonleo
- Centre d'Expérience et de Design Montréal
- Centura
- House of Rohl
- Humà Design + Architecture
- Hydrel
- Hyperia Design
- Imperatori Design
- Les Industries Rouillard
- Intérieurs Griffés
- Jaime Bouzaglo Design Studio
- Jump&Love
- KIIMA
- Kohler Canada
- KOTARO HORIUCHI
- Kris Lin International Design
- LemayMichaud
- LG2 Architecture
- Lipari Design
- Literie Laurier
- Luminis
- Maison Territo
- Marc Boudreau Design industriel
- MEDGRUPO
- Menkès Shooner Dagenais LeTourneux Architectes
- Métaphore Design
- Metro Wallcoverings
- Meubles BDM
- Meubles Jaymar
- MillerKnoll

Example: September 29 newsletter, “The whole industry will be there on October 8” (French edition)

8 × 50,000

8 newsletters featuring the Thermador logo, from June 23 to October 15, 2026, sent to 50,000 subscribers



The Platinum partners block at the bottom of each newsletter

View the newsletters

June 23
August 20
August 25
September 2
September 9
September 16
September 29
October 15

DIGITAL

October 15 Gala recap newsletter

The newsletter “What a night! Relive the highlights of the October 8 Gala” included Thermador in its Platinum partners section and gave it a dedicated feature in the Evening partners section, with a photo and the announcement of the winner.

33.7 %
open rate, French edition

29.9 %
open rate, English edition

2.13 %
click rate in French (1.08% in English)





Left: the Platinum partners section. Right: the Thermador feature in the Evening partners section (French edition).

October 15 newsletter · web version

DIGITAL

Social media

INT.DESIGN's channels reach a niche but highly qualified audience: interior designers, architects, manufacturers and clients, the people who specify and recommend products in projects. The 14% click-through rate on LinkedIn, well above usual averages, reflects this.



SOCIAL MEDIA · AUGUST 2026

Dedicated “Platinum Partner: Thermador” post published on Instagram and Facebook on August 12, then on LinkedIn on August 19, announcing Thermador as a Platinum Partner of the GRANDS PRIX DU DESIGN, with a presentation of the brand. View the Instagram post

3,703
views and impressions (Instagram 2,391 · Facebook 1,084 · LinkedIn 228)

27
interactions (Instagram: 19 likes and 1 repost · Facebook: 7 reactions)

33
LinkedIn clicks, plus 5 Instagram profile visits

INSTAGRAM AUDIENCE PROFILE

Women 52.2% · men 47.8%
18-24: 10.4% · 25-34: 29.5% · 35-44: 25.7% · 45-54: 14.6% · 55-64: 10.9% · 65+: 9%

int.design website: Partners page

Your logo among the Platinum partners on the GRANDS PRIX DU DESIGN 2026 Partners page, online throughout the edition.



int.design · 2026 Partners

RECAP

Your visibility in numbers

All the visibility offered to Thermador as part of the GRANDS PRIX DU DESIGN 2026, from the opening of ticket sales to the Gala recap.

510
Gala guests, design, architecture and interior decision-makers

25 min
of on-screen visibility during the Gala, and 6 min of stage presence

10,000
printed copies of INT.DESIGN 98, with your spread at the front of the issue

400,000
newsletter sends featuring your logo (8 newsletters to 50,000 subscribers)

3,703
views of your post on Instagram, Facebook and LinkedIn

31
communication partners sharing the digital magazine with their members

Our communication partners



Gala
GRANDS PRIX
DU DESIGN

Thank you, Thermador!

Thank you for your valued collaboration at the October 8 Gala. Through your presence on stage, on screen and the contest offered to our guests, you helped make this evening a memorable one. Your commitment to the GRANDS PRIX DU DESIGN helps showcase design excellence here at home.

Thermador

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Photos: Louis-Martin Leblanc, Youssef Shoufan · PIXEL BLANC.PHOTO. Video stills: event recording and partner videos.