

PRESS RELEASE

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McCORD MUSEUM WINS THE GOLD MULTIMÉDI'ART INTERACTIVE AWARD FOR ITS *MTL URBAN MUSEUM* APPLICATION

Montreal, October 22, 2012 - *MTL Urban Museum*, a mobile application launched in September 2011 by the McCord Museum and made possible by TELUS, has won the **Gold award in the Multimédi'Art Interactive category** at the International Audiovisual Festival on Museums and Heritage (FIAMP). Held as part of the 2012 [AVICOM](#) Committee annual conference from October 9 to 12, 2012, the festival, which recognizes the best museum achievements of the year using new image and sound technology, awarded first prize to the McCord Museum for its free and downloadable application for iPhone, designed in collaboration with London-based agency *Brothers and Sisters*. *"We are delighted to have received this award, which acknowledges the McCord Museum spirit of innovation in using new technologies to showcase the Notman Photographic Archives, a jewel in our collection,"* declared Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

State-of-the-art application reveals the Montreal of yesterday and today

Created with the financial support of McGill University and in collaboration with Historia, *MTL Urban Museum* offers a unique opportunity to relive the history of such iconic Montreal sites as Sainte-Catherine and Sherbrooke streets, Old Montreal, Mount Royal Park and the McGill University campus. The smart phone superimposes historical images onto 150 current views of the city by drawing from the McCord Museum Notman Photographic Archives, which contains 1.2 million photographs. The GPS function on the phone as well as a "pinned" card help users easily locate the views offered by the application. A 2-D photograph of a location from the past is superimposed onto a 3-D image of the same spot today. Complementary information is also provided, such as the title, date and acquisition number of the photo as well as the name and a brief description of the object, building or individual pictured. Finally, markers on the ground, notably at Phillips Square, Mount Royal lookout, the McGill campus, Place Jacques-Cartier and in front of the McCord Museum, enable users to pinpoint some of the 150 locations included in the application, resulting in an enlightening historical experience. *"We are proud to have been the first Canadian museum to develop this type of application,"* continued Ms. Sauvage. *"Our aim was to extend the Museum beyond its walls and provide everyone with access to our history. Today, thanks to MTL Urban Museum, a leading-edge application, it is possible to revive history in the streets of Montreal and see the city from an entirely new perspective,"* she concluded.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1.4 million artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum also offers educational and

cultural activities, as well as innovative projects on the Internet. **McCord Museum: Our People, Our Stories.**

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