

# PRESS RELEASE

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## ***Mtl Urban Museum*** **Reliving the history of Montreal, one step at a time**

Montreal, June 14, 2016 – Launched in September 2011 by the McCord Museum, the iPhone application *Mtl Urban Museum*, the first of its kind in Canada, is taking another step forward in collaboration with its partner Ivanhoé Cambridge. In conjunction with the exhibition ***Montreal Mansions, 1974 – Photographs by Charles Gurd***, presented at the McCord Museum from June 16 to November 6, 2016, the application introduces the circuit *Golden Square Mile*, which can be enjoyed alone or in the company of a guide. The circuit enables users equipped with an iPhone and the app to discover luxurious mansions built in the 19<sup>th</sup> and 20<sup>th</sup> centuries for some of society's most influential members, as well as other key locations in this legendary neighbourhood, such as the Sofitel Montreal Golden Mile and the Delta Montreal, built on the sites of former mansions. Visitors without an iPhone can view photos of the era on the guide's iPad. The tour, in English and French, will be available upon reservation from early July until November. For the schedule or to purchase tickets, please visit the McCord Museum website.

“The new circuit we’ve added to the *Mtl Urban Museum* application will enable Montrealers to delve into the history of a neighbourhood whose residents played a pivotal role in the city’s economic growth,” stated Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. “We are also delighted that many members of the new Golden Square Mile Tourism Development Society have joined us in this initiative by offering their public areas and enriching this circuit.”

For its part, the Ivanhoé Cambridge circuit showcases the dynamism of the city and its evolution. Featured are the Eaton Centre and Complex, Victoria

Square, Centre Jacques-Parizeau (formerly Centre CDP Capital), Place Ville-Marie, 1000 De La Gauchetière and the World Trade Centre Montréal.

### **A technologically advanced initiative**

This state-of-the-art interactive and immersive tool enables users to experience the city's history via its iconic landmarks by superimposing historical 2D photos over current 3D images. The vintage photos are drawn from the Notman Photographic Archives, a collection boasting 1.2 million images. This leading-edge application is available free of charge from the App Store. To download it, simply go to the iTunes website (itunes.com) and search for the *Mtl Urban Museum* application. The download takes just a few minutes.

The device's GPS function and a pin map help users easily locate the points of view offered in the application. In addition, more than 50 decals have been affixed to the sidewalks to draw attention to specific stops along the way.

Close to 10,000 people have already enjoyed the application, which to date has been used more than 21,000 times. In addition, almost 1,000 new downloads have been recorded per month in the past year.

In October 2012, the *Mtl Urban Museum* application earned the Gold Multimédi'art interactive award at the International Audiovisual Festival on Museums and Heritage (FIAMP) held in Montreal. This international competition recognizes the best museum achievements making use of new image and sound technologies.

### **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 1,451,000 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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Interviews can be arranged with Stéphanie Poisson, Project Manager, Web and Multimedia.

Photos available at <http://ow.ly/holP3016pEK>

### **Source and information:**

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In collaboration with

