



PRESS RELEASE
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The MMFA, Musée POP, DigiHub and Musée de la civilisation join forces to create innovative digital solutions for all Quebec museums

Montreal/Quebec City/Trois-Rivières, June 26, 2020 — With activities gradually resuming, new health regulations are transforming the ways in which visitors, collections and museum professionals interact. PRISM, the digital laboratory of the Montreal Museum of Fine Arts – MMFA, Muséolab (Musée POP, in collaboration with DigiHub) and MLab Creaform, the digital laboratory of the Musée de la civilisation, are launching calls for projects and making their resources available to museums to come up with new digital mediation tools. These will give visitors the opportunity to enjoy new, enriching museum experiences, even in the context of a pandemic.

Three calls for projects to support Quebec's recovery

For nearly two years, DigiHub and Musée POP have been working with the teams at the MMFA's PRISM and the Musée de la civilisation's MLab Creaform to support the museum community in digital mediation. It therefore seemed only natural to coordinate their efforts to support the relaunch of museums, artists and businesses in Quebec's digital sector, by sharing knowledge and creating adapted technological solutions.

1. PRISM | MMFA

Funded by the Ministère de la Culture et des Communications du Québec in the context of the implementation of measure 115 of Quebec's Digital Cultural Plan, PRISM, the MMFA's digital innovation laboratory, is appealing to the 240 members of its network (consisting of university researchers, technology creators and museum professionals) and DigiHub companies to create four innovation cells, starting in June and in the fall, that will focus on common issues. Based on design thinking, these intensive collaborative projects will last 12 weeks and will draw on the resources of the three digital laboratories.

"PRISM will make the strengths of its network available to all museums in the province, supporting them in their search for innovative digital solutions that will enable them to maintain contact with their audiences, despite the rules imposed by deconfinement," explains **Charlène Bélanger**, Educational Programs Officer – Digital Mediation, MMFA.

2. MLab Creaform | Musée de la civilisation

Companies are invited to submit projects to be jointly executed with the Museum's team. The prototypes developed in the fall of 2020 will explore innovative digital practices for the museum and entrepreneurial sectors. The aim of these projects will be to create, test, analyze, validate and demonstrate innovative digital cultural educational, social, artistic, heritage or sociocultural experiences. The expertise developed through the projects will enable the company to experiment with an idea, a bold new product accessible to the Museum's clientele. The companies selected will receive financial support in the form of a grant under Quebec City's economic development strategy.

"We are inviting companies to imagine, together, different ways of bringing the Museum and culture to life in a reality that has been shaken by the pandemic. How can we reach new audiences differently? At the end of the co-creation process, the company and the Museum will have a proof of concept ready to bring to market," says **Brigitte Belleville**, digital project manager and coordinator, MLab Creaform.

To view the call for proposals: <https://mlab.mcq.org/concours>

3. Muséolab | Musée POP

During the month of June, DigiHub companies will be invited to submit projects to address current issues. These will be funded by Muséolab as part of the Startup Québec program of the Ministère de l'Économie et de l'Innovation du Québec. The call for projects follows a brainstorming meeting on issues with associated with COVID-19, which took place in May.

Since it was founded nearly three years ago, Muséolab has made it possible to create three digital prototypes, which were first tested at Musée POP and then made available to other museums in Quebec and elsewhere. A fourth prototype is also being created and will be tested in the fall.

"The coronavirus crisis hit us head-on. We had to use our digital platforms to reach our visitors in a different way. Among the tools that have been of great help to us is CultureGo, a web application created within the Muséolab framework. Our partnership with DigiHub has pointed us toward promising digital avenues. We would therefore like to share the fruits of our reflections on the coronavirus crisis with other institutions, because we are all facing the same challenges," explains **Valérie Therrien**, general manager, Musée POP.

"The coronavirus crisis has forced us to think differently about museum issues. In the current situation, museums are facing major challenges that demonstrate the relevance of digital tools. However, their use must be seen differently. This is why we wanted to quickly launch an appeal to DigiHub companies to think about new digital solutions for the issues related to the current crisis," says **Claudine Drolet**, Muséolab coordinator and project manager for digital heritage and museology, DigiHub.

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Source: DigiHub, Musée POP, Musée de la civilisation and MMFA

Information:

Digihub

Claudine Drolet, project manager, digital heritage and museology

c.drolet@digihub.ca

819-913-9650

Musée Pop

Claire Plourde, coordinator, communications and audience development

cplourde@museepop.ca

819-372-0406 ext. 257

Musée de la civilisation

Agnès Dufour, publicist

agnes.dufour@mcq.org

418 643-2158, ext. 433

MMFA

Patricia Lachance, Media Relations Officer

Maude Béland, Media Relations Officer

presse@mbamtl.org