

PRESS RELEASE

For immediate release

New Exhibition: WE ARE THE INSECTS The Insectarium Invites Everyone To Learn More About Nature's Superheroes

Montréal, July 19, 2011 – Starting **July 23**, step into an unusual, fascinating world, with an all-new exhibition, **WE ARE THE INSECTS**, presented at the Montréal Insectarium, a Space for Life. The experience starts with a huge cartoon strip that continues throughout the exhibition, starring *Proscop*, a friendly and mischievous insect who guides visitors through this astonishing world. Come meet nature's superheroes, and marvel at their phenomenal variety of sizes, shapes and colours. There's nothing else like it in the animal kingdom! The Insectarium's live and naturalized collections, with all kinds of new additions, are sure to amaze visitors with both the rarity and the splendour of the specimens on display. New presentations by nature interpreters – over 20 per day! – are sure to delight visitors of all ages. For Anne Charpentier, Director of the Insectarium, "**WE ARE THE INSECTS** is a vibrant representation of the incredible biodiversity of all these species that share our planet with us. It sets the stage for the Insectarium's future development, by first amazing visitors with insects' beauty and then explaining their roles and inspiring changes in attitudes and behaviour toward them."

When reality is stranger than fiction

What is an insect? And why are there so many of them? **WE ARE THE INSECTS** has the answers! Insects' biodiversity lies in their remarkable adaptability. They are found all over the planet, and have overcome all obstacles, from heat to cold and drought. They make the most of the resources at their disposal, in terms of food, shelter and materials. Throughout the exhibition, display cases and vivariums present this incredible diversity for visitors to observe. Did you know that there are over one million known insect species? The exhibition modules explain mimicry, metamorphosis and other survival secrets.

Hundreds of additions

Among the stars of the live collection, don't miss the tiny black, red-winged stick insect from Peru, two species of scarab beetles and a giant stick insect from the Malaysian forest, and one of the world's loveliest and rarest beetles, a stag beetle endemic to Australia. The naturalized collection (about 3,000 specimens) has been entirely updated and is overflowing with veritable jewels from around the world, all presented with great care and refinement. Some of the must-see exhibits include spectacular insects from tropical forests; a magnificent display showcasing 861 splendid beetles; membracids, mini-monsters with astonishing shapes; a selection of ornithoptera, bird-winged butterflies from Papua-New Guinea; and an actual Proscopidae specimen, from the same family as *Proscop*, the exhibition's insect master of ceremonies! To illustrate insects' ingenious means of defence, one display presents the world's largest horned beetles, along with some giant beetles. Lastly, a new exhibit explains insects' complete life cycles and transformations, from egg to larva and nymph, all the way to the adult form.

This exhibition was made possible by a financial contribution of \$403,000 from the Ministère de la Culture, des Communications et de la Condition féminine. The Space for Life also wishes to acknowledge the contribution of AMBIDEX, for the scenography and design, LM Tremblay, for the furniture design, OrangeTango, for the artistic direction and graphic design, and ARTILUX Innovations inc. and Prisma-Scène inc. for the design of the scenographic lighting.

- 30 -

Information

Karine Jalbert
Communications Co-ordinator
514 872-1453 / 514 250-3230
karinejalbert@ville.montreal.qc.ca

Anik Robichaud-Gauvin
Marketing Representative
514 868-3123 / 514 917-7251
anik.robichaud-gauvin@
ville.montreal.qc.ca

Visual available on request