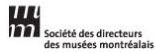


MIL VILLE DE VERRE

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Press Release

For immediate release

As promised in October by the Board of Montreal Museum Directors, the Montreal City of Glass event has begun shining brightly over Montreal.

Montreal, February 2, 2010 – Today marks the launch of this year's grand cultural event, ***Montreal City of Glass: a Tale of Innovation***, produced in collaboration with the Montreal Science Centre. Today's launch provided a taste of this event's sparkling program.

In an atmosphere bathed by the sounds of musician and glass-maker Nicola Mainville's wondrous dragon-xylophone and digeridoo and alit with the shimmering visions and luminous colors of artistic creations, public artworks and simple everyday objects, spokesperson for the Montreal Museums Day and Montreal City of Glass, reknowned media personality Pénélope McQuade, invited press conference guests to a taste of the event's widely diverse program which will run until December 2010. Guests were privy to the creative process of students hard at work in Espace VERRE's workshops via video, and were then blown away by glass artist Gérald Collard's (director of *La Petite École de Verre*) on-site glassblowing demonstration.

A Unique Project – An Explosive Program

Board of Montreal Museum Director's Executive Director Manon Blanchette highlighted the avant-garde character of this unique project around which over forty cultural networks have converged, including 24 BMMD member-museums.

From exhibitions, guided tours, and creation workshops to live demonstrations and shows, the event's programming invites Montrealers and tourists alike to explore glass in all its forms through the themes of Art, Architecture, Science and History. The event will offer diverse venues through which to better understand humanity's first integrative medium, dating back more than 5,000 years when, according to Pliny the Elder, Phoenicians discovered small pieces of silica melted under a bivouac fire.

A youth photo competition will offer those aged 10 to 15 an opportunity to win prizes from participating institutions, to be seen on the web, and a chance to compete for the grand prize: a digital camera.

A professional glass-makers conference, organized by Espace VERRE in collaboration with the Montreal Science Centre and the Montreal Museum of Fine Arts, will welcome this spring the likes of 300 professional glass-makers from all across Canada. And good news! Portions of the Glass Art Association of Canada conference will be made open to the public, namely the opening and closing ceremonies (free of charge) and the conference's pivotal event, a fashion show organized by Philippe Dubuc and Lora Donefer that will unite designers and glass artists together at the Montreal Science Center on May 29. Buy your tickets early as spaces are limited. But there's more! The theme of glass will also embed itself in other popular Montreal cultural events: glass-related activities will be presented during the *Nuit Blanche à Montréal* event on February 27th, during the *March Break* and during the *Journées de la Culture* events in September. And on May 30, the Montreal Museum Day will offer its own astounding take on glass.

Essential tools for exploring Montreal City of Glass

BMMD's Executive Director introduced the event's essential passport, the Montreal Museums Pass, which provides pass holders with discounted rates at participating City of Glass museums. The Pass can be purchased with flexible three-day options (with or without transportation packages), while the Prestige Pass is valid year round and provides two free entries to each participating museum. These passes also complement the various hotel and transportation packages designed with tourists and excursionists in mind.

The 3rd edition of the Montreal Museums Magazine puts the spotlight on *Montreal City of Glass* through feature stories about the medium of glass, one of which exploring Pierre E. Leclerc's *Les déclins de verre*, the public artwork adorning the facade of the BMMD's headquarters on Peel Street. The magazine also features the entire *Montreal City of Glass* program calendar that showcases the depth and diversity of the event's year-long program. This calendar will also be

available as a single pamphlet at various locations across the city while the Montreal Museum Magazine, with a print run of 150,000 copies, will be available for free in museums and in key shopping centers, tourist and cultural sites in and around the Montreal area.

Finally, bookmark the www.cityofglassmontreal.com and www.villedeverre.com websites as they will regularly feature programming updates. Event-goers can also obtain the latest program updates from a dedicated hotline 1 877 350-2010, as well as through Facebook and Twitter.

Marketing expertise guaranteeing the success of Montreal City of Glass

In closing, the Executive Director was proud to remind guests of BMMD's reputation as master public event organizer. Now preparing the 24th annual Montreal Museum Day, the Board is responsible for this wildly successful annual event (recording 130,000 participants in 2009), an event which was awarded the Prize for Excellence in Marketing from the Canadian Museums Association. On the wings of this success, Ms. Blanchette expressed her assurance that the rich programming, event packages, competition, social media platforms, website, and hotline will attract and embrace the near 5 million museum-goers awaited in Montreal throughout 2010.

Valued and loyal partners

Ms. Blanchette extended her thanks to all Montreal City of Glass partners: the Ministère de la Culture, des Communications et de la Condition féminine and la ville de Montréal (dans le cadre de l'Entente sur le développement culturel de Montréal), the Ministère du Tourisme du Québec and Tourisme Montréal, and Metromédia, Pattison, and Traffic et Alstom. She recognized Quebecor's loyalty throughout all BMMD projects, and without exception, their support in the promotion of Montreal City of Glass. She further thanked Antoine Laoun Opticien for their collaboration with Essilor in providing financial support.

2010 will truly mark the year that glass – medium embedded in our daily lives – explodes into a thousand creations and discoveries to marvel us, and to make Montreal shine.