



Montréal, September 28, 2021

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

Annual Awards Ceremony of the Canadian Association of Science Centres

# Explore wins the award for Best Exhibition!

### Explore in short

- The permanent exhibition **Explore** wins the award for Best Exhibition - Large Institution - at the annual Ceremony of the Canadian Association of Science Centres.
- Explore was entirely created and imagined in Montreal by the Science Centre team and funded by the Montréal Science Centre Foundation.
- The Science Centre won the GOLD Laureate for the exhibition at the 14th edition of the Grands Prix du Design.
- **TKNL** collaborated on the design of Explore to make it a unique visual and interactive experience. Ubisoft, Pratt & Whitney and Element AI are partners who also contributed to the exhibition.
- Explore is: 50 scientific demonstrations in giant format in an exploded universe of 1000 m<sup>2</sup>! A total immersion in the main scientific and technological principles of the 21st century.

### An award and a simultaneous reopening!

September 23, 2021, remains a milestone for the Montreal Science Centre. Not only did the day mark the official reopening of the museum after more than a year of closure due to the pandemic, but it was also an opportunity for recognition from the industry. As part of the annual Awards ceremony of the Canadian Association of Science Centres, the permanent Explore exhibition, open just 16 weeks before

the pandemic, won Best Exhibition - Large Institution Award. An unprecedented recognition of the invaluable work of the Science Centre team, work which ensures the sustainability of its mission: to make science accessible to the youngest.

## A minimalist design for a full experience

The Explore exhibition is unique for its minimalist design and for its inclusive and responsible side, a design imagined in collaboration with TKNL. In order to let visitors play, manipulate and explore with a minimum of instructions, the Science Centre has relied on the instinctive nature of the installations: scenography emphasizing the graphic language, spatial organization favoring the use of several skills and the transversal understanding of these. In addition, universal accessibility, the use of sustainable materials and gender-neutral aesthetics were at the heart of the team's thinking. All in all, Explore truly reflects the 21st century in all spheres.

## Quotes

"Knowing and understanding the basic principles and notions to build a diversified scientific culture is at the heart of the mission of the Montreal Science Centre. The team behind Explore has strived to elevate this exhibition as a must-see, as the foundation of our institution. We can really say it's mission accomplished thanks to this industry recognition!"

- **Cybèle Robichaud, Director, programming Montréal Science Centre**

"Explore was entirely created and imagined in Montreal. Receiving an honor from the Canadian Association of Science Centres is irrefutable proof of the expertise, innovation and creativity of the Science Centre team. What's more, it's industry recognition that shows what we have to offer meets high world-class standards."

- **Isabel Dansereau, Executive Director of the Science Centre Foundation and Senior Director, Old Port of Montréal Corporation Inc.**

## About the Montréal Science Centre

The Montréal Science Centre, a division of Canada Lands Company, is a complex dedicated to science and technology, with more than 700,000 visitors annually. It is characterized by its accessible, interactive approach and its showcasing of local innovation and know-how. **Its partners include Volvo, Énergir, The Beat 92.5 and La Presse +.**



### **Additional information**

**Etienne Collins**

Public relations manager  
Old port of Montréal Corporation

Cell: 514 838-4593  
[ecollins@vieuxportdemontreal.com](mailto:ecollins@vieuxportdemontreal.com)

### **Source**

Old Port of Montréal Corporation  
and Montréal Science Centre