

PRESS RELEASE

2016-2017 FALL-WINTER SEASON AT THE McCORD MUSEUM

William Notman, Canadian photography pioneer, Expo 67, a milestone in Quebec history and a pivotal moment in Quebec and Canadian fashion, plus a rich program of cultural activities

Montreal, August 10, 2016 – As part of the celebrations for Montreal's 375th anniversary, visitors are invited this fall to go back in time to discover or rediscover Canada's greatest 19th-century photographer, Montrealer **William Notman**. Celebrities and everyday people along with *coureur des bois* and sports figures were subjects for this innovative artist, astute businessman and skilled communicator who was ahead of his time. Over his career, he captured some of the most beautiful images of Montreal and took photos of Canada's grandiose landscapes, which helped build the Canadian identity. Expo 67 was a key milestone in Quebec's history and an exceptional showcase for fashion designers in the province. The iconic uniforms of the pavilion hostesses along with other garments and many documents from ***Fashioning Expo 67*** will bring back many memories from this vibrant time when people were open to great change.

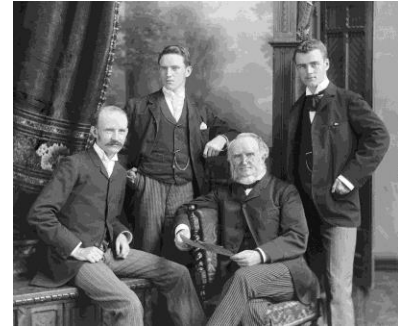
These exhibitions are closing soon...

Visitors have just a few weeks left to discover or rediscover the magnificent creations of Italy's greatest designers and artisanal craftsmanship at ***Eleganza: Italian Fashion from 1945 to Today***, which features fashion from a key period that has forged Italy's reputation on the international fashion scene. The exhibition drew over 40,000 visitors in its first two months, which is in addition to the 300,000 people in London and the United States who viewed the exhibition as well. Visitors can also tour the magnificent interiors of **Montreal's mansions**, or the city's grand Edwardian-style homes built from the 1910s to the 1930s that were saved from oblivion thanks to Charles C. Gurd, who photographed them in 1974. And to make the most of these fleeting summer days, why not take a walk down McGill Street to take in the McCord Museum's outdoor ***Summer Holidays!*** exhibition, which includes a series of snapshots of the joys of Quebec summers taken from 1905 to 1939.

A rich cultural program for 2016-2017

The McCord Museum has organized many activities in connection with its temporary and permanent exhibitions: a panel discussion and film screenings on photography; "meet the curator" events; chamber music, classical music and jazz concerts put on by students at McGill University's highly renowned Schulich

OUR PEOPLE OUR STORIES
690 SHERBROOKE STREET WEST
MONTREAL (QUÉBEC) H3A 1E9
T. 514 398 7100 F. 514 398 5045
WWW.MCCORD-MUSEUM.QC.CA



William Notman and his sons,
William McF., George and Charles
Montreal, 1890
© McCord Museum

School of Music; as well as lectures, such as the *City Talks* series, which brings together city planners, architects, thinkers and builders from Montreal. The very popular *After Hours at the McCord* series will start up again on September 22 with themes inspired by Montreal's creativity and the Museum's current exhibitions. Consult the events calendar on the Museum's website at musee-mccord.qc.ca.

UPCOMING EXHIBITIONS

Notman, A Visionary Photographer

November 4, 2016 – March 26, 2017

As part of the celebrations for Montreal's 375th anniversary and the 150th anniversary of Canadian Confederation, from November 4, 2016 to March 26, 2017, the McCord Museum will present ***Notman, A Visionary Photographer***, a major exhibition on the life and work of this Montrealer who helped pioneer photography in Canada. Offering a new perspective on the career of William Notman (1826-1891), the exhibition will examine how the artist's character contributed to his tremendous success. It will also focus on his contemporary approach to photography, founded on the principles of communication, management and innovation. While focusing on vintage prints, displays will be supplemented by multimedia installations and interactive devices that provide dynamic information and help clarify nineteenth-century idea of modernity. The exhibition will feature some 300 photographs and objects drawn primarily from the McCord Museum collection. ***Notman, A Visionary Photographer*** is produced, planned and presented by the McCord Museum. H  l  ne Samson, Curator, Notman Photographic Archives at the McCord Museum, is curating the exhibition. Following its stay in Montreal, it will travel to the Canadian Museum of History in Gatineau and the Glenbow Museum in Calgary. The tour of the exhibition has been made possible (in part) by the Government of Canada. The Standard-Life Notman Fund annually provides financial support to preserve and share the Notman Collection.

Fashioning Expo 67

March 10 – October 1, 2017

Expo 67 was a key milestone in Quebec's history, as 50 million visitors flocked to the exhibition while the entire world turned its attention to Montreal. This event gave Montreal designers and the Canadian fashion milieu the perfect opportunity to shine on the international fashion stage thanks to futuristic fashion magazine spreads shot on the site, locally designed uniforms for hostesses, and live fashion shows with roller skating models. This exhibition will capture the essence of this incredible time during the 1960s characterized by modernity, exuberance, and widespread creativity. It will also showcase the McCord Museum's rich collection of clothing and accessories from Expo 67 and from the Museum's archives. The exhibition will feature about sixty costumes, hostess uniforms from different provinces and countries, clothing by Quebec designers Marielle Fleury, Michel Robichaud, Jacques de Montjoye, Serge & R  al and John Warden, along with sketches, spectacular photos taken at the site, and stories from people who were there.



Notman & Son
A.H. Buxton
Montreal, 1887
McCord Museum



Pictures of hostesses Rachelle Goyette and Germaine Lafontaine of The Telephone Pavilion at Expo'67, Montreal, Qc.
A-29707-03    Bell Canada Archives

FOR THE CHILDREN

Alfred's Adventures

A story to see and hear

This year, the McCord Museum has a story for children to see and hear. Alfred, a friendly teddy bear, has his life turned upside down when William's dad decides to do some major housecleaning, and, oops, the toys disappear! Alfred is not ready to say goodbye to his friend William, so he goes looking for him everywhere in the village. It's the beginning of an incredible adventure!. The story, written by author and musician Suzanne De Serres, is told through words and music. It's a tale to be seen and heard that will delight the imaginations of young and old. The scenography, created by Michael Slack, integrates about 50 objects from the McCord Museum's collection into the thread of the story. Continuous narration of the story over speakers, alternately in French and English, make it available to everyone who visits the exhibition room. Families will receive a booklet of activities to enrich the experience. Riddles, colouring, and matching games allow the children to make the link between the Museum's collection and *Alfred's Adventures*.



© Elias Touil

COMING IN THE SPRING 2017

Aislin, Fifty Years of Caricatures (temporary title)

April 7 – August 13, 2017

This exhibition will present **a retrospective of the best caricatures created by Aislin** over the 50-year course of his far-reaching career. As a result of his long career at the *Gazette* newspaper, his loaded publication history, and his acute perspective on Canadian news, he has become one of the most influential caricaturists in English Canada – past and present. *Maclean's* has even said of Aislin "that he was probably the best satirist in Canada." His caricatures spare few public personalities. Their liveliness, pertinence, and cruelty leave no one indifferent. **They reflect Canadian society in its beautiful and less glorious moments.** Through these drawings, Quebecers can discover the concerns of the Anglophone community. As his old friend Serge Chapleau said: "The best way to approach, know, and understand the world of Anglophone Montreal is through Aislin's marvellous caricatures."

Related to this exhibition, the McCord Museum will organize a day of animation films screening about Aislin.

Illusions: The Art of Magic

May 26, 2017 – January 21, 2018

The exhibition will take on the period of magic shows' golden age and its advertising and promotional mechanisms that relied on phantasmagoric imagery. A selection of breathtaking posters, mostly dating from the late 19th and early 20th centuries, will retrace the social history of this still active phenomenon. These posters, halfway between art and advertisement, are magnificent, large format chromolithographs that immortalise the magicians and the acts that



Aislin, *Mount Royal Cross*, *The Gazette*, March 13, 2008. Gift of Terry Mosher, © McCord Museum

marked the world of modern magic. For this exhibition, the McCord Museum intends to showcase part of its extraordinary collection of posters and documents on the theme of magic. Acquired recently thanks to La Fondation Emmanuelle Gattuso, the Allan Slaight Collection is the only one of its magnitude in Canada; it comprises 600 posters and more than 1,000 documents and rare books. The collection was named in honour of the Canadian businessman and magic enthusiast Allan Slaight

A Suspended City: The McCord Museum Tells the Stories of Montreal
Official event of Montreal's 375th anniversary
May to September 2017

The McCord Museum has created an exhibition-installation that will travel to Montreal's different boroughs during summer 2017 to bring residents and visitors a slice of Montreal's past along with the unique history of each borough and moving stories from Montrealers. Old and contemporary photos and the personal narratives of residents will change to highlight the specific characteristics of each of the 19 visited boroughs. The city's different faces and its development will therefore become chapters in the larger story of this travelling installation.

This project was designed and produced by the McCord Museum in collaboration with the Society for the Celebration of Montréal's 375th Anniversary.

CURRENT TEMPORARY EXHIBITIONS

Eleganza – Italian Fashion, from 1945 to Today
.Until September 25, 2016

Organized by London's Victoria and Albert Museum and presented by Holt Renfrew, this exciting exhibition shows the work of celebrated designers who changed the world of Italian fashion in the period following the Second World War to today. The exhibition presents an overall portrait and history of key moments in the rise and evolution of Italian fashion, including the handmade clothing of the *sarta*, the neighbourhood dressmaker, luxurious Italian couture and the highest quality ready-to-wear. It also highlights the outstanding craftsmanship, techniques, materials and skills that forged Italy's reputation and place at the top end of the international fashion industry. Visitors discover gowns and suits by Emilio Pucci, Valentino, Walter Albini, Gianni Versace, Giorgio Armani, Fendi, Prada, Dolce & Gabbana, Marni and pieces by emerging talents, along with shoes, bags and many other accessories, as well as photographs, magazines, drawings and film clips. The exhibition features around 130 objects, including almost 100 garments epitomizing the glamour and influence of Italian fashion from 1945 to today.

Summer Holidays!

For the eleventh edition of its popular outdoor exhibition on McGill College Avenue, the McCord Museum is celebrating the pleasures of Quebec under the sun with ***Summer Holidays!***, presented by BMO Financial Group from June 10 to October 16, in collaboration with Astral Média. Installed on 13 structures between De Maisonneuve and Président-Kennedy, 24 photographs dating from 1905 to 1939 have been selected from among thousands taken during this era



Adolph Friedländer, *Comedians de Mephisto Co. Allied with Le Roy - Talma - Bosco Worlds Monarchs of Magic* (detail), 1905. Purchased with funds graciously donated by La Fondation Emmanuelle Gattuso, © McCord Museum



Photograph by Gian Paolo Barbieri for Gianfranco Ferré advertisement, Fall/Winter 1991. Model: Aly Dunne. © GIANPAOLO BARBIERI

by amateur photographers and assembled in some 100 albums acquired by the Museum through family donations. Since the invention of the Kodak in 1888, the first easy-to-use portable camera, holiday-goers have loved taking photos, precursors to those that fill social media sites today. Excursions in cars, sailboats and canoes, hikes and picnics in the country, days spent playing or sunbathing at the beach, fishing and camping trips: Quebecers could now preserve their carefree summer holidays on film.

Montreal Mansions, 1974 – Photographs by Charles Gurd

Until November 16, 2016

From the 1910s to the 1930s, prominent Montreal businessmen, among them Louis-Joseph Forget, hired the best architects of the day to build them luxurious Edwardian style homes. This exhibition bears witness to a bygone way of life. The exhibition features 40 stunning black and white photos, taken in natural light in 1974 by young Montreal architect and photo artist Charles C. Gurd. They illustrate the interiors of these exceptional mansions, which have since disappeared or been altered, victims of changing times, tastes and generations.



*1475 des Pins Avenue West,
Montreal, 1974*
©McCord Museum

PERMANENT EXHIBITIONS

Montreal – Points of View

Until January 22, 2017 (the exhibition will close permanently as of January 23)

The exhibition explores 10 different facets of the history of Montreal, from its earliest residents to the city of today with its metro and skyscrapers. Through objects that bear witness to our past, visitors discover iconic districts pivotal moments in Montreal's history and the people who marked the city's development. The Museum also takes a fresh look at the city in its display of *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, a work by contemporary artist Kent Monkman. The project was created with financial support from the Ministère de la Culture et des Communications du Québec.

Wearing our Identity – The First Peoples Collection

This permanent exhibition enables the public to explore the heritage of the First Peoples of Canada and learn more about how their dress has helped define their rich cultures and identities. It also allows visitors to better understand the importance of clothing in the development, preservation and communication of the social, cultural, political and spiritual identities of the First Nations, Inuit and Métis. Each season, works by contemporary artists are added to the exhibition, drawing visitors back often, with almost 85% of the objects being changed annually. Works by artist Scott Benesiinaabandan can be seen from January to June 2016. Restoration of the artefacts presented in the exhibition has been made possible through the generosity of The Molson Foundation. The Museum also wishes to thank the Ministère de la Culture et des Communications du Québec for its financial support of this initiative.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in

the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1,450,000 artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum also offers educational and cultural activities, as well as innovative projects on the Internet. **McCord Museum: Our People, Our Stories.**

-30-

Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, Sylvie Durand, Director, Programs

Photos available at:

- Notman : <http://ow.ly/2nkH301V3Ap>
- Eleganza : <http://ow.ly/4mUC1K>
- Montreal Mansions: <http://ow.ly/4tGu300Oy6D>
- Summer Holidays! : <http://ow.ly/olew300Oy0t>

Source and information:

Catherine Guex

Marketing-Communications Officer, Public Relations, McCord Museum

514 398-7100, ext. 239

catherine.guex@mccord-stewart.ca

The McCord Museum is grateful for the support of the Ministère de la Culture et des Communications du Québec and the Conseil des arts de Montréal, Accès Montréal, CAA, as well as its media partners, *24 h*, *The Gazette* and *La Vitrine culturelle*.