

Studio Bell, home of the National Music Centre, will open on Canada Day 2016

NMC confirms visitor details and announces opening events

May 11, 2016

CALGARY, AB – The National Music Centre (NMC) is ready to rock Calgary and Canada with the **public opening of Studio Bell on July 1, 2016**. Opening to the public on Canada Day marks the first of several celebrations that NMC has planned over the months, with full programmatic and architectural completion in October 2016.

Studio Bell — a new cultural landmark for Canada

This new state-of-the-art facility, designed by Brad Cloepfil of Allied Works Architecture, is the first national cultural institution dedicated to celebrating music in Canada in all of its forms. Studio Bell rises in nine interlocking towers, clad in glazed terra cotta in the heart of Calgary's East Village. Much more than a museum, the 160,000 square-foot building includes five floors of exhibition space with an impressive collection of musical instruments, equipment and artifacts that span over 450 years of technology and innovation; Canadian music memorabilia; and three Canadian music halls of fame.

With interactive exhibits that tap into touch, sight and hearing, technology and storytelling will merge to create an immersive and exciting visitor experience.

“Studio Bell will be one of Canada’s most significant national institutions, inspiring new generations of musicians and music lovers and catalyzing the redevelopment of Calgary’s East Village as a core urban district. We are ecstatic to finally reveal this remarkable facility and its potential to music lovers from home and away.”

– Andrew Mosker, President and CEO, National Music Centre

Construction of Studio Bell began in early 2013. The project cost is \$191 million, and NMC has already raised over \$130 million through its capital campaign.

Opening Activities

To celebrate our country's birthday and the story of music in Canada, Studio Bell's Premier Founding Partner **Bell Canada is presenting free public admission on July 1, from 10:00 am to 5:00 pm.** Studio Bell will also be hosting special Canada Day programming to mark the opening.

Bell is proud to celebrate the grand opening of Studio Bell, the new home of the National Music Centre and an inspiration to all music lovers. "We look forward to supporting NMC in creating and sharing great Canadian musical experiences with visitors for years to come."

– Loring Phinney, Vice President of Corporate Marketing for Bell Canada

The first 500 visitors that register online for this event will have guaranteed early entry for NMC's opening day program and receive a gift upon arrival. Online registration will open on June 15 at studiobell.ca. More details to come.

To thank our supporters and give music fans more opportunities to visit us in our opening month, Studio Bell will be open seven days a week for the month of July only. Studio Bell will then move to regular **year-round hours from Wednesday to Sunday, 10:00 am to 5:00 pm.** For full details on hours of operation and holiday closures, please visit studiobell.ca/visit.

Admission

Regular admission to Studio Bell will be \$18 for adults, \$14 for students/seniors, \$11 for children (3-12 years of age), and free for children under 3 years of age. Advance sales will begin on June 15.

NMC Memberships provide year-round access to Studio Bell and help to support our operations. Memberships purchased between June 1-June 30 will have a special "front-of-the-line" discount, and cost \$49 (\$58 after July 1) for adults, \$38 (\$45 after July 1) for students/seniors, and \$94 (\$110 after July 1) for families of four. **Membership sales will be launched on June 1 at studiobell.ca/visit.**

To play your part in NMC's capital campaign and support music in Canada, please visit nmc.ca/donate.

Studio Bell is located at **850 4 Street SE, Calgary, AB, T2G 1R1**. The NMC offices have moved to our new location as well at 300-851 4 Street SE, Calgary, AB, T2G 1P2.

About Studio Bell

Studio Bell, home of the National Music Centre, is a new state-of-the art facility designed by Brad Cloepfil of Allied Works Architecture. An international hub for music and technology, Studio Bell is the first national cultural institution of its kind dedicated to celebrating music in Canada in all of its forms. More than a museum, Studio Bell rises in nine interlocking towers, clad in glazed terra cotta in the heart of Calgary's East Village. The 160,000 square-foot building includes five floors of exhibition space, a 2000+ piece collection of artifacts, instruments and music technology and other features including recording facilities, workshops, classrooms, an event space and a 300-seat performance hall. For more information, please visit studiobell.ca.

About the National Music Centre

The National Music Centre (NMC) is a national catalyst for discovery, innovation and renewal through music. NMC will preserve and celebrate Canada's music story and inspire a new generation of music lovers through programming that includes on-site and outreach education programs, performances, artist incubation, and exhibitions. For more information, please visit nmc.ca.

**As part of NMC's phased opening plans, a special media event will occur on June 29, which will include a ribbon-cutting ceremony, followed by guided tours of exhibitions spaces with senior NMC staff. Media accreditation for Studio Bell's opening has now begun. Apply at nmc.ca/studio-bell-media-accreditation.*

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