Located in the heart of Downtown Kitchener, THEMUSEUM is a cultural destination celebrating Art, Science, and Technology. We are a new kind of museum – one of ideas and experiences. No dusty objects, no collections, and no velvet ropes here.

We are dedicated to presenting fresh, relevant cultural content from around the globe in unique and interactive ways. We are a premier cultural destination and a hub for creative thinking and inspired play.

The Rolling Stones | UNZIPPED delivered by DHL is the first international exhibition by and about the world-famous rock band. Following engagements in London, the United States, Australia and Asia, the show toured Europe in revamped form in 2020.

The exhibition features hundreds of original Stones artifacts and memorabilia, offering the most comprehensive and immersive insight into the band’s nearly sixty-year journey.

THEMUSEUM will host the exclusive Canadian engagement of The Rolling Stones | UNZIPPED from November 30, 2021 through to February 27, 2022. With hundreds of unique artefacts and memorabilia forming a multimedia exhibition, including some on loan from the Stones’ private collection, UNZIPPED offers a comprehensive and engaging experience that gives fans an immersive look behind the curtain at the world’s greatest rock band.
• UNZIPPED at THEMUSEUM is a unique, interactive exhibition that provides insight into The Rolling Stones with a comprehensive look at the band’s history by sharing exclusive band artifacts, studio and backstage replicas and immersive “concert” experiences.

• UNZIPPED will be THEMUSEUM’s largest show to date, having featured other world-class exhibitions such as Titanic and Warhol in past years.

• This high-profile exhibition will bolster THEMUSEUM’s reputation as a premiere cultural destination featuring world-class exhibitions with fresh, relevant cultural content offering immersive audience experiences.

• UNZIPPED at THEMUSEUM will help to revitalize and renew Waterloo Region by positively impacting the local economy with new and inspiring tourism initiatives.

• The immersive exhibition at THEMUSEUM allows visitors to relive the cultural phenomenon of The Rolling Stones and experience their legacy as the band that built rock and roll.

• Tickets to The Rolling Stones | UNZIPPED can be purchased at unzippedkw.ca.
UNZIPPED at THEMUSEUM is an exclusive Canadian engagement offering visitors a once-in-a-life-time chance to experience this exhibition. Upon visiting, fans will have a chance to experience the creativity and passion with an exclusive behind-the-scenes view into rock and roll. Creativity and passion come to life with the UNZIPPED exhibition, offering visitors an opportunity to engage with The Rolling Stones in this transformative and immersive experience.

THEMUSEUM is offering music fans the opportunity to experience the legacy of The Rolling Stones through this immersive, transformative exhibition. UNZIPPED at THEMUSEUM is a celebration of counterculture, recognizing the impact The Rolling Stones has had on music, art and other expressions. Visitors can relive the experiences of their youth with the exhibition and share the catalyst for rock and roll with younger generations.

Features approximately 300 original objects from the Stones’ personal collection, including:

- Original works on display from an array of artists as diverse as Andy Warhol, Alexander McQueen, Prada, Dior, Martin Scorsese
- A replica of the Stones’ recording studio
- An immersive realistic reconstruction of their Chelsea flat ‘Edith Grove’
- Instruments and stage designs
- Rare audio fragments
- Video footage
- Personal diaries
- Iconic costumes
- Posters and album covers
- Mind-blowing three-dimensional experience of a Stones concert delivered in multi-dimensional Dolby Atmos Sound and facilitated by PMC (the Professional Motor Company)
Adding The Rolling Stones | UNZIPPED exhibition to their impressive portfolio of past exhibitions including Titanic: The Artifact Exhibition, Andy Warhol and Getting Naked, THEMUSEUM will once again provide the community with a high caliber cultural experience. The story of UNZIPPED at THEMUSEUM has the versatility to inspire curiosity amongst various audiences. Here are a few great stories to cover:

- “Kitchener’s THEMUSEUM redefines the museum experience”
- “Sixty Years of the Stones: celebrating the journey with a local experiential museum”
- “Reinvigorating Waterloo Region through experiential learning”
- “Local museum offers patrons another once-in-a-lifetime cultural experience”
- Updates about the event (i.e. ticket sales, ongoing digital media campaigns)
“An international cultural experience of this caliber will be a key tourist driver in the post COVID-19 period, which will not only further enhance THEMUSEUM’s track record of delivering world class exhibitions but will also serve to reinvigorate tourism in Southwestern Ontario and Canada”

MAYOR BERRY VRBANOVIC, CITY OF KITCHENER

“When it arrives next year for the Canadian premiere of its worldwide tour, “Unzipped” will not only be the largest exhibit ever hosted by THEMUSEUM, but a testament to the programming savvy of CEO David Marskell, the former CNE marketing whiz who knows how to draw an audience.”

THE RECORD
David has twelve years of experience as the Director of Marketing at the Canadian National Exhibition and two years at Ontario Place where he spearheaded the successful Chinese Lantern Festival. He has just celebrated his fourteenth year as CEO of THEMUSEUM where he has worked hard to reenergize and rebrand THEMUSEUM into what it is today.

David currently has his sights fixed on an expanded critical mass of arts & culture for downtown Kitchener, which includes bringing blockbuster exhibitions like The Rolling Stones | UNZIPPED to Waterloo Region.
For media enquiries regarding UNZIPPED at THEMUSEUM please contact:

Madison Lambden
madisonl@durrellcomm.com
519-994-1913

Maliyah Bernard
maliyah@durrellcomm.com
519-573-7119

@THEMUSEUM
@THEMUSEUMKitchener
www.unzippedkw.ca