



Board of Montréal
Museum Directors



Press release

For immediate release

***A breathtaking season!
Montreal City of Glass. It's still more beautiful!***

Montréal, September 21, 2010. The Board of Montreal Museum Directors (BDMM) presented last season ***Montreal city of glass, the history of innovation***, in cooperation with the Centre des Sciences de Montréal and is sponsored by Antoine Laoun Optician.

Since last January, exhibitions and events on the theme of the glass itself have succeeded at a sustained pace. Autumn surprises us again with **new participants** arriving: the Monument National, Espacio México, the Consulate of Mexico, and the Salon des métiers d'art.

Their productions are in addition to the **exhibitions** already announced for this fall. The exhibition "Chicago in glass ' at the masters and craftsmen in Quebec; Kaleidoscope, variations on Quebec glass at the space design Loto-Québec with Paul Bourassa, Musée national des Beaux-Arts du Québec as guest Commissioner: Montreal, City area glass and "Run\" the lait is an exhibition about the journey of a bottle of milk, in the old days of Montreal.

Several other exhibitions have been launched since January continues here and there, so that total at the end of the year, more than 50 museums and other cultural places have helped make Montreal, the city of glass.

The public is enthusiastic

The public is enthralled by the theme. They have responded with enthusiasm by visiting museums, galleries, libraries and culture, houses in registering for tours, demonstrations and other events offered while participating many in other parts of the program.

Balance sheet total attendance will be made at the end of the year, but already bet first popular thematic event seems to have been met with brio. Thus, while (135 000 participants) Montréal Museums Day, on May 30, one could see an increase in attendance from museums offering an activity on the theme of the glass. For their part, participants in Montreal City glass which were opened on this occasion found an increased traffic which they welcomed. Thus, the Basilica of our lady saw his tour

attendance triple on Sunday while visitors have proved more than tourists, which constitute its usual clientele Montrealers.

Tourists have shown interest also along for the summer. Thus, agents of the Infotouriste Centre downtown have seen curious tourists, looking where for the activities of the Montreal city of glass, that they saw advertised. A pan-Canadian promotional campaign was conducted together with Traffic, visitors came from across Canada. This fall, American tourists groups are expected.

Another successful event: digital pictures contest for young people who could top off his first of three winners, a young French tourist, Laëtitia Tamic de Nantes, a few weeks ago.

On the other hand, collecting old glasses in favor of "Optometrists without borders" had to be extended in view of its success. Already 1700 harvested glasses. Calling everyone and in particular, the invitation to participate in a collective creation at the Musée d'art contemporain de Montréal on 30 may well demonstrated that Montrealers have the heart to the feast well as international cooperation.

Professionals and specialists have been well served.

Professional glass teachers, but also of researchers have been many in Montreal this summer. Each attracted by the Congress of the Glass Art Association, organized by area glass. Others, by the exhibitions themselves include exposure "hot before! The birth of the glass to the Andrus Bruno Québec presented to the Museum masters and craftsmen of Quebec. This exhibition has prompted an Alberta researcher coming to Montreal continue his research.

Montreal artists also benefited from the attention given to their practice. Thus, there has been an increased presence on the cultural scene in 2010 glass artists. The little school of glass, talks for beautiful evenings of the University of Montréal, in the network libraries or cultural programs of museums like the Musée de Pointe-à-Callière, Maison Saint-Gabriel, or even the Gallery demo. Glass artists were also invited to work with artists from other disciplines, as was the case of the famous fashion show 'glass couture"which was held in May at the Centre d'histoire de Montréal and as will the "Heart of the public at A" contest next crafts fair.

Finally, the artists were called to create many works specifically for Montreal City glass. Thus, the Château Ramezay Museum, the prison of Patriots exhibition centre and la Grande Bibliothèque invited glass to create and animate their space artists.

Innovation comes out winner.

The SDMM is very proud of the results obtained up to now. She would like to thank its partners, collaborators, and sponsors and public support and interest for this first major thematic project initiated by museums.

In addition to attendance in various places that remains a valuable code of public interest are mainly innovations that sparked this first thematic cultural gathering exercise that identifies it as a real cultural environment for this kind of initiative interest. Museums mesh, non-profit, commercial galleries and public cultural facilities proved to be an excellent incentive to artistic creation and cultural consumption.

Board Montréal Museums Directors is proud of the fall programming. It invites lovers of art and glass to continue until the end of 2010 their discovery of this material also omnipresent in our lives that fascinating. **Montréal, city of glass, it is not finished! This autumn, it's still more beautiful!**

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Manon Blanchette, Executive Director of the Board of Montreal Museum Directors is available for interviews.

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