

Experiencing the world, *together*



MUSÉE DE LA
CIVILISATION

Québec 





The Chief Executive Officer

Stéphane Le Roche

Doing things differently for over 30 years

Since its inauguration in 1988, the Musée de la civilisation has stood out for its multidisciplinary and societal approach that places people at the core of its activities—a bold challenge that breathed new life into the museum community.

Among the leading museums in Canada and around the world, the Musée de la civilisation has developed enriching collaborations and partnerships in over thirty countries on five continents. More than 450 exhibitions have been presented on topics expanded through thousands of educational and cultural activities.

Attuned to trends and the most promising innovations, the Museum works to make close connections through excellence, by tearing down the boundaries between expertise and knowledge sharing and helping the best ideas to travel.

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 that affect humanity



Humans at the heart of a transformative experience

Leave conventions at the door!

So much more than a traditional exhibition space, the Musée de la civilisation offers visitors the opportunity to take the leading role in their endlessly unique adventure. Guided by enjoyment and curiosity, they create their own paths from one discovery to the next and let emotion anchor their learning.



A moment of sharing for all ages

Through encounters to discover oneself and others, the Museum explores the facets of the human experience. And through an ever-evolving lens, it discusses and dares singular and current topics and revisits key moments in Québec's history and culture.

Cultural

Educational

Interactive





An engaging offer

Understand the past.

Build the present.

Dream tomorrow.

Open to all and intended for the broadest audiences, the Musée de la civilisation aims to spark a deeper understanding of who we are and the world around us and help us transform ourselves through sharing, engagement and action.





An engaging offer

The exhibitions presented around the world focus on universal realities and societal issues that are explored in an effort to make the world a better place.

*History and society /
Science and techniques /
Arts, literature and communications*

Our products and services are adapted for optimal collaboration.

Concept / Hybrid / Turnkey





Our mission

Disseminate Reach Conserve

With a mandate to preserve collections and extend the reach of Québec's museum expertise abroad, the Musée de la civilisation builds bridges with partners and organizations to create a unique offer rooted in encounters and knowledge development.

A space for contact, exchanges, sharing, wonder, learning and reflection, here and in partner institutions, the Museum makes it possible to experience the world. **Together.**



*For a better world for everyone,
in which we are all a force for change.*



A year at the Museum*



Public

600,000
visitors

100,000
young people
participated in
the educational
activities

70,000
people parti-
cipated in
the cultural
activities



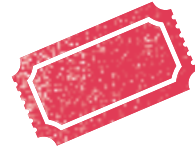
Web

700,000
web visits



Social networks

70,000
followers
Facebook
Twitter
Instagram
LinkedIn



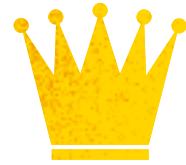
Membership

10,000
members



Subscription

36,000
subscriptions to
our newsletter



Exhibitions

10
exhibitions on a
range of themes
including two
international
exhibitions

A year on the road

- 2 new major international exhibitions and 3 exhibitions across Québec
- Expertise sharing between museums
- International communications and conferences
- Missions to promote, grow, acknowledge and welcome
- Member of AMC, AAM, AMCST, ICOM, ICEE, ECSITE, SMQ, XnQuébec





An uncommon museum

For decidedly different people

Visitors make their own unique path through the Museum, both from a physical and an emotional perspective. That serves as the basis for everything. From their expectations to their motivations and wishes, we are always seeking to know our visitors better and create tailored human adventures. Like the Museum itself, seven personas reflect our different visitors and the type of museum experience they seek.

Personas



Clara
Student



Louise and Robert
Retirees



Tristan
Young professional



Sylvie and Rachel
Friends



Julie
Educator



Fatima
Mom



Amanda & Stuart
Tourists

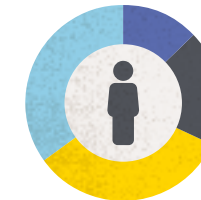
Visitor profile*



Families
23%

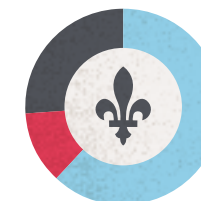


Satisfied visitors
96%



Age groups

18 to 24	13%
25 to 34	19%
35 to 54	33%
55 and older	35%



Québec 58%

Québec	36%
Montréal	7%
Other regions	15%



Canada and international
42%

Canada	9%
France	10%
US	12%
Other countries	11%

*2019 MCQ survey

Thriving partnerships

Working in partnership with other museums and research institutions and contributing to an international network are part of our approach.

The Musée de la civilisation has established a network of leading international partners and nurtures opportunities to cocreate and coproduce. We believe that merging knowledge, collections and expertise can lead to original exhibitions for broad audiences, with travel in mind from the earliest designed phases. The key to success is careful and efficient planning between project partners.

Just a few of our partners, past and present:

- Antikensammlung - Staatliche Museen zu Berlin (Berlin, Germany)
- Fowler Museum at UCLA (Los Angeles, United States)
- Musée des civilisations de l'Europe et de la Méditerranée (Marseille, France)
- Musée des Confluences (Lyon, France)
- Musée du quai Branly - Jacques Chirac (Paris, France)
- Museum of New Zealand Te Papa Tongarewa (Wellington, New Zealand)
- MuseumsPartner (Austria)
- Natural History Museum (London, United Kingdom)
- Rijksmuseum van Oudheden (Leiden, Netherlands)
- Tempora (Brussels, Belgium)
- Tropenmuseum (Amsterdam, Netherlands)
- Universcience (Paris, France)
- Victoria and Albert Museum (London, United Kingdom)





Working together to dream tomorrow

*and propel ourselves
into the future.*

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.

*Reach
Innovate
Share
Collaborate*



**Ready for
an adventure?
Get in touch with us.**

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