

Between outreach and archaeology at Pointe-à-Callière, a shared link: the quest for authenticity

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ABSTRACT

For 30 years, Pointe-à-Callière, Montréal Archaeology and History Complex, has offered a unique encounter between archaeology and history. Archaeology, research and interpretation converge to offer mediation opportunities with historical, social and cultural dimensions. The discovery tour of archaeology is based on a sensory approach to archaeology in order to provide visitors a moving and unique experience. Research and rigorous knowledge are combined with various original approaches to mediation: the exhibition as a transmitter, educational and cultural mediation as a complement to the discovery experience, and digital innovation as a means of immersing the visitor, all combined to live the rich and authentic history of Montreal.

KEYWORDS

Pointe-à-Callière, archaeology, history, educative and cultural mediation, discovery experience

RÉSUMÉ

Depuis 30 ans, Pointe-à-Callière, Cité d'archéologie et d'histoire de Montréal, propose une rencontre unique entre l'archéologie et l'histoire. L'archéologie, la recherche et l'interprétation convergent pour offrir des opportunités de médiation aux dimensions historiques, sociales et culturelles. Le parcours de découverte de l'archéologie repose sur une approche sensorielle de l'archéologie afin de faire vivre aux visiteurs une expérience émouvante et unique. La recherche et la connaissance rigoureuse s'invitent aux diverses approches originales de médiation : l'exposition

en tant que transmetteur, la médiation éducative et culturelle comme compléments à l'expérience de découverte, l'innovation numérique pour une immersion du visiteur, associés pour vivre la riche et authentique histoire de Montréal.

MOTS—CLÉS

Pointe-à-Callière, archéologie, histoire, médiation éducative et culturelle, expérience de découverte

POINTE-À-CALLIÈRE, A MUSEUM THAT CONTINUES TO MAKE ITS MARK

The year 2022 marks the 30th anniversary of Pointe-à-Callière, the Montréal Museum of Archaeology and History. Three decades coloured by a coherent cultural program, with a rich and diversified line-up of activities designed to showcase Montréal's heritage and explore its history.

Created in 1992 following archaeological digs in the historic district of Old Montréal, Pointe-à-Callière's mission from the outset has been to help visitors discover and appreciate the history of Montréal in all its dimensions. To achieve this mandate, the Museum has focused on outreach, education, conservation, and research activities related to Montréal's archaeological and historical heritage. Over the years, the museum institution has expanded to include seven (7) pavilions and has pursued its mandate of conservation and promotion of heritage.

Very quickly, the Museum also set out to offer a program of international temporary exhibitions and diversified and dynamic educational experiences in order to attract a broad-based clientele. Thanks to interpretation techniques adapted to the clientele, a team of experienced interpreter-guides has been able to instill in the public their passion for history and archaeology. Over the years, the Museum has not only enriched its educational program, but has also continually adapted it to meet the needs of school groups, daycare services, and day camps. There is no doubt that this concern for adapting and renewing the Museum's service offer has helped maintain the interest of school-age group leaders in registering their respective groups for a visit to Pointe-à-Callière.

The Museum's other target groups are not left out, as its programming has been rapidly enriched over the years with cultural activities that support its main mission. The traditional *18th Century Public Market in New France*, which has been held every year since 1993 and attracts an average of more than 70.000 visitors over two days, provides an eloquent illustration of the success and scope of such an event. Moreover, the volume of visits to the Museum has been steadily increasing since its founding, reaching its peak sometime before the pandemic. With more than 500.000 visitors a

year, Pointe-à-Callière ranks among the museums with the highest attendance rates in Canada.

To illustrate Pointe-à-Callière's approach and the impact that research has on its outreach activities, we propose to outline the main characteristics of the Museum's DNA and the role of research in its offerings, from archaeological digs to the implementation of the Museum's cultural project.

Exhibiting the authentic

As a site-based institution, the Montreal Museum of Archaeology and History prioritizes a sensory approach to archaeology, drawing on the emotion and strength of the site to provide visitors with a unique experience.

While exploring the different structures (pavilions) of the museum, the public can visit the archaeological remains: Fort Ville-Marie (the birthplace of Montréal); Montréal's first Catholic cemetery; Place Royale (Montréal's first marketplace); the first collector sewer built in Canada; the remains of the Insurance Building, Pierre-Berthelet House, and Papineau House; the Ancienne-Douane (old customs house), erected in 1837, which is one of the first architectural elements to bear witness to the British presence in Montréal and last but not least, the first sewage pumping station in the country to be powered by electricity. Pointe-à-Callière is home to three historic and archaeological sites of national historic significance that have been designated by Canada: Pointe à Callière (the site of the founding of Montréal in 1642); Place Royale (the first marketplace (1676); and Place de la Grande Paix de Montréal (the site of the 1701 peace treaty between France and 39 First Nations). In addition, archeological artifacts and ecofacts from sites excavated *in situ* have been integrated into the exhibitions. These are combined with collections of ethnohistorical objects from the history of Montréal in order to present the public with a set of objects so that our visitors can knit several historical layers of Montréal's history into a coherent and dynamic whole.

Touching the public to elicit an emotional response

To reinforce the authenticity of its site, Pointe-à-Callière wants to touch visitors in ways that will make their experience of the site unforgettable. For the Museum, the quest for emotion is the basis of its mediation work: designing and creating an experience to touch visitors, helping them to forge links with the site and its history, and finally bringing the site to life through various means of mediation in order to promote learning with an approach that is entertaining.

A number of immersive experiences offered in the exhibitions help propel visitors into different worlds. The multimedia show, now in its 4th generation, offers a summary and a careful introduction of nearly 20 minutes that provides visitors with the keys to understanding the history of Montréal and sets the stage for a discovery of its remains.

In the exhibition halls, several sound and visual elements, projections, interactives, and virtual characters help create an immersive experience. Developed from scientific content and research, these devices are also subject to rigorous scientific validation.

With the recent renewal of its permanent exhibitions, Pointe-à-Callière is offering visitors a new generation of museographic experience. In addition to a streamlined but condensed tour, visitors will be able to immerse themselves in the exhibition and experience a range of emotions through the use of digital technologies.

Moreover, families and young people are not left out since we have recently renewed the exhibition designed for them, namely *Come Aboard! Pirates or Privateers?* Set in the era of New France, this exhibition takes visitors on an immersive and interactive adventure at sea and allows them to enter the world of ship captain Pierre Le Moyne d'Iberville, the most famous Canadian privateer. Among other things, visitors can relive the privateer's voyages on the St. Lawrence River.

Research at the service of the dissemination of knowledge

All of the projects spearheaded by Pointe-à-Callière have been the subject of rigorous archaeological digs by archaeologists, but also by specialists from various disciplines, including history. As a museum of archaeology and history, Pointe-à-Callière has a team of archaeologists tasked with conducting research at the Museum. To help the institution carry out its mandate, the team has hooked up with researchers and specialists from various university disciplines, including history and archaeology. Their research has been the subject of communications and publications, and the knowledge they have acquired has enabled the Museum to greatly improve its outreach projects. The historical perspective superimposed on the archaeology is at the heart of the interpretation and analysis work proposed by Pointe-à-Callière. This interdisciplinary approach allows the Museum and its researchers to promote hybrid historical views and perspectives, which are essential to understanding the significance of material culture and archaeological analyses, without forgetting the collaboration and crucial contribution of specialists from Indigenous communities.

Pointe-à-Callière's projects are the result of partnerships and linkages established by the Museum with researchers from various backgrounds, including archaeologists, historians, ethnologists, and Indigenous collaborators. Over the years, the Museum has collaborated with numerous researchers from a number of universities, including Université de Montréal, Université du Québec à Montréal, McGill University, and Université de Sherbrooke. Based on archaeological and historical research, a rigorous approach has emerged that serves as the foundation for various scientific publications. This research is then reflected in the Museum's programming, both in its exhibitions and in its educational, cultural, and civic offerings.

The FortVille-Marie permanent exhibition, entitled *Where Montréal Began*, is the fruit

of 15 years of research conducted jointly by Pointe-à-Callière and the Archaeological Excavation School of the Université de Montréal's Archaeological Research Department. This ambitious project has led to some exceptional discoveries, including confirmation of the exact location of the fort and, consequently, of the birthplace of Montréal. To showcase its discoveries, the Museum subsequently undertook a vast project with the construction of a new Pavilion and an exhibition space to offer a sleek and bold museum experience.

On May 17, 2017, the new Québecor – Fort Ville-Marie Pavilion and the collector sewer opened their doors to the public. The public's enthusiasm for this new museum experience is such that word-of-mouth is attracting new breeds of visitors to the Museum. To accentuate the strength of the site, Pointe-à-Callière has opted for a streamlined museography that translates the convergence of multidisciplinary research into engineering and exhibition. On site, visitors will discover several layers of occupation, including an Indigenous hearth; the remains of Fort Ville-Marie; the former residence of Louis-Hector de Callière, Governor of Montréal and later Governor of New France; the first Archambault well; an early blacksmith shop; and more.

Since the inauguration of the Québecor – Fort Ville-Marie Pavilion, the Museum's team of archaeologists has continued its research so as to learn more about the site. As for the collector sewer, this majestic civil engineering work, built between 1832 and 1838 to channel the waters of the Little River underground and to collect both rainwater and wastewater, remained in operation until 1989. Since a portion of this collector is buried in the Museum's basement, opposite the Éperon building and Place Royale, Pointe-à-Callière had the opportunity to integrate this disused section into its museum facilities. Since 2017, visitors have been able to walk 110 metres along this former sewer to reach the Québecor – Fort Ville-Marie Pavilion. Thanks to the installation entitled *Memory Collector*, a multisensory and reflective experience, visitors plunge into an underground world brought to life by light projections and a sound environment that transforms this formerly uninviting space into a magical place.

The search continues... The site of the Sainte-Anne Market and Parliament of the Province of Canada

Between 2010 and 2017, Pointe-à-Callière conducted a vast program of archaeological digs in Place d'Youville. In 2012, the first exceptional results led to the official recognition by the Ministère de la Culture et des Communications of St. Anne's Market and the Parliament of the United Province of Canada archaeological heritage site. This site played a major historical role for Montréal, with the construction of St. Anne's Market, inaugurated in 1834. This was the most modern and largest building at the time and was considered the most prestigious in Montréal. It became the largest public building in the city and the first indoor market in Montréal. The Parliament

then moved into this imposing building from 1844 until rioters burned the building on April 25, 1849.

The various archaeological dig campaigns have revived the memory of the successive lives of the site and have unearthed some 350.000 artifacts and ecofacts. At the same time, collaborations with archaeologists and historians from the Laboratoire d'histoire et de patrimoine de Montréal have enabled Pointe-à-Callière to bring to light a key moment in Montréal's history and to reveal little-known or forgotten dimensions of the site. Several lines of research are enabling 3D/4D exploration and the creation of an interactive geolocation database. The results obtained so far mark a major advance in the knowledge and understanding of the site. Always anxious to share knowledge with the public, the Museum has published a number of articles testifying to the progress of the research while presenting, as of 2017, temporary exhibitions involving the participation of interpreter-guides.

The recent publication entitled *Montréal Capital City* (2022, Pointe-à-Callière and Editions de L'Homme) traces the singular history of the St. Anne's Market and the Parliament of the United Province of Canada archaeological heritage site, which was established in Montréal between 1843 and 1849. Led by the Museum's Chief Archaeologist, Louise Pothier, in partnership with the Laboratoire d'histoire et de patrimoine de Montréal, the publication brings together the papers of more than 22 historians and archaeologists who present multiple aspects of this history.

An educational booklet has been developed by the education team to help young people better understand this rich period in Canadian history. In the booklet, youthful readers can discover the political and historical context that allowed Montréal to obtain the status of capital of the Province of Canada from 1843 to 1849.

Publications with strong impact

In addition to this recent work, the Museum has published several works summarizing the archaeological research conducted at Pointe-à-Callière. In an effort to further knowledge of archaeology in Québec, our institution has also produced publications since 2006 that address questions and themes related to this discipline. In 2006, for example, Pointe-à-Callière published a summary book written by Roland Tremblay. Targeting the general public, *The St. Lawrence Iroquoians: Corn People* (2006) accompanied the exhibition of the same name presented by Pointe-à-Callière at the time. This exhibition made such a lasting impression that it subsequently circulated throughout Québec for a number of years to come.

The series of five important publications spearheaded by the Museum's Chief Archaeologist, Louise Pothier, namely *Air* (2015), *Water* (2017), *Earth* (2019), *Fire* (2022), and *Fragments of Humanity* (2016) from the *Archaeology of Québec* collection, reveals a history of the humans who have walked the land of Québec for millennia and deciphers

a synthesis of archaeological knowledge through the filter of the four elements. The “Archéologie du Québec” collection, stemming from a desire – on the part of the Ministère de la Culture et des Communications and Pointe-à-Callière – provides the public with a greater access to the result of some 50 years of archeological research, revealing the richness of Quebec’s heritage.

Fragments of Humanity (2016–2017) gave rise to a major exhibition developed in collaboration with the Ministère de la Culture et Communications du Québec (MCC), thus providing the opportunity for the first time to exhibit pieces from the MCC’s archaeology reserve as well as objects from some fifteen other lenders, including the City of Montréal, the City of Québec, Pointe-du-Buisson, the Québec Museum of Archaeology, the Avataq Cultural Institute, and Parks Canada. This exhibition has also had great visibility through its travels to a number of museums in Québec, such as the Musée des sciences et de la nature de Sherbrooke (2018); La Pulperie de Chicoutimi (2020); the Canadian Museum of History (2019); the Musée Pop de Trois-Rivières (2021); and the Centre d’exposition Amos; as well as the Timmins Museum: National Exhibition Centre (2021) in Timmins, Ontario.

Among the research projects underway at Pointe-à-Callière that will no doubt materialize in future publications, some are carried out in collaboration with Aboriginal communities to increase knowledge of Aboriginal stories based on the archaeological heritage of Montreal and the greater St. Lawrence Valley.

Cultural and educational activities at Pointe-à-Callière

The desire to provide a positive experience is a key commitment of the Museum to its visitors. To achieve this, Pointe-à-Callière uses various forms of activities to encourage public appropriation of the proposed content. In so doing, the Museum aims to create long-term links with its visitors and to foster a sense of belonging. In this sense, education and cultural and civic action constitute a pillar of life and activity in the Museum. Between pedagogy and non-formal learning, the Museum’s vocation is to make the archaeology and history of Montréal accessible to a wider public. Among its activities, which also aim to promote a social and civic approach, the sharing of knowledge remains at the heart of the Museum’s educational and cultural offering.

Reaching Montrealers and inclusion at the Museum

The museum also offers a rich program of cultural activities, the objective of which is to attract clients to the Museum, while offering varied experiences and sharing knowledge in a different way. Conferences linked to the exhibition program and to Archaeology Month (August) are an opportunity to present targeted topics with specialists. In order to raise awareness of architectural heritage, architectural tours are offered at different times of the year, notably during the *Journées de la culture* (culture days, in September).

Pointe-à-Callière is developing several other activities for families. Inaugurated in 2018, *Spring Break* is designed primarily for families. The themes are related to the temporary exhibitions, while offering entertaining activities that focus on sharing knowledge, including stories, legends, period games, and heritage discovery tours, such as *Historical Rally Mission: History 1710*, a historical rally to discover the hidden corners of Old Montréal.

The closing to traffic of the streets around the museum is becoming a tradition at the Museum for the happiness of families. From now on, three (3) key seasons are an opportunity to energize the Place Royale and the spaces in front of the main pavilion of the Museum such as during Christmas holidays, Spring break and throughout the summer season. In fact, the summer time paves the way for various types of entertainment and cultural activities such as lunchtime music on Thursdays. There are also Family Sundays when creative and playful activities for children are linked to the themes of current exhibitions with a focus on providing an opportunity for learning. The Museum's pedestrian street is growing in popularity. Before the pandemic, it was visited by more than 80.000 people.

The 18th Century Public Market in New France, launched in 1993, has been a resounding success, welcoming 70.000 visitors over its two-day period (pre-pandemic). As a focal point for entertainment and knowledge sharing, this activity is based on the living reconstruction of a public market, on the very site of Montréal's first such market. Dressed in 18th century period costumes, an array of artisans, historical characters, musicians, and actors contribute to creating a festive and entertaining period atmosphere. Historical re-enactment activities are the result of historical research and analysis. Historians and researchers from various disciplines have been involved from the beginning in establishing the foundations of this event so that it reflects historical reality. The costumes were also researched and analyzed to ensure their authenticity.

These few examples of cultural and educational initiatives illustrate the diversity of the means developed to build links with the public while exploring new avenues of mediation.

Prior to the pandemic, the museum offered 108 days of cultural activities in 2019, or nearly one day out of three during the year, attracting nearly 200.000 participants. While the pandemic has slowed the roll-out of face-to-face activities, the Museum has gone to great lengths to pursue its mandate of cultural and educational outreach to the public by giving new impetus to its virtual component.

Pointe-à-Callière's citizen action

The cultural actions of the Museum are also part of its civic action. For example, it targets the values of inclusion and cultural diversity by promoting collaboration with cultural communities. Thus, various groups take part in the museum's projects, mem-

bers of aboriginal communities, members from the black community, organizations that help homeless people, such as *Accueil Bonneau*, the *École Montréalaise pour tous* allowing young people from disadvantaged backgrounds to visit the museum during activities designed for them. These collaborations contribute to enrich the Museum's offer both during cultural events and during Festivals such as the Black History Month Festival, the *Festival des Petits Bonheurs* to reach early childhood, the 24 Hours of science Festival or the Montreal Comic Arts Festival. The sum of these collaborations widens the network of collaborators and is increasingly at the heart of the Museum's actions in promoting reciprocal openness, self-esteem and living together.

Citizen action projects, such as the *Nous sommes Montréal* series (*Volume 1¹* and *Volume 2²*), have allowed us to develop a new approach to collaboration and creation with teenagers in schools. Most of them are young immigrants who are learning or have not yet mastered French or who come from underprivileged backgrounds. They have had the opportunity to collectively develop a creative project that has proven to be positive and enriching for their personal development. Moreover, these projects have ultimately resulted in publications. Inspired by an event in Montréal's history presented at Pointe-à-Callière and their own history, the young people have collectively written a story or poetry. Through this project, they have been able to learn French in a new way. The project has been a resounding success and a third edition will be published in early 2023.

Another of Pointe-à-Callière's citizen action educational creations, *À petits pas dans l'histoire* (baby steps in history), offers pre-school tots an opportunity to discover the history of Montréal. Developed in collaboration with five Montréal daycare centres and various artists, this activity is designed to encourage children aged 3–5 to learn about culture and history and to inspire them to love and learn about Montréal's history. Through various multisensory activities, stories based on legends, singing, music, and even dance, children discover the cultural wealth and history of the communities that built Montréal. This is another initiative that allows the Museum to increase the cultural offering in a museum context and to propose varied approaches by collaborating with an array of artists.

The Museum is continuing its civic action in partnership with *École montréalaise pour tous* (EMPT) by offering activities for young people and free access to underprivileged students from Montréal. The program enables the Museum to intervene in elementary schools in disadvantaged areas to promote equity, social justice, and a shared sense of community. Guided by respect, openness to the world and its diversity, and inclusion, the implementation of this program is helping to reduce discrepancies in academic

1 <https://pacmusee.qc.ca/fr/boutique/produits/recueil-nous-sommes-montreal/>.

2 <https://pacmusee.qc.ca/fr/boutique/produits/recueil-nous-sommes-montreal-tome-2/>.

success and retention. In this context, visits or discovery activities are offered to young people so that they can learn about the history of their city and uncover its hidden treasures.

MUSEUM'S VISIT TOOLS

To encourage the discovery of temporary exhibitions, since 2018 Pointe-à-Callière has been developing Activity booklets for families³. These encourage children and families to observe and discover the exhibitions in an independent and playful way. Seen as a complement to the visit and a support to encourage the observation of the objects presented in the exhibitions, these books are a great success with families and have even become a staple for our exhibitions.

School activities

With more than thirty educational activities for school groups and the successive inauguration of pavilions, the Museum has been able to diversify its offering in order to adapt it to the school curricula of young people. Hence, it offers a stimulating program delivered by qualified guides who accompany the young people so that they learn in a playful way while enriching their experience.

The educational program covers not only various angles and periods of occupation in Montréal's history, but also includes activities designed to help visitors better understand archaeology and the work of archaeologists. The research projects piloted by Pointe-à-Callière are the basis for all the educational tour scenarios in its program. With a view to popularizing and transmitting knowledge, the content is adapted and scripted to suit the age group and target clientele in question. For example, *Archaeo-Adventure* offers elementary and secondary school children the opportunity to become archaeologists. In a space dedicated to this activity, young people must act as if they were working on an urban excavation site and then in an archaeology laboratory. Here, all the principles of an archaeologist's work are applied: research, observation, and using manual dexterity. This space is also available for self-guided visits for families who can carry out simulated excavations entirely on their own.

The Museum's educational offering is evolving at the same pace as the renewal of permanent and temporary exhibitions, while being enriched with new proposals in order to better target client groups. By focusing on imagination, experimentation,

3 An example of an *Activité* booklet for families produced by Pointe-à-Callière for *Into the Wonder Room* and *The Incas, Treasures of Peru* exhibitions can be found on those pages : <https://pacmusee.qc.ca/en/exhibitions/detail/into-the-wonder-room/and> <https://pacmusee.qc.ca/fr/expositions/detail/les-incas-cest-le-perou/>

and understanding of history, facilitation techniques need to shift toward an approach that emphasizes interaction, dialogue, and a playful and creative experience for young people. In this regard, a brand-new educational space has also been redesigned in the Museum to reflect an inspiring aesthetic and artistic approach. In this way, not only is the interest of the young people stimulated during their activities, but they also feel comfortable and at home in the setting.

The Museum launched at the end of Autumn 2021 a new educational activity *Digging in the Future*. Specifically designed for high school students, this activity invites them to project themselves into the future in order to question what will remain in a millennium as tangible traces of our societies. By asking young people to put themselves in the place of an archaeologist and to create a time capsule for the archaeologists of the future, this creative activity proposes to follow the process of archaeological investigation in order to lead students to reflect on the traces that past and present societies will leave in the future. In the context of this experience, young people have the opportunity to test the scientific approach of archaeology based on research, analysis, and hypotheses, while reflecting on the impact of our way of life. In short, the activity serves as an opportunity for young people to question our societies of today and to project themselves into the future in the shoes of archaeologists who will try to understand them.

The exhibition *Operation in Troubled Waters: The Youville Pumping Station*, inaugurated in 2022, offers a unique experience for young people by way of Montréal's wastewater, where action and participation go hand in hand with discovery, fun, and commitment. Young people become the heroes of a highly interactive historical and technological journey that allows them to discover a site that is unique in Montréal. Both recreational and educational, the exhibition is also an opportunity to broaden their horizons on environmental issues that concern them.

The roles of interpreter-guides

High-calibre services are central to the visitor experience at Pointe-à-Callière. Since its inauguration, the Museum has focused on providing top-notch customer service and to that end has assembled a team of seasoned interpreter-guides. They receive extensive and regular training in historical and archaeological content. Training tools derived from scientific research are passed on to them and are adapted for the general public to support their facilitation of visits. In addition, daily capsule tours of the remains and temporary exhibitions are made available for the benefit of self-directed visitors and families.

For the school public, the content is adapted to focus on playful and interactive activities, observation and active participation, and team reports. By expanding their mediation tools, interpreter-guides integrate new approaches that promote exploration, discovery, feedback, and exchange. In this regard, the recently renewed activities more fully reflect such approaches and are proving to be very popular with the young.

New digital approaches to educational mediation

With the onset of the pandemic, the Museum quickly pivoted to digital technology. By creating the *Pointe-à-Callière at home!* section, the Museum has maintained its link with the public and disseminated a wide variety of content. Including virtual tours on Matterport; guided virtual tours of temporary exhibitions in the company of project leaders, researchers, and specialists; the dissemination of educational and entertaining content; and a virtual escape game in collaboration with A/Maze – *Strange Ghosts of Pointe-à-Callière* – a number of interventions by the Museum teams have made it possible to continue its outreach activities. In a series of podcasts entitled *Raconter Montréal*, Museum specialists were asked to take Émilie Bibeau, a Québec performing artist and host, on a surprising journey of discovery about the Montréal of yesterday and today. This approach, centered around conversation and exchange, has allowed the Museum to share knowledge with the public without missing a beat.

Specific virtual tours for school groups, dubbed *Live from History*, were launched in the fall of 2020. These tours, created and set up in-house, were an opportunity for elementary and high school students to continue their experience with Pointe-à-Callière and discover the Museum's remains and Montréal's history as if they were on site. A few test groups with school groups and teachers allowed to fine-tune the formula, which combines video sharing of the remains or exhibitions with live activities. With the lockdown, the closures, and the ban on school outings due to the public health crisis, this new offering was a resounding success in 2021 with a school clientele. The success of the virtual offering has prompted the Museum to renew the experience and redo the video portion with a professional videographer for 2022 in order to reflect the new pathways of the permanent exhibitions.

In total, eight virtual tours were offered all the way to British Columbia, at the other end of the country, where virtual tours were made available for schools. In addition, we provided over 80 virtual cultural activities and reached out to interested groups across the country and the United States, culminating with over 220,000 views.

Concurrently, the mediation team developed a partnership with the Société des arts technologiques (SAT), a laboratory for experimenting with an immersive and participatory universe. Although only in its exploratory phase, the project constituted a trial run in times of pandemic with other modes of educational mediation by exploiting Mozilla-Hub, a collaboration tool used to create virtual spaces in mixed reality enabling social experiences. Other projects are also being tested and could benefit from the explorations of the immersive journey in other applications related to the archaeological remains of the Museum, thus enabling a combination of research and digital tools for educational purposes

PERSPECTIVE OF THE MUSEUM IN THE 21ST CENTURY

This brief overview shows the contribution of research to Pointe-à-Callière's outreach projects. Its archaeological journey, centred on the discovery of Montréal's history, illustrates its dynamism. Efforts are ongoing to develop various fields of knowledge with a view to making them widely accessible to the public.

In the course of its development, the Museum quickly established itself not only as the largest archaeological and historical museum in Canada, but also as an institution that has won international recognition. Over the course of its history, Pointe-à-Callière has received nearly one hundred awards for projects in its various spheres of activity: dissemination of knowledge and research; exhibitions; publications; educational and cultural activities; communications; and museum management. The Museum has also obtained more general awards that recognize the importance of the creativity that it has demonstrated on many occasions. In short, all these awards attest to the rigour and excellence of our institution in specific areas such as research and outreach (exhibitions, education, cultural activities). Pointe-à-Callière, the Montréal Museum of Archaeology and History, has carved out its own special niche in the Canadian museum network and is continuing its efforts to innovate while maintaining its authenticity.

The future development projects of the Museum, in particular an increased effort in terms of citizen action, constitute the milestones of the approaches that the museum wishes to pursue and develop in the coming years. Thus, in becoming a citizen actor and by creating bridges between archeology, history and the present, Pointe-à-Callière is more relevant than ever. The place of research at Pointe-à-Callière is premium: research projects are in a dynamic knowledge-building continuum and will contribute to the development of understanding of the past. This knowledge is reflected in all of the Museum's offerings and programming, ranging from exhibitions to educational programming as well as cultural and civic action.

Focusing on authenticity and the spirit of the place, the museum is positioning itself as an innovative and unconventional museum while relying on its high level of expertise. Collaborative projects with several organizations will continue and mobilize several departments of the museum. The preservation of the remains requires important research, conservation and even restoration work on the collections, while a digitization and 3D modeling are underway. All of these projects require a variety of expertise in a relatively short period of time. In partnership with the Mohawk Council of Kahnawake and the Université de Montréal, the Museum is carrying out the project "Tiohtià:ke: For a Native History of Montréal" as well as research on the Iroquoian ceramic collections, which promises to open up new understandings and historical interpretations.

Many of the mediation tools intended for the public are based on those solid archaeological knowledge and involve the interpretation of their historical, social and

cultural dimensions. The meeting of several disciplines is crucial in order to introduce new fields of understanding of history while focusing on innovation in mediation approaches and sensory experiences offered at the museum, a goal that is still very much alive at the museum.

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