

# QUÉBEC INGENUITY IN THE SPOTLIGHT

## AUDIOVISUAL INTEGRATION

### J. Armand Bombardier Museum of Ingenuity

Valcourt, Québec, Canada, 2015

The J. Armand Bombardier Museum celebrates the heritage of Joseph Armand Bombardier, renowned inventor of the snowmobile and founder of the multinational corporation that bears his name. The museum, which first opened its doors in 1971, underwent a makeover in 2015 and 2016. The newly renovated and expanded facilities offer updated content that includes multimedia elements and several interactive stations.

The different technological elements are seamlessly integrated with the exhibits, highlighting the famous Valcourt native's accomplishments in a fun and original style. This museum's modern design and ingenious use of space place it squarely on the map alongside internationally reputed museums.

#### Description

Under the direction of designer gsmprjct, XYZ Cultural Technology integrated the lighting and the audio-visual material in the permanent exhibitions *Passion as a way of life* and *A passion for innovation*, including several original elements such as train cars brought to life with video projections in the windows, a flight simulator and a snowmobile photo booth. XYZ also supplied and integrated speakers, screens and digital tablets.

In addition, XYZ programmed and installed the equipment for the multimedia show *Passion as a way of life* and supplied the 54 video screens for the *Progress requires innovation* multimedia experience.



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#### Expertise

Audio  
Video  
Lighting  
Control systems  
Interactivity

#### Mandate

Installation and integration  
Programming  
Equipment supply

#### Design

Exhibitions *Passion as a way of life* and *A passion for innovation*, designed by gsmprjct  
Media experience *Progress requires innovation*, directed by Moment Factory  
Multimedia show *Passion as a way of life*, directed by Théâtre de la Pire Espèce