



Société des directeurs
des musées montréalais

Press Release For immediate release

The MONTRÉAL MUSEUMS Mobile Application **39 Montréal Museums at Your Fingertips**

Montréal, November 18, 2014 – The Board of Montréal Museum Directors (BMMD) is proud to be launching its new *Montréal Museums* mobile app for iPhone today. Created in close collaboration with NURUN, this is the first product by the technology firm to be adapted for iOS 8 and iPhone 6 and iPhone 6+.

39 *Montréal Museums* at your fingertips

“With close to forty museum members in our network dotted across Greater Montréal, the BMMD is pleased to be offering our *Montréal Museums* mobile application. It’s a practical, user-friendly app designed to work in real time, letting users quickly find all the nearby museums and exhibitions, wherever they happen to be in the city. With this indispensable tool, they’ll be able to check out the over one hundred tremendously varied exhibitions presented each year for Montrealers and tourists,” explained Manon Lapointe, Executive Director of the Board of Montréal Museum Directors. “Whether they’re interested in art, history, architecture, literature, science, nature, fashion, archaeology, cinema or any other subject, it’s easy for users to find what they’re looking for.”

Manon Gauthier, Montréal Executive Committee member responsible for culture, heritage, design, Space for Life and the status of women said, “I salute this initiative by the Board of Montréal Museum Directors, which will help promote our Montréal Museums, and is sure to delight Montrealers and our visitors. Together, we can all showcase Montréal creativity as we aim for excellence as an intelligent, digital city.”

“We are pleased to have been able to contribute our service design expertise to developing this application. With such functionalities as contextual filtering and the GPS search tool, it’s easy to navigate around the city and find the cultural destination and programming you’re looking for, and most of all, not miss the fabulous museums and everything they have to offer in the city of Montréal,” said NURUN Executive Vice-President, Strategy and Experience Design Grégoire Baret.

Pénélope McQuade hosted the launch, during which users enjoyed sharing their impressions, live, of the different functionalities and everything one can find by using the #MTLMuseums hashtag. *Montréal Museums* is definitely worth checking out to explore the cultural wealth of our city’s museums!

The application is available for free, starting immediately on the App Store. It is compatible with iPhones running iOS 8, and works in English or French, depending on the configuration of users’ phones.

This project received funding under the Agreement on the cultural development of Montréal between the Ministère de la culture et des communications du Québec and the Ville de Montréal.

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About the BMMD

The Board of Montréal Museum Directors brings together representatives of 39 of the city's museums. Its mission is to support Montréal museums by promoting their activities and defending their interests and to foster communication, mutual assistance and co-operation among its members in an effort to make culture widely accessible and encourage Montrealers to take pride in their museum heritage.

About NURUN

Nurun is a digital innovation, service design and technology consultancy that works with some of the world's most innovative companies. It creates products and services for the connected world through a combination of human insight, new technology and smart thinking. Nurun is a Publicis Worldwide company. For more information or to see its latest achievements, visit www.nurun.com.