

## Press Release

For immediate release

### THE MUSEE DU BAS-SAINT-LAURENT AND IDEECLIC PRESENT A UNIQUE MULTIMEDIA EXHIBIT

Gatineau, March 19, 2007 – In July 2006, the Musée du Bas-Saint-Laurent and Idéeclic unveiled the new exhibit *Intersections*. Idéeclic provided \$30 000 towards the realization of this unique project.

The theme of this exhibit is the history of the city of Rivière-du-Loup and the Bas-Saint-Laurent region, presented on interactive terminals examining continental, national and regional issues. Visitors will have an experience incomparable to any other; discovering the region, the economy and society through pictures, multimedia presentations and interactive games.

The interactive multimedia exhibit unfolds using high definition imaging technologies to engage the public throughout their visit. Combining technological abilities and creativity, Idéeclic has developed an original concept for the interactive terminals. As they view each terminal, visitors can make choices according to their preferences and interests, to create an exhibit unique to their tastes.

Each theme provides information on the history of the region, which visitors can then use to test their knowledge by playing interactive games. For the younger kids, games are presented on touch screens. A virtual photographic studio and a research area on the museum's impressive photographic collection complete the exhibit. Discover and learn in a fun and entertaining framework! This exhibit is a must-see for all ages!

#### **Musée du Bas-Saint-Laurent**

The Musée du Bas-Saint-Laurent's mission is to preserve, research, disseminate and educate on Quebec modern art, focusing on artistic production in the Bas-Saint-Laurent region and on ethnological photos of Eastern Quebec.

The museum reflects its region and its people to foster a feeling of belonging for the public it serves. The museum is an opening to the world and to Quebec culture in general.

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**For more information :**

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