

Notre-Dame de Paris: The Augmented Exhibition

An augmented exploration of the renowned French monument
Opens this Friday until December 30, 2023
at Arsenal Contemporary Art Montreal



Montreal, November 1, 2023 — On November 3, 2023, an interactive journey into the past, present and future of one of the world's greatest architectural monuments will be presented for the first time in Canada. Arsenal Contemporary Art Montreal hosts ***Notre-Dame de Paris: The Augmented Exhibition***, offering visitors a 360-degree augmented reality immersion into 850-years of history and ongoing restoration of the cathedral.

The whole world remembers the images of the cathedral in flames during the dramatic fire on April 15, 2019. That scene marked the beginning of the exhibition, which then explores the history of the UNESCO World Heritage site from the laying of the first stone in 1163 to the current restoration.

Notre-Dame de Paris: The Augmented Exhibition is produced by the French start-up Histovery, in collaboration with the Public Establishment Rebuilding Notre-Dame de Paris in charge of the restoration of the Cathedral of Notre-Dame de Paris and thanks to through the exclusive sponsorship of L'Oréal.

An augmented exhibition!

Visitors are invited to navigate the exhibition equipped with a HistoPad™ and scan the 21 “Gates of Time” to embark on an interactive journey in time and history.

Spectacular 3D and 360-degree reconstructions of the cathedral take visitors on an interactive journey from the first foundations laid to the genius of the 21st-century architectural restoration. The exhibition also highlights the work and skills of those working to restore this UNESCO World Heritage site.

The reconstitutions featured on the HistoPad have been produced in collaboration with a scientific committee of experts, to guarantee the historical rigor of the research carried out.

An international tour

After the opening of the French Pavilion at the Dubai World's Fair, the exhibition has since been presented in Paris, Washington D.C., Dresden, Berlin, Shanghai and New Orleans. The exhibition will travel throughout the restoration project until 2024, visiting 15 cities on 4 continents.

Bruno de Sa Moreira, Co-Founder and CEO of Histovery, and Executive Producer of Notre-Dame de Paris: The Augmented Exhibition, comments: "The Augmented Exhibition enables us to export our heritage around the world, in a way that is both spectacular and accessible to all. Histovery is proud to support this project, which unites the cathedral different institutions whether public or private, well established or start-ups".

Philippe Jost, President of the Public Establishment Rebuilding Notre-Dame, comments: "I warmly thank the L'Oréal Group for making this exciting augmented exhibition possible, thanks to the cutting-edge technologies of French start-up Histovery. It bridges the gap between the thousand-year history of the cathedral and the current restoration project, and shows the ongoing expertise that has been mobilized from the laying of the first stone in 1163 to the present day. Thanks to a partnership with the public establishment, visitors from all over the world will be able to understand the restoration work and discover all the trades involved in bringing the cathedral back to life for worship and for visits in December 2024."

An Verhulst-Santos, President and CEO of L'Oréal Canada said, "L'Oréal Canada is extremely honored to bring Notre-Dame de Paris: The Augmented Exhibition to Canada for the very first time. As a century-old French company, it is important for us to support the rich heritage of this national treasure. It's also inspiring to use technology to celebrate the past and create the future. Our commitment to beauty extends beyond cosmetics; it encompasses the beauty of culture, history and innovation."

About Histovery

Histovery is at the cutting edge of innovation, using augmented reality to enhance heritage. HistoPad, our evolving "Augmented Visit" service on tablet, revolutionizes the visitor experience in situ through immersive 360° reconstructions and interactive content manipulation, always carried out with rigorous respect for scientific knowledge.

HistoPad is now available in twenty of our heritage sites, serving nearly three million visitors a year.

About Arsenal Contemporary Art

Arsenal Contemporary Art is a private contemporary art and cultural initiative founded by patrons Pierre and Anne-Marie Trahan. It is devoted to the support, promotion and development of Canadian contemporary art through diverse endeavors, including the showcase of Canadian contemporary artists, alongside international artists, in exhibitions that are curated in-house and by invited international curators.

Opened in 2011 in Montréal, Arsenal Contemporary Art has since expanded to include locations in Toronto (2013) and New York (2017). Although some exhibitions travel from one location to another, the programming of each location is tailored to its respective community, space and audience.

About L'Oréal

For over 110 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 36 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With 87 400 committed employees, a balanced geographical footprint and sales across all distribution networks, in 2022 the Group generated sales amounting to 38.26 billion euros (51,69 billion CAD). With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4 000 scientists and 5 500 tech and digital professionals, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.

L'Oréal has been present in Canada for 65 years, employs more than 1,450 people from 80 nationalities and operates a head office, a plant and a distribution centre.

The Groupe is a major donor for the restoration of Notre-Dame de Paris Cathedral and is the exclusive sponsor of the exhibition.

More information at www.loreal.ca

About the Public Establishment

The Public Establishment is responsible for the preservation and restoration of the cathedral of Notre-Dame de Paris. Established on 1 December 2019 and placed under the direct supervision of the French Ministry of Culture, the Public Establishment is responsible for conducting, coordinating and implementing studies and operations instrumental in the conservation and restoration of the cathedral. The Public Establishment also promote the jobs of the worksite and highlights the re-construction project, as well as those trades and professional know-hows that have contributed to restoration work, notably through the implementation of cultural programs both in France and abroad.

Follow the evolution of the worksite on rebatirnotredamedeparis.fr

And on [Facebook](#), [Instagram](#) and [YouTube](#) @rebatirnotredamedeparis

NOTRE-DAME DE PARIS



VERS LA RÉOUVERTURE

About Notre-Dame de Paris : vers la réouverture

Notre-Dame de Paris : vers la réouverture is a label that brings together cultural events, exhibitions and conferences dedicated to the Cathedral of Notre-Dame de Paris during its restoration and in anticipation of its reopening, scheduled for December 2024. The exhibition is part of this cultural program, coordinated by the public establishment in charge of the conservation and restoration of the Cathedrale of Notre-Dame de Paris, the contracting authority for the restoration project.

Available in 13 languages: French, English, Arabic, Spanish, Russian, Chinese, German, Italian, Portuguese, Japanese, Korean, Czech and Polish.

Special versions for people with reduced mobility and the visually impaired.

Tickets available now:

https://bit.ly/NDP_EN

Opening hours:

- Tuesday to Saturday: 10 a.m. – 7 p.m. (last ticket sold)
- Sunday: 10 a.m. – 4 p.m. (last ticket sold)
- Free for children aged 5 or less (maximum of 3 children per adult)
- Family pass available

For the holiday season:

Closed on December 24 and 25 (Sunday and Monday)

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