



News release
For immediate distribution

X3 PRODUCTIONS

created to redefine museum experience

**New Canadian international exhibition company
founded by L'Équipe Spectra, gsmprjct° and Bleublancrouge**

Montreal, Tuesday, October 5, 2010 — A trio of reputed Montreal companies—**L'Équipe Spectra, gsmprjct°** and **Bleublancrouge**—is joining forces to create **X3 Productions** and redefine the modern museum experience by developing and promoting interactive blockbuster exhibitions that will be launched in Montreal and will tour Canadian and international venues.

The X3 Productions (X3) vision is to create innovative experiences for the public: from a first contact in a communications campaign to unique online experiences followed by exhibitions that entertain and educate museum visitors. The combination of three of the most recognized names in their respective fields, X3 is unique because it combines extensive museum, exhibition design, production and marketing experience in one service offering that best reflects the challenges faced by museums around the world.

“Driven by the strength of three major Montreal-based creative companies we aim to give the public new reasons for visiting museums by creating innovative exhibitions with the best concepts, collections and educational content,” said **Alain Simard, President of X3**.

X3 is developing projects and content reflecting a new visitor reality and helping museums develop lifelong relationships with their clientele. The use of cutting edge techniques and technology will allow the public to participate in exhibitions in a variety of new ways, including in communication campaigns, on the Internet and through post-exhibition events.

“X3 Productions will deliver a new kind of museum experience, one that enhances, educates and entertains visitors in innovative ways,” said **Yves Mayrand, X3 Chairman**. “The combination of our areas of expertise will allow X3 to stand out in the world of blockbuster museum exhibitions.”

Added **Sébastien Fauré, X3 Vice-President**: “This represents a dream opportunity to showcase Montreal’s creativity as we put our talent to work on behalf of the world’s greatest brands. In addition, it offers great potential for a new area of business creativity to develop.”

Stay tuned for a big announcement

X3 and its Montreal-based multidisciplinary team are currently developing touring exhibition projects to be launched in the next 12 months. In coming weeks X3 will announce its first blockbuster project in partnership with two major international brands.

X3’s combined expertise:

gsmprjct°(www.gsmprjct.com) is a collective of four integrated teams established as pioneers and major players in the field of exhibit design and production for over 50 years. gsmprjct° creates avant-garde environments that speak to visitors, crossing mediums and disciplines—from dance to theatre, architecture to business, the environment to communications, and the arts to the sciences. gsmprjct° is Canada’s oldest and most dynamic exhibit designer and has been behind many world-class museums by creating turnkey exhibitions such as the National Museum of Singapore, *At the Top* for Burj Khalifa, the world’s tallest observation deck experience located in Dubai, and the pavilion for the City of Montreal for the 2010 Universal Exhibition in Shanghai. gsmprjct° is also behind the permanent exhibition of the Musée historique de la ville de Strasbourg, *The Mysterious Bog People*, a touring exhibition produced through the international partnership of four museums in Canada and Europe, as well as a dynamic multimedia show in Pointe-à-Callière, the Montreal Museum of Archaeology and History.

L'Équipe Spectra (www.equipespectra.ca), Canada's leading cultural organization, is known for its creation of world-class cultural projects reaching an educated clientele. It is responsible for the world's largest, best-known and most important musical event: the Festival International de Jazz de Montréal. In addition, it has created and produced Les FrancoFolies de Montréal (the largest French-music festival in the world) as well as the MONTREAL HIGH LIGHTS Festival (a one-of-a-kind internationally reputed cultural event). L'Équipe Spectra has developed and/or collaborated on many projects with Montreal museums. This year Spectra was involved with the Montreal Museum of Fine Arts as co-presenter of *We want Miles – Miles Davis VS Jazz*. With its unique expertise in cultural marketing, Spectra has also collaborated with numerous touring exhibitions in Montreal such as *Titanic* and *Bodies*.

Bleublancrouge (www.bleublancrouge.ca) has been voted one of Canada's best creative agencies every year since 2008. Bleublancrouge develops local, national and international integrated communications campaigns that have won worldwide acclaim. Its clients include Toyota, Apple and numerous others. Over the years this dynamic agency has been the sole agency for cultural organizations such as Les Grands Ballets Canadiens, the world-renowned Musée de la civilisation in Quebec City, Téléfilm Canada, the Montreal Symphony Orchestra, Opera Lyra and many others.

gsmprjct°



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Source:

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