

Studio Bell hosts ceremonial first sound event on June 29 in advance of opening to the public on Canada Day

Performances and ceremonial launch mark first of several opening celebrations

(Calgary, AB — June 29, 2016) Studio Bell, home of the National Music Centre (NMC), is ready to welcome the world as the country's first national cultural institution dedicated to celebrating music in Canada.

Studio Bell, designed by Brad Cloepfil of Allied Works Architecture, is a new state-of-the-art institution in the heart of Calgary's East Village. Encompassing 160,000-square-feet of new construction, the building's design was inspired by the landscape of Western Canada and the design of instruments themselves, and includes 22,000-square-feet of exhibition space, a 300-seat performance hall, as well as recording and broadcast facilities.

“The opening of Studio Bell is a momentous occasion for Canada and for Alberta, and it will be marked by a series of opening celebrations this year. It is important for us to open our doors to the public now to learn from our new space and begin to live our vision. I look forward to welcoming the world to Calgary to experience the wealth of Canada's music story and the incredible future potential it holds.”

— Andrew Mosker, NMC's President and CEO, National Music Centre

In advance of Studio Bell's public opening on Canada Day, a special ceremonial event occurred on June 29, which included a blessing led by Casey Eagle Speaker, and the first official sound in the building was provided by Eya Hey Nakoda, a world class championship drum group that is predominantly Nakoda from the Bearspaw, Chiniki and Wesley First Nations.

To share in the celebration were special guests Her Honour, the Lieutenant Governor of Alberta, Lois Mitchell; the Honourable Ricardo Miranda, Minister of Culture and Tourism for Alberta; Mayor Naheed Nenshi; Loring Phinney, Vice President, Corporate Marketing at Bell; Michael Brown, President CMLC, Host; Andrew Mosker, President and CEO, NMC; and Brad Cloepfil, Founding Principal, Allied Works Architecture. The Honourable Amarjeet Sohi, Minister of Infrastructure and Communities, also sent regards via video message.

“From its new state-of-the-art home inside Studio Bell, the National Music Centre will strengthen the creative economy, and foster the ecology of talent and ideas,” declared Minister Sohi. “Our Government is excited to see NMC nurture and inspire the next generation of musicians and increase the global competitiveness of Canadian music.”

“This international facility is a gift to our country—and the world—that is proudly rooted in Alberta,” said Minister Miranda. “We see the potential for this project to support our economy through job creation and economic diversification. NMC will create more national and international opportunities for Alberta artists and the professionals that work with them.”

“The opening of Studio Bell, home of the National Music Centre, is the culmination of a lot of hard work and dreams of so many in our community and beyond,” said Naheed Nenshi, Mayor of Calgary. “It’s my hope that this special place will truly become the centre of music in Canada.”

Canadian music icons Jim Cuddy and Alan Doyle were also present to tour the facility and bring music into the building with special performances.

“Congratulations to the National Music Centre on opening their long-awaited home at Studio Bell. Canadians have contributed so much to music, and it is a legacy that deserves to be celebrated on an international level,” said Jim Cuddy.

“So glad to be here representing Newfoundland and see firsthand how the National Music Centre is honouring the icons and pioneers of Canadian music. It’s a real treat,” said Alan Doyle.

The June 29 media event and Studio Bell’s Canada Day opening mark the first of several celebrations that NMC has planned over the months. Full programmatic and architectural completion is set for October 2016. The project cost is \$191 million, and NMC has already raised over \$130 million through its capital campaign.

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.

Canada Day at Studio Bell

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 with live entertainment throughout the building.

The Bell Live Series at the King Eddy

Following a complete heritage restoration that included the reassembly of the exterior façade, the King Eddy will open its doors to celebrate Stampede Week from July 8-17, 11:00 am to 2:00 am, with daily food service and live music each night. A \$20.00 cover will be in place after 6:00 pm till close. For full live music lineup and to purchase tickets, please visit boxoffice.studiobell.ca.

Admission to Studio Bell

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 ticket sales are now available.

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, holiday closures, and to purchase advance tickets, please visit studiobell.ca/visit.

Memberships are on sale now at studiobell.ca/members. NMC Memberships provide year-round access to Studio Bell and help to support our operations. Memberships purchased before July 1 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.

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.

-30-

Media Contacts:

Mary Kapusta, Senior Manager, Marketing and Communications
National Music Centre
T 403.543.5122 | C 403.815.6350
mary.kapusta@nmc.ca | [@nmc_canada](https://twitter.com/nmc_canada)

Julijana Capone | National Music Centre
T 403.543.5123 | C 403.710-4758
julijana.capone@nmc.ca | [@nmc_canada](https://twitter.com/nmc_canada)