

Musée du Fjord undertakes strategic repositioning of its regional cultural and touristic offer

SAGUENAY (Quebec), October 22, 2010. – The Musée du Fjord is undertaking, with financial support from Canada Economic Development, Ministère du Tourisme du Québec (Tourism), Ministère de la Culture, des Communications et de la Condition féminine du Québec (Culture, Communications and the Status of Women), and Promotion Saguenay, major repositioning of its cultural and scientific offer with an investment of more than \$4,117,900.

Project Description

The project consists in creating a 3D multimedia presentation featuring the Saguenay Fjord, alongside two new permanent scientific exhibitions with leading-edge contemporary museum technology. The museum will be installing an insectarium in a brand new section, and the rental spaces will be improved.

The 3D presentation will describe how the Fjord was formed, its morphology, geology, landscapes, and dynamics. A new exhibition will take a look at the surprising biological diversity of the Fjord from a different angle; the characteristics of waters that sustain myriad life forms. A large aquarium, touch pools, and painstakingly reproduced ecosystems will constitute windows onto the Fjord and its marine environment; its beauty, diversity and many secrets will thus be revealed. The synthesis and reference exhibition entitled *Un vieux pays neuf aux confluent de trois mondes* (An old new country where three worlds meet) will examine the unique and far-reaching field of study of Prof. Gérard Bouchard and his BALSAC Project at the University of Quebec at Chicoutimi, uniting demographics, ethnology, population genetics, biochemistry, epidemiology, computer science, and justice. And for the enjoyment of the entire family – an insectarium ruled by living beings among the smallest in the animal kingdom; insects, arachnids, small crustaceans, and slugs.

One aspect of the repositioning project concerns the improvement of our public spaces. The visibility and exposure of our building along with the convivial and functional aspects of the reception hall will be enhanced. The boutique will be moved closer to the reception desk. The performance of the hall, panoramic hallway, projection room, and technological equipment will be upgraded.

These improvements are another step towards the creation of a national-scale museology institution on an exceptional heritage site in the Saguenay region. The project is fully coherent with the threefold mission of the Musée du Fjord – Conservation, Dissemination, and Education.

“We welcome these considerable financial inputs with enthusiasm, we are now in a position to completely renovate the Musée du Fjord. The region will henceforward benefit from a museum institution capable of presenting the unfathomable natural environment that is the Saguenay Fjord, in all its amazing variety and complexity”, declared museum President Mr. Francis Gauthier. “We are extremely grateful to Canada Economic Development, Ministère du Tourisme du Québec, Ministère de la de la Culture, des Communications et de la Condition féminine du Québec, and Promotion Saguenay for their contribution to the development of our new exhibitions and attractive public programs, all in line with the latest scientific discoveries about the Fjord and the social history of our region.”

“Thanks to this exhaustive renovation project, we will be in a better position to increase public interest in subjects relating to the social history and environment of the Saguenay Fjord. We are convinced that our project, developed as much for the cruise ship customer base as the general public, is an innovative endeavour that will put a positive spin on the regional cultural and touristic offer. Our social history will be told from a renewed and refreshed perspective, and the most recent scientific studies on the Fjord will be unveiled. Visitors of all ages will experience something unusual as they discover the biodiversity of the Fjord; the touch pools in our scientific corner will put them in direct contact with life in the Fjord”, said Guylaine Simard, Managing Director of the museum.

Financial backing

The Musée du Fjord project, worth more than four million dollars, has received financial support from many partners, both private and public. Canada Economic Development for Quebec Regions is contributing a sum of \$1,800,900, granted within the framework of a “ports of call for international cruises” project of the *Community Diversification* in Quebec program. The Ministère du Tourisme du Québec has for its part provided \$1,095,607, granted within the framework of a strategy for the sustainable development and promotion of international cruises on the St. Lawrence River. To this, Promotion Saguenay added \$200,000, which will be used to continue developing the tourist experience at the Saguenay port of call, renowned among international cruise providers. The Musée du Fjord can also count on the Ministère de la de la Culture, des Communications et de la Condition

féminine du Québec, whose \$500,000 donation will go to the support of permanent exhibitions. As well, three private enterprises have made contributions and will be the subject of a future announcement.

About the Musée du Fjord

The Musée du Fjord is a unique scientific museum institution in Quebec. It aims to raise public awareness regarding the natural and historic heritage of the Saguenay Fjord through exhibitions designed on location, travelling exhibitions, public education programs, and a dynamic Website. Since 2004, the museum has produced and co-produced six bilingual travelling exhibitions for the Quebec and Canadian museum networks. The diverse activities offered by the Musée du Fjord touch more than 260,000 people each year.

The museum is sponsored by the Ministère de la de la Culture, des Communications et de la Condition féminine du Québec, and Saguenay City.

– 30 –

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(This press release is also available on our Website at www.museedufjord.com under the **Pressroom** tag.)