

## Press Release

Internet

# Lemieux, Pellan, Leduc and Riopelle

## *On the Web*

**Québec City, Wednesday 19 February 2014** □ The Musée national des beaux-arts du Québec is highly visible on social media, reaching out through them to new audiences as part of its cultural outreach program. The MNBAQ also wishes to use the Internet to extend – or prepare! – its visitors’ museum experience. The simultaneous inauguration of four new exhibitions is a wonderful opportunity to showcase the *Four Figures of Modern Art in Québec* on the Web.

## *Questionnaire-game: Are you Lemieux, Pellan, Leduc or Riopelle?*

The public is invited to participate in a questionnaire-game which, with a few clicks of their mouse, will tell participants which Québec artist they resemble the most: Lemieux, Pellan, Leduc or Riopelle. The activity is offered on site at the Musée, in a booth located on the first floor of the Charles Baillairgé pavilion, or at home by going to the microsite [quietesvous.mnbaq.org](http://quietesvous.mnbaq.org). The results can be shared on Facebook or by e-mail.

## *New mobile application*

The MNBAQ is launching its application *Alfred Pellan: An Interactive Experience*, which includes basic information about the Musée and novel content. This mobile application is available free of charge beginning February 2014 on the iOS and Android platforms. The application provides complementary content for the exhibition *Alfred Pellan: The Wide-Awake Dreamer*. Its novel content includes a selection of archival documents from the Fonds Madeleine et Alfred Pellan and a light-hearted activity which lets users dress up as one of the characters in the play *Twelfth Night*, whose costumes Pellan designed. At the Musée, the application will enable visitors to experience an augmented reality moment involving the work *Bestiaire 24<sup>e</sup> (24th Bestiary)*. A techno experience you won’t want to miss, at home or at the MNBAQ!

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## *On social media*

To find out all you need to know about the new exhibitions devoted to these *Four Figures of Modern Art in Québec* and activities around the exhibitions, and to see photos, learn about promotions, etc.:

- [facebook.com/mnbaq](https://facebook.com/mnbaq)
- [twitter.com/mnbaq](https://twitter.com/mnbaq) (the hashtags for each exhibition: #JeSuisLemieux, #JeSuisPellan, #JeSuisLeduc et #JeSuisRiopelle)
- [pinterest.com/mnbaq](https://pinterest.com/mnbaq)
- [vimeo.com/mnbaq](https://vimeo.com/mnbaq)
- [youtube.com/mnbaqorg](https://youtube.com/mnbaqorg)

## *Instagram challenge*

[instagram.com/mnbaq](https://instagram.com/mnbaq)

The MNBAQ is offering four contests for photography lovers:

- *Jean Paul Lemieux Challenge* (February): take a photo of a winter landscape with the theme “Of Silence and Space” and tag #DefiLemieuxMNBAQ
- *Alfred Pellan Challenge* (March): take a Surrealist photo with the theme “Wide-Awake Dreamer” and tag #DefiPellanMNBAQ
- *Fernand Leduc Challenge* (April): take a photo with geometric forms with the theme “Light” and tag #DefiLeducMNBAQ
- *Jean-Paul Riopelle Challenge* (May): take an abstract photo with the theme “Metamorphoses” and tag #DefiRiopelleMNBAQ

**Information (general public):** [www.mnbaq.org](http://www.mnbaq.org)