

# Button

## *Montréal, c'est spatial*

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Button promoting the Montreal Planetarium with the inscription “Montréal, c’est spatial”. Round aluminum badge, blue and white with steel pin.

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Accession Number 2021.47.28

Date 1980 c

Materials metal, aluminum, metal, steel

Measurements 5,6 cm

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## Historical context

This badge was created in the 1980s to promote the Montreal Planetarium.

It was in 1962 that Dr. Pierre Gendron, Dean of the Faculty of Science at the University of Ottawa, wanted to endow Montreal with an international planetarium. At a time when the city was restructuring to host Expo 67, he convinced the Dow brewery to invest in his project. On April 1, 1966, the Dow Planetarium was inaugurated by Montreal mayor Jean Drapeau, making it the first planetarium in Canada to open to the public. On October 10, 2011, the planetarium closed its doors after receiving over 6 million visitors.

At the same time, in 2007, planning began for a project to bring together the Planetarium, Biodome, Insectarium and Montreal Botanical Garden on the same site, as part of what is now known as Espace pour la Vie. The new planetarium was built near the Olympic Stadium and inaugurated on April 4, 2013.

As for the old planetarium, a citizens' campaign led by Héritage Montréal successfully preserved it, and in 2013 it became part of the École de technologie supérieure (ÉTS).