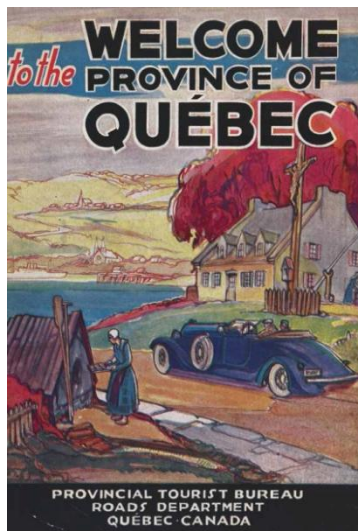


Touring Québec - Let's Go!

Montréal, July 23, 2015 – This summer, **Château Ramezay – Historic Site and Museum of Montréal** invites you to explore tourism in Québec since the dawn of the automobile age. Tourism in Québec in the Era of the Automobile is an outdoor exhibition which will run all summer long in Old Montreal, free of charge.



The exhibition *Tourism in Québec in the Era of the Automobile* covers the development of tourism from the advent of the automobile in the early 20th century, until the 1970's. A car trip today is a routine event but a century ago, the switch from the train to the automobile offered heady new freedom! Automobiles redefined the notion of travel by presenting a vast choice of itineraries. Suddenly, you could tour at your own speed and stop wherever you felt like it. Importantly, automobiles introduced Quebecers to a new sort of travel: self-guided tourism!

The exhibition's themes and content are based on the doctoral thesis of Maude-Emmanuelle Lambert, *À travers le pare-brise : la création des territoires touristiques à l'ère de l'automobile (Québec et Ontario, 1920 – 1967)*, (*Through the Windscreen: the Creation of Regional Tourism in the Automobile Era*). It was completed in 2013 under the direction of Professor Michèle Dagenais, University

of Montréal.

Tourism in Québec in the Era of the Automobile is presented free of charge on **Place De La Dauversière**, between the Château Ramezay and Place Jacques-Cartier, opposite Montréal City Hall, until October 12, 2015.

And while you're at Place de La Dauversière, check out *Lambmowers*, the result of a workshop organized by Industrial Design students at Switzerland's Ecole cantonale d'art de Lausanne (ECAL). This exhibition is presented as part of the **Métis-sur-Montréal** event, in conjunction with the **Reford Gardens**.

The Château Ramezay – Historic Site and Museum of Montréal, a non-profit organization, safeguards and makes accessible a collection that reflects and attests to the history of Montréal and Québec. It was the first building in Québec to be classified an historic monument and is the province's oldest private historical museum. Visit our website: chateauramezay.qc.ca

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Welcome to the Province of Québec, Canada's Tourist Paradise
Cover of tourist brochure

Anonymous
Bureau provincial de tourisme, Ministère de la Voirie
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