

Musée du Fjord presents its new permanent exhibition: ***Aquarium du Fjord***

Saguenay (Quebec), July 12, 2011. – Within the framework of its cultural and scientific package repositioning project, a \$4-million-plus investment, Musée du Fjord is proud to present its new feature exhibition, ***Aquarium du Fjord***, to be launched for public viewing during the week of July 18, 2011.

The sheer size of the \$1.5 million project gave rise to the kind of challenges few Quebec museums have ever faced. From the giant aquarium to the technically complex interactive screens that form an immense virtual aquarium, the know-how of numerous experts was put to the test before this novel exhibition could be achieved.

Fjord Aquarium will feature over 150 creatures, including several invertebrate species that can be handled in the touch pools. Visitors can see the evolution of the specimens and explore the profound nature of the Saguenay Fjord in a genuine living laboratory. Counting the quarantine and quiet pools, more than 60,000 litres of salt water will be flowing through an expansive area that allows visitors to discover the Saguenay Fjord and its resident species. Nine interactive screens together make up the virtual aquarium, which will present the features and particularities of over 40 species of marine organisms.

“Our warmest thanks go to Economic Development Canada, Quebec Tourism, Promotion Saguenay, and Rio Tinto Alcan, who are major contributors towards the achievement of our new exhibition, enabling us to give the public a view of the unfathomable natural environment of the Saguenay Fjord, its outstanding diversity and complexity”, stated Musée du Fjord President, Francis Gauthier.

Project continuity

The repositioning project will continue until 2012, with several other undertakings. A 3D multimedia presentation explaining the formation of the Fjord, with its morphology, geology, landscapes and dynamics, will be created. A new permanent exhibition summarizing and referencing historic events will be set up, based on the work of Professor Gérard Bouchard and the BALSAC Project of the University of Quebec at Chicoutimi. The Museum will also be developing a new space featuring an insectarium populated by some of the smallest creatures in the animal kingdom: insects, arachnids,

small crustaceans, and slugs. Moreover, improvements will be made to the overall museum spaces, aimed at modernizing their public areas, including building visibility and legibility, and the warmth and functionality of the reception hall.

“Thanks to this exhaustive improvement project, we will be in a better position to increase public interest in subjects associated with social history and the Saguenay Fjord environment. We are convinced that our project, designed with cruise line tourists as well as the general public in mind, is an innovative undertaking that will contribute to the diversification of the regional, cultural and touristic offer. As such, it will put our social history in a new, rejuvenated light and will present the most up-to-date findings about the Fjord. Visitors of all ages will make astounding discoveries about the biodiversity of the Fjord, which they will even be able to scrutinize in the scientific touch pools,” said Musée du Fjord General Manager, Guylaine Simard.

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 510,000 people each year.

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

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