

# ô merde!

Une exposition  
excrémentement riche

Présentée  
par **h2o**  
innovation



## Brown Gold

*An excrementally  
interesting*

### Travelling exhibition

Delve into a most audacious exhibition on human excrement. A taboo subject shut away in the latrine, poo is ignored, thrown away and far too misunderstood. While it may arouse disgust and be a serious hygiene issue around the world, poop can also be a surprising and sustainable resource. Could it be brown gold at humanity's service? It's worth checking out!

### Is shit waste?

*Or is there more to it?*

From our intimate and collective relationship to shit, to sanitary issues and ancient and contemporary customs around defecation, by way of intestinal microbiota and the hope it carries for healing,

**Brown Gold** takes a close look at every shade of brown.

*Welcome to the world of poop and beyond!*

Billets en ligne : [mcq.org](http://mcq.org)

En collaboration  
avec

RECYC-QUÉBEC  
Québec

Cascades

Les Cabinets

Ferment



MUSÉE DE LA  
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# The exhibition

Through the lens of microbiology, anatomy, social history, ethnology, engineering, ecology and art, **Brown Gold** leads museum goers along an experiential journey as entertaining as it is thought-provoking. In (re)discovering this (basic, organic) material, visitors young and old follow a pathway through seven zones, each organized into educational, immersive and participatory spaces. There, visitors are encouraged to reflect on a major issue.



## Approach & content

### *Emotions*

The exhibition's "bottom" line: stirring visitors' empathy and engagement, and offering suggestions for getting involved in citizen action

### *Scenography*

Immersive museography and provocative design with reconstitutions of toilets from around the world

### *Artifacts and items*

Over 200 unusual objects, collector's pieces, ancient archives and contemporary items

### *Education*

Playful visitor itinerary, customizable guided visit, family workshops

## Evaluation

### *Attendance 80%*

460 000 visitors (20 months post pandemic)

### *Satisfaction 90%*

*"Hats off to the Musée for their audacity in presenting an exhibition like Oh Shit! We learned so many interesting and useful things."*

### *Effect on the visitor*

- Positive effect on 79% of its visitors regardless of age
- Visitors transformed in many ways and encouraged in taking action
- Adopting more eco-responsible behaviors and habits





# At a glance

- *Turnkey formula*

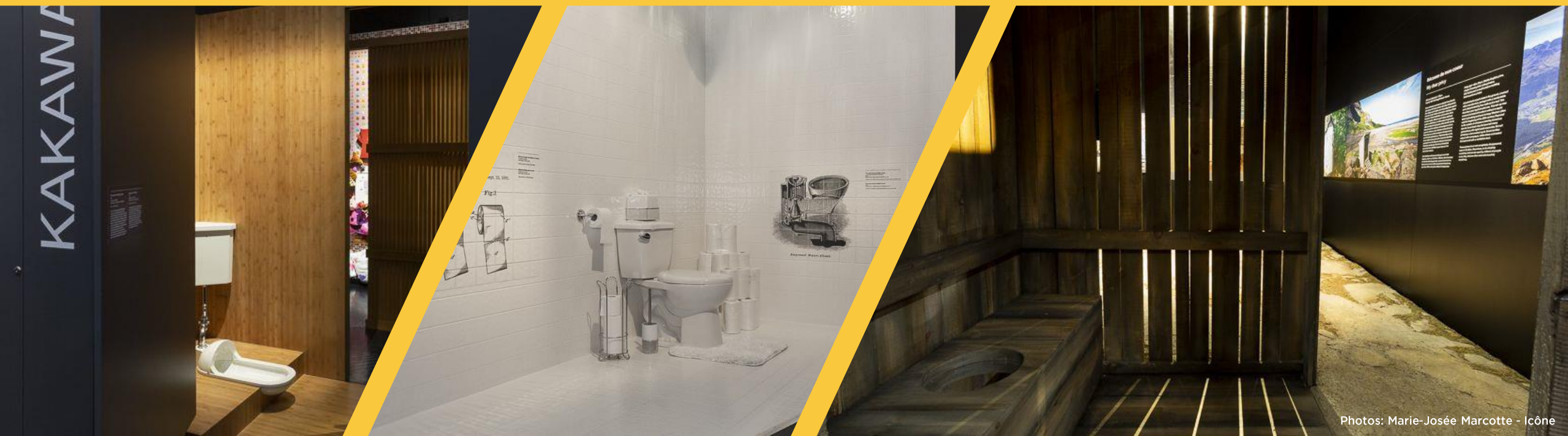
A rich, educational and engaging visitor experience through its thematic content, its collections and its immersive design.

- Touring period: Spring 2024 - Fall 2027
- 6-8 months each presentation
- approx. 800 m<sup>2</sup> (8,600sf) | 3,85m H
- Science and technology
- Target audience: age 12-18 / 19 to 35
- 7 thematic areas
- 200 collection items
- 7 Interactive devices and 6 videos
- Original and immersive design
- English & French
- All content
- Scenography, set structure and display cases
- Specialized lighting, digital and AV equipment
- MCQ staff for installation and deinstallation
- Floorplan Layout
- Caseworks



The CACArcade (room view)  
CACA-MAN video game.  
Collaboration CREO  
Photo: Marie-Josée Marcotte - Icône







# Doing things differently for over 30 years

*Based in Québec City,  
we are a Society Museum...*

- doing things differently for 35 years;
- placing people at the heart of a transformative experience;
- attuning to trends and the most promising innovations;
- thriving partnerships.

## *Unique know-how*

- Museology to elicit emotion
- Multidisciplinary, participatory and engaging approach
- Creative, immersive and audacious exhibition design
- Cutting-edge museum circuits, formats and means
- Change agent and key reference to understand the major issues affecting humanity



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Whether you want to present an exhibition that was a tremendous success with a wide audience or collaborate to develop new ideas and build projects that are meaningful to your institution, make our Museum your new partner, so we can all be agents of change.