



## Highlights of the year 2008

### WINNING PARTNERSHIPS

p. 1

### MILESTONES

p. 2

### SUCH INNOVATIVE BUSINESSES!

p. 3

### AWARDS AND RECOGNITION

p. 4

## WINNING PARTNERSHIPS

### THE ÉCONOMUSÉE® NETWORK EXPORTS TO NORTHERN EUROPE

A 1.6 million-euro agreement was signed in Quebec City on April 11, 2008, between the International ECONOMUSEUM® Network Society (IENS) and groups from five countries in Northern Europe to set up economuseums in their countries over the next three years. This major project is the result of numerous exchanges between Quebec and Norway, Northern Ireland, Iceland, the Republic of Ireland and the Faeroe Islands (an autonomous province of Denmark). The European Community will support the project financially, providing 800,000 euros over three years.

The agreement was officially announced at a press conference at the City Hall in Quebec City, attended by numerous dignitaries, including Sam Hamad, Minister of Emploi et de la Solidarité sociale Québec and MNA for Louis-Hébert, and a delegation of 25 representatives from the European countries involved. (photo 1)

Representatives of these countries came to Quebec City several times for training sessions to benefit from our expertise and to visit various "economuseums". The Chair in Cultural Heritage of Laval University, a chair held by Claude Dubé, is one of the partners in this ambitious project. The training program attended by the European delegation in Quebec City was



2 Cyril Simard, President and CEO of the IENS, Helge Andre Njaastad, President of the Hordaland County Council Culture and Resources Committee in Norway, Réjean Tardif, Deputy Managing Director of the IENS, and Claude Dubé, holder of the UNESCO Chair in Cultural Heritage at Laval University.

sanctioned by certification granted by the Dean of the Faculty of Land-use Planning, Architecture and Visual Arts, Richard Pleau, thus giving it an academic dimension. (photo 2)

### SUSTAINABLE DEVELOPMENT AGREEMENT WITH LOTO- QUÉBEC



The Société ÉCONOMUSÉE® du Québec has signed a partnership agreement with Loto-Québec for the production of DVDs on the network's "economuseums". These DVDs show the artisans at work, explain their techniques and demonstrate their skills, and thus can be used as teaching tools.

The agreement, announced at the inauguration of the Slumped Glass ÉCONOMUSÉE®, is part of the Sustainable Development project of the SÉQ and Loto-Québec, and showcases the talents of the network's artisans and contributes to keeping their skills alive and enabling them to share their passion for their craft. (photo 3)



1 FROM LEFT TO RIGHT: Marie Morneau, Honorary Consul of Iceland, Andrew McAllister, Imeall Tra Teo (Republic of Ireland and Northern Ireland), Olga Biskopstø (the Faeroes), Denise Trudel, member of the Executive Council of the City of Quebec, Paul O'Hare, Imeall Tra Teo (Republic of Ireland), Ari Thorsteinsson, Fruma (Iceland), Helge Andre Njaastad, President of the Hordaland County Council Culture and Resources Committee

(Norway), Cyril Simard, President and CEO of the International ECONOMUSEUM® Network Society, Sam Hamad, Minister of Emploi et de la Solidarité sociale Québec, Rahim Nicolay Ali, political advisor to the City of Bergen (Norway), Siri Myrvoll, representative of the Organization of World Heritage Cities (OWHC) in Norway and, in front, Céline Saucier, Honorary Consul of Norway in Quebec City.



3 2ND ROW: Carole Villeneuve, Sustainable Development Coordinator at Loto-Québec, Danièle Légaré, Director of Social Commitment, Chantal Ferron, Coordinator, and artisans Nathalie LeClair and Serge Mimeault of Studio des Verriers du Richelieu.

## MILESTONES

### AN ÉCONOMUSÉE® WELCOMES PRESTIGIOUS VISITORS

On July 18, *La Forge à Pique-Assaut* on Île d'Orléans was visited by Michèle Dionne, wife of Quebec Premier Jean Charest, accompanied by the spouses of premiers of other Canadian provinces. (photo 4)

### A MAJOR CHALLENGE

Never afraid of a challenge, in 2008 Guy Bel, master blacksmith at the Blacksmithing ÉCONOMUSÉE®, took on the project of making a copper maple leaf that measured 25' x 25', commissioned by the town of Saint-Quentin in New Brunswick, Maple Capital of the Atlantic Provinces. Since the piece was larger than his workshop, the work had to be done outdoors, much to the pleasure of passers-by.

### INAUGURATION OF THE STUDIO DES VERRIERS DU RICHELIEU ÉCONOMUSÉE®

Inauguration of the new Slumped Glass ÉCONOMUSÉE® took place on June 10 at Richelieu in the Montérégie region, with over 270 guests in attendance.

Creative and innovative glass artists Serge Mimeault and Nathalie LeClair and their team of artisans invite visitors to come and share their love of glass, watching them as they demonstrate this particular technique of kiln forming glass and observing the various steps required to create a project in glass.

Visitors can also learn all about slumped glass, thanks to the studio's interpretation panels, artefacts and illustrations, and discover the secrets of making custom products, often gigantic and always very original. (photo 5)

## BIENVENUE QUÉBEC

On October 29, Réjean Tardif, Deputy Managing Director of the Société ÉCONOMUSÉE® du Québec, along with Francine Tremblay of Papeterie Saint-Gilles and Dominique Labbé of the Laiterie Charlevoix, presented the new additions to the network to some 90 representatives of the Canadian and American tourist industry gathered in Montreal.

Bienvenue Québec is the annual business event for showcasing the Quebec tourist industry. Some 200 North American travel agencies, receptives and tour operators and more than 300 group tour organizers were in attendance to hear about the full range of Quebec's tourism offering. The network used the occasion to distribute its new pamphlet on the "Charlevoix ÉCONOMUSÉE® Trail".



## DYNAMIC EXHIBITIONS

### At Lutherie Jules Saint-Michel, the Instrument Making: Violins ÉCONOMUSÉE®

In the summer of 2008, Jules Saint-Michel organized a major exhibition called "Violins by Master Craftsmen from Florence".

At an auction in Vienna he acquired a violin made by Nicola Amati (who taught Stradivarius), a unique piece dating back to 1667 that is presently exhibited in the ÉCONOMUSÉE® on Ontario Street in Montreal.

### At Ateliers Cimon, the Hat Making ÉCONOMUSÉE®

At their annual fall event, Jocelyne Binette and Renald Cimon, the energetic owners of Ateliers Cimon in Sainte-Marcelline, located in the Lanaudière region, presented a new collection of hats based on the theme of the environment at a vernissage on September 25.

These new creations, as well as pieces provided by numerous local artists on the same theme, are permanently displayed at the ÉCONOMUSÉE®.

In the summer of 2008, **Richard Grenier of Forgeron d'or, the Jewellery Making ÉCONOMUSÉE®**, exhibited his works at the Musée minéralogique de Thetford Mines as part of a travelling exhibition on meteorites titled "Riding with Meteorites". Our artisan is in fact the only jeweller who makes jewellery from rocks fallen from the skies.

**Domaine Acer, the Maple Syrup Making ÉCONOMUSÉE®**, took part in the exhibition titled "Passeurs de traditions, regards croisés Québec-Wallonie" at the Musée québécois de culture populaire in Trois-Rivières and at the University of Liège in Belgium in the summer and fall of 2008.



## THE DISTINCT POSITIONING OF THE ÉCONOMUSÉE® NETWORK

On June 10-11, members of the Société ÉCONOMUSÉE® du Québec gathered for a conference in the Eastern Townships. The theme of the conference was *Affichez vos couleurs!* (Show your Colours!).

At the conference, seasoned experts contributed to the training of network artisans:

**Julie Jacques**, senior marketing consultant at Zins Beausnesne and Associates, presented the conclusions of the market study and the results of focus groups commissioned by the SEQ, and explained the network's market position relative to other tourist businesses.

**Line-Sylvie Perron**, lead consultant at National Public Relations, spoke about public relations in business and the power of a network, providing the artisans with tools to aid them in increasing their visibility.

**Christian Désilets**, professor of communications at Laval University, emphasized the importance of a business' brand image: a distinctive label of quality, reputation, visibility, positioning relative to competitors, products that are unique, different and custom-made.

We can conclude from the conference that the ÉCONOMUSÉE® network stands out, thanks to its distinct positioning that is both contemporary and solid, and that it is in the interest of its dedicated members to promote the network's authenticity, its brand image and its educational role in an interactive setting, respectful of the principles of sustainable development and its contribution to the cultural and touristic diversity of the regions of Quebec. (photo 6)

## SUCH INNOVATIVE BUSINESSES!

### PAPETERIE SAINT-GILLES, THE PAPER MAKING ÉCONOMUSÉE®

A unique gift was presented to Queen Elizabeth II by the Lieutenant-Governor of Quebec, Pierre Duchesne, during his visit to London in October: a miniature secretary made entirely of Saint-Gilles paper that was designed and made in the workshops of the Papeterie by artisan-designer, Louise Monty. The little drawers

of the case contained six unique types of writing paper and envelopes made from natural substances. (photo 7)

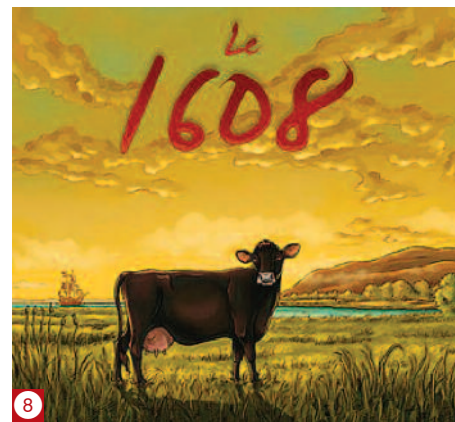


### NEW AT THE ORPAILLEUR, THE VINE AND WINE ÉCONOMUSÉE® IN DUNHAM

A new arrival... information on cooperage is now displayed at the Orpailleur! What was the life of a cooper like in colonial days? What tools did he use to make wine barrels? Why is oak considered the ultimate tree species for making barrels? Discover everything there is to know about the fascinating world of cooperage through Illustrations, facts and anecdotes – not to mention the Orpailleur's amazing collection of tools.

### THE LAITERIE CHARLEVOIX, THE CHEESE MAKING ÉCONOMUSÉE®

Last year, after developing their *Hercule* cheese, the Laiterie Charlevoix then created a new cheese for the 400<sup>th</sup> anniversary of the founding of Quebec City, "Le 1608" (photo 8), a firm cheese that requires 4-6 months of ageing. The idea for developing this cheese came to Dominic Labbé back in 2005 when farmer Lyne Breton moved her *Canadiennes* cows to the region. The cheese is made entirely from the milk of *Canadienne* cows originally imported from Normandy in 1608, thus its name.



In addition, Dominique Labbé, who is also president of the Table agrotouristique de Charlevoix, organized a festival called "l'Agrofête de la Vallée" at the Laiterie Charlevoix. The festival, an agricultural fair where regional producers showcased their products, was a huge success.

### THE MUSÉE DU BRONZE D'INVERNESS, THE METAL WORKING: BRONZE ÉCONOMUSÉE®



For the fifth consecutive year, the Musée du Bronze d'Inverness launched a new piece in its collection *Les dieux d'airain*. This year it is a piece by sculptor and master founder Aristide Gagnon, reproduced in 125 numbered copies. In addition to being a sound investment for the buyer, purchasing one of these works is a way of contributing to the funding of the museum.

### ALIKSIR, THE HERBALISM: ESSENTIAL OILS ÉCONOMUSÉE®

Specializing in aromatic and medicinal herbs, AlikSir has been concocting organic essential oils since 1988. This year they developed a new line of essential oils for cooking, called "Les arômes de Saba", that contain Quebec-grown spices, aromatics and plants and that are designed for master chefs. (photo 9)



Nathalie Leclair, of the Slumped Glass ÉCONOMUSÉE®, Julie Jacques, Line-Sylvie Perron, Christian Desilets and Cyril Simard.



## AWARDS AND RECOGNITION

### PRIX RAYONNEMENT HORS QUÉBEC

Cyril Simard, President and CEO of the International ECONOMUSEUM® Network Society (IENS) was named finalist for the month of November for the 2008 *Prix Rayonnement hors Québec* by the Quebec City Chamber of Commerce. The prize is awarded to businesspeople in the Quebec City area who have distinguished themselves internationally over the course of the year.

The event was highlighted at a breakfast conference held at the Château Frontenac on November 19, attended by over 500 guests. (photo 10)



10 Luce Laguë, development advisor, Fondation de l'Université Laval, president of the PRHQ committee, Cyril Simard, President and CEO of the International ECONOMUSEUM® Network Society and Claude Pinault, Associate Deputy Minister, Bureau de la Capitale-Nationale, major PRHQ partner.

### LE SOLEIL-RADIO-CANADA PRIZEWINNER

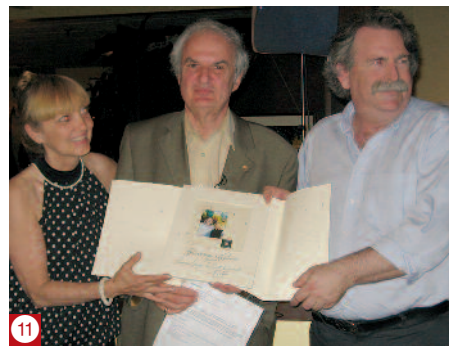
Cyril Simard, President and CEO of the International ECONOMUSEUM® Network Society, was chosen by a jury of people from the newspaper *Le Soleil* and the radio station Radio-Canada in Quebec City as the winner for the week of December 15, 2008. Every week the jury selects a person based on an exceptional achievement or significant contribution to Quebec City life or to promoting the city. Mr. Simard was chosen for his contribution to "promoting the economic sovereignty of artists" by creating the ÉCONOMUSÉE® network and to promoting Quebec across Canada and abroad.

### FIRST PRIZEWINNER OF THE PRIX ÉCONOMUSÉE PASSION

President and CEO of the Société ÉCONOMUSÉE® du Québec Cyril Simard launched a new recognition award called the *Prix ÉCONOMUSÉE Passion*. The prize is awarded by the Société to a network artisan who has particularly demonstrated:

- a passion for sharing his/her skills with others
- loyalty in promoting the ÉCONOMUSÉE® concept and network
- willingness to preserve and promote his/her craft.

The Société awarded its first *Prix ÉCONOMUSÉE Passion* to Françoise Lavoie and Scott Kingsland of the Atelier Paré in Sainte-Anne de Beauport, the Woodworking: Carving ÉCONOMUSÉE®. (photo 11)



### ÉCONOMUSÉE® CHAMPIONS AT THE CUP OF THE NATIONS (alcoholic products)

In the 2008 gastronomy festival, numerous prizes were won by network artisans, including the following Gold Cup winners:

- **The Verger Pedneault, the Pomiculture ÉCONOMUSÉE®**, won two Gold Cup awards for its *Dame Prune* (flavoured cider) (photo 12) and *Pommes Gelées* (light cider). (photo 13)

12



13



- **the Bee Museum, the Honey ÉCONOMUSÉE®**, also won a gold medal for its *Dame Blanche* (sweet mead).
- **the Vignoble de L'Orpailleur, Vine and Wine ÉCONOMUSÉE®**, won two Gold Cup awards for its *L'Orpailleur Cuvée spéciale* (white wine) and *Orpailleur Vin de Glace* (ice wine). (photo 14)



14

**L'Orpailleur** also won three other gold medals for its ice wine at world competitions in Brussels and New York and the Finger Lakes International Wine Competition.

### AT THE GRANDS PRIX DU TOURISME QUÉBÉCOIS

2008 provincial prizewinners:

**Prix de l'Union des producteurs agricoles –** Agrotourism and regional products

- A bronze medal went to **Cassis Monna et Filles, the Liqueur Making ÉCONOMUSÉE®** on Île d'Orléans

**Prix de la Société des alcools du Québec –** Food service industry – Development of tourism

- A bronze medal went to the **Microbrasserie Bières de la Nouvelle-France, the Brewing ÉCONOMUSÉE®** located in the Mauricie region. (photo 15)



15

### A UNIQUE HONOUR

In the **Concours EXCEL 2008** put on by the regional county municipality of Coaticook, **Ferme Jean-Noël Groleau, the Butter Making ÉCONOMUSÉE®** was named best agri-food business.

The Société ÉCONOMUSÉE® du Québec is a non-profit organization that is a leader in the preservation of traditional crafts and skills. The **Artisans at work** of the SEQ network come from craft or agri-good businesses. They open up their workshops to the public, provide tourists with a contemporary and interactive cultural experience and offer identity products that are both original and authentic.

In combining "Culture" through the promotion of traditional crafts, "Education" by ensuring that these skills are not forgotten and "Economics" by supporting traditional businesses, the ÉCONOMUSÉE® network promotes local development, cultural diversity in the regions, living heritage and sustainable development.

#### Our "Sustainable Development" partners



Développement économique Canada pour les régions du Québec

Canada Economic Development for Québec Regions



European Union

#### Our "Living Heritage" partners



POWER CORPORATION DU CANADA



VIA Rail Canada



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