

# PRESS RELEASE

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For immediate release

## THE McCORD MUSEUM ENHANCES ITS *MTL URBAN MUSEUM* APPLICATION WITH NEW POINTS OF INTEREST AND A BRAND NEW INDOOR COMPONENT

**Montreal, July 17th, 2014** – The McCord Museum is once again enhancing its cutting-edge application *MTL Urban Museum*. A free application downloadable to iPhones, it now offers more buildings to explore and an improved indoor circuit, thanks to Ivanhoé Cambridge, which is partnering with *MTL Urban Museum* for a three-year period from 2014-2016.

“We are pleased to be able to enrich the content of the application *MTL Urban Museum* – a first in Canada – through our association with Ivanhoé Cambridge. It will allow Montrealers and visitors to better immerse themselves in the city’s history and admire its architectural wealth, simply by walking through its streets and exploring some of its most emblematic buildings,” said Suzanne Sauvage, President and Chief Executive Officer of the Museum.



### Enhanced outdoor tour

Four new landmark buildings of indisputable heritage value in the City of Montreal have been added to the 150 locations already offered by the application: Place Ville Marie, 1000 de la Gauchetière, the Centre de commerce mondial and Fairmont The Queen Elizabeth. Users of the application will enjoy seeing how these sites appeared before the buildings were constructed in the 20<sup>th</sup> century. These new points of interest are added to an existing selection, enabling users to learn more about the history of sites that are popular destinations for Montrealers and visitors alike.



### New indoor components

Five points of interest have also been selected by Ivanhoé Cambridge to present fascinating indoor components as a complement to the *MTL Urban Museum* circuit: Place Montréal Trust, Complexe Les Ailes, Place Ville Marie, Centre CDP Capital, and 1000 de la Gauchetière.

The structures installed in each of these buildings provides visitors with access to information from the application or various archives, including that of buildings and the McCord Museum, enabling visitors to learn more about the application and the heritage of their surroundings. They will also be encouraged to get more out of their tour of the buildings. *MTL Urban Museum* introduces these possibilities either by displaying an archive image superimposed on a façade or with red decals on the sidewalks outside the doors encouraging users to learn more about nearby buildings.



### **An innovative technology initiative**

The first of its kind in Canada, *MTL Urban Museum* was launched by the McCord Museum in September 2011. It was designed by the London-based agency Brothers and Sisters. The application won the Gold Award **in the category “Multimédi'Art Interactif” at the International Audiovisual Festival on Museums and Heritage (FIAMP) in 2012.** It provides a unique opportunity to relive the history of Montreal landmarks such as Sainte-Catherine Street, Sherbrooke Street, Old Montreal, Mount Royal Park and the McGill University campus. The smart phone application superimposes images from the past onto present-day images of 150 locations in the city, drawing on the Notman Photographic Archives, which has 1.2 million photographs in its collection. The device's GPS function and a pin map help you easily locate the points of view offered in the application. It superimposes a 2D photograph of the location as it appeared in the past over a 3D image of the same spot today. Information is also provided about the title, the date the photo was taken, the name of the object, building or individual it shows, and a short description of what you are seeing.

To download the application, go to the iTunes website ([itunes.com](http://itunes.com)) and search for the *MTL Urban Museum* application. Downloading takes less than a minute!

### **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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Interview possibilities with Stéphanie Poisson, Project Manager, Web and Multimedia.

### **Source and information:**

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