



Media Release For Immediate Release

Montreal to Shine in 2010: Programming Sparkling with Diversity

Montreal, October 20, 2009 – The Board of Montreal Museum Directors (BMMD), in collaboration with the Montreal Science Centre, proudly launches **Montreal, City of Glass: A Tale of Innovation**, an extensive cultural project of international scope to be held from February to December 2010. **A event first of its kind within Montreal's cultural landscape, City of Glass** will present, in association with twenty-five museums and cultural networks, a series of events, exhibitions and one-time activities surrounding the theme of glass. All aspects of glass will be explored: art (including glass art training), architecture, history and science. Every participant, museum and partner network will maintain command of their programming thereby allowing each to remain true to their mission. To date, programming includes about twenty exhibitions and dozens of one-time activities, demonstrations, shows, performances, workshops and guided tours.

Multi-faceted programming with exhibitions, activities and a professional conference

City of Glass will be launched by an explosion of color; **Louis C. Tiffany's exhibition A Passion for colour** at the Montreal Museum of Fine Arts. Following in the footsteps of this indisputable master of glass, numerous exhibitions will be presented throughout the year by glass art pioneers from Quebec, renowned international artists and up-and-coming artists.

Glass and its presence in historical and contemporary **architecture** will be a central focus. Various guided tours will present key highlights of Montreal's modern architectural heritage that integrate glass either as structure or ornament, such as Montreal's colourful *Palais des congrès*. Staying in tune with the themes of architectural integration and artistic creation, our partner networks will call upon artists to create glass works and glass art installations. The Board of Montreal Museum Directors will take the lead in animating activities surrounding the work of glass art *Déclins de verre* by glass artist Pierre E. Leclerc which adorns the facade of BMMD headquarters on Peel Street.

The connection between glass and **science** will be the basis of explorations of traditional uses and future developments of glass in fields such as health care. The industrialisation of glass, the production of glass containers, and current questions relating to glass recycling will all be matters to explore through the various animated activities and exhibitions offered by many of our historical museums.

Both science and **history** ensured that glass became part of our everyday life. From those rare and precious objects, to those irreplaceable pieces and mundane and practical objects, each will tell their own tale from within the museums' collections.

Programming will also include a **conference** of the professional glass artist members of the **Glass Art Association of Canada** from May 26 to 30. Event organiser Espace VERRE expects to host its 300 or more delegates. The conference will serve as a platform for various public events such as an astonishing first of its kind **fashion show**. On May 29, the Montreal Science Centre will host a fashion show that will showcase designs born from the collaboration of Quebec clothing designers with glass artists. The event will be sponsored by Montreal designer Philippe Dubuc and glass artist Laura Donefer.

Enabling access: An exhibition passport, tour packages and an "Open House" day

Throughout the year, audiences will have access to the entire program by way of the exhibition **passport**, otherwise known as the **Montreal Museums Pass**. Tour packages will also be offered by various tourism partners and a promotional campaign will be launched at the end of 2009. Further, enthusiasts of the **Montreal Museums Day** (totalling 130,000 in 2009) will relish in the transformation of the 2010 edition of the MMD into the **Open House Day**, opening the doors of all City of Glass museums. May 30, 2010 will set the scene for a free access day to exceptional programming, complemented by free shuttle services. This 24th edition of the MMD will also see to the inauguration of a public work of art at *Cité Historia*. This event will also include a special collective activity which, to date, remains tightly under wraps.

The immense variety of City of Glass' themes and programming ensures that the event will be of interest to a wide audience ranging from amateurs to experts. For the **general public**, Montrealers and tourists alike, **City of Glass** will offer a unique encounter with glass, the fascinating medium that has been transformed time and again since its discovery. For the **5 million Montreal tourists and museum enthusiasts**, City of Glass will offer an exceptional opportunity and an urban adventure that should weigh positively in their choice of destinations.

The Board of Montreal Museum Directors endeavours to make Montreal, City of Glass, the definitive event of 2010 in Montreal, an event no one will want to miss. **Montreal, City of Glass** will tell **tales of innovation** about a medium that has moulded our everyday lives and will undoubtedly accompany humankind into the future.

Press release and logos available for download at: www.cityofglassmontreal.org