
The Tektonik interactive experience wins an Excellence Award at the Société des musées du Québec

Montréal, September 27th 2017 – The Tektonik interactive experience, an XYZ Cultural technology production featured at the Perce Geopark since June 2016 was awarded a Prix Excellence at the Société des musées du Québec's gala (SMQ), in the category of projects ranging from 750K to 2M. The SMQ gala was held yesterday at the Bonsecours Market in Montreal. The SMQ Awards are designed to recognize, stimulate and reward the excellence of museum practice in Quebec. These awards honor the achievements of its members who have contributed significantly to the advancement of Quebec's museology. The jury awarded the prize to the multimedia adventure created for the Perce Geopark by enhancing "the highlight of geological sites of importance, the high standards of an achievement that brings together the expertise of content and technology specialists as well as the confluence of a project regrouping activities around a scientific, museum and tourism pole".

For the Vice-President of the Geopark Board of directors, Rémi Plourde, who had traveled to Montreal for the gala, this award brings the 2017 tourism season to a close and highlights the work of the entire team "At the Perce Geopark, we like to say that Tektonik is the engine, the heart of the project, and that's where it all begins. This award we receive today suggests that Tektonik fulfills the educational, promotional and developmental roles of 500 million years of Earth's history as we had hoped".

Tektonik and the Perce Geopark are experiencing a dazzling 2017 tourist season with a positive response from the public and a great recognition from the industry. Indeed, the Geopark's traffic exceeds all expectations, with tens of thousands of visitors this year. Original and entertaining, the Tektonik adventure also won a Numix Award in the spring of 2017, thanks to its innovative approach in the use of technologies to benefit a successful educational museum experience.

About XYZ Cultural Technology

XYZ Cultural Technology contributes to the dissemination of culture and ideas through technology. Its sectors of activity are museums and interpretative courses, immersive and interactive environments, auditoriums and personalized audiovisual solutions.

About Perce Geopark

The mission of the Perce Geopark is to participate in heritage management and local tourism development. It is a unique attraction which plays a major role in raising the awareness of the populations and visitors to the beauty and fragility of the regional heritage.

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[Interview opportunities with Jacques Larue and Éric Cyr, Associates at XYZ Cultural Technology](#)

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[Interview opportunities with Cathy Poirier, Chair of the Board of Directors of the Perce Geopark](#)