



Official Event



Québec 

Montréal 

For Immediate Release

## ***Saint-Laurent in 7 beats*** **The history of Saint-Laurent in virtual reality**

**Saint-Laurent, May 8<sup>th</sup>, 2017** – The Musée des maîtres et artisans du Québec (MMAQ) is proud to present this project developed as part of the official programming for the celebrations of the 375<sup>th</sup>: *Saint-Laurent in 7 beats*, an virtual reality experience.

Come immerse yourself in a 360° video experience while local children present 7 short stories based on the Borough's history. Don't miss this new and original, technological and poetic creation for all ages. Starting May 26<sup>th</sup>, all citizens are invited to discover it, free of charge, at the Museum.

For Saint-Laurent Mayor Alan DeSousa: "*Saint-Laurent in 7 Beats* will definitely be a captivating activity. I can't wait to see the final outcome of this project, which was able to count on the support of a number of key players in the Borough. I love the idea that history is meeting technology, with a highly participatory component involving the youngsters in our community. A project that bridges gaps for Montréal's 375th anniversary."

"This project allows the public to revisit Montreal's history by using virtual reality, an innovative technology. The Government of Québec is proud to support this virtual reality presentation, which places special emphasis on young people in the Saint-Laurent borough," said Minister of Municipal Affairs and Land Occupancy, Minister of Security And Minister responsible for the Montreal region, Martin Coiteux.

Pierre Wilson, director of the MMAQ, adds: "In Saint-Laurent lives people from all around the world, and their curiosity for the history of their adopted land is not often answered. We thus chose for this short review of history moments and facts (beats) that could be qualified as 'founding'."

### **Once Upon A Time...**

The adventure begins with the Great Peace of Montreal, initiated by chief Kondiaronk, which leads to the establishment of the first settlers on the coast of the Saint-Laurent. From the 1700s to the 2000s, we'll tackle the subjects of agriculture, education, cultural radiance, transportation, industrialization and more...

### **Educational and Participative Project**

The participation of the schools of Saint-Laurent was made possible by collaboration with the Marguerite-Bourgeoys school board. In total, 9 classes from 3 primary schools and 2 classes from the local high school worked on the project.

### **Virtual Reality**

For the virtual reality presentation, MMAQ paired up with the Beam Me Up society, a company specialized in augmented and virtual reality.

**Movie Trailer** <https://www.youtube.com/watch?v=msWPZusemTQ>

### **Free Admission**

General admission to the museum will be free of charge for the individual and family entries from May 26<sup>th</sup> to December 31<sup>st</sup>, 2017.

This includes self-tours of the permanent and temporary exhibits as well as the virtual reality presentation.

### **About the Society for the Celebration of Montréal's 375th Anniversary**

The Society for the Celebration of Montréal's 375th Anniversary is a non-profit organization whose mission is to organize the celebrations and socioeconomic contributions that will mark Montréal's 375th anniversary in 2017. With a focus on promoting Montréal expertise, it acts as a catalyst for local forces in carrying out its mandate: to mobilize the community, implement a funding strategy, rigorously manage public funds, develop quality programming and ensure the visibility of the celebrations. The Society benefits from the support of the Ville de Montréal, the Québec government, the Canada government and private funding from 12 Great Montrealers. For more information, see <http://www.375mtl.com>

You can find all our press releases and additional pictures and videos in our virtual [press room](#).

Get all the latest news in real time on our [Twitter feed: @375Mtl](#).

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To learn more about the contribution of the Québec government to Montréal's 375th Anniversary celebrations, [click here](#).

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Source : Musée des maîtres et artisans du Québec  
615, avenue Sainte-Croix, Saint-Laurent  
Du Collège Metro Station  
Open from Wednesday to Sunday, from 12:00 pm to 5:00 pm  
[www.mmaq.qc.ca/saint-laurent-7-temps](http://www.mmaq.qc.ca/saint-laurent-7-temps)

Tuesday to Thursday From 12:00 pm to 5:00 pm  
Friday to Sunday  
From 10:00 am to 5:00pm

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