

PRESS RELEASE

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Focus on film and high fashion at the McCord Museum for Montreal Fashion Week

Montreal, February 7, 2012—The McCord Museum is proud to team up with Montreal Fashion Week to present *Enduring Style at the McCord Museum* on **Wednesday, February 8, 2012**, at 6:30 p.m. This evening of “fashion on the big screen” is completely free of charge and will feature legendary couturiers Cristóbal Balenciaga and Hubert de Givenchy, as well as the McCord Museum’s costume and textile collection.

Inspiring biographies

At 6:30 p.m., the public is invited to a screening of the documentary *Cristóbal Balenciaga – Endurance in an Ephemeral World*, by filmmaker Oskar Tejedor (in French and Spanish with English subtitles). The film presents the life and work of Balenciaga, with numerous accounts by well-known figures who knew him.

At 7:45 p.m., following the screening, wine and finger foods will be served and Cynthia Cooper, Head of Collections and Research, and Curator, Costume and Textiles, will give a short presentation on the work of these couturiers and on the riches in the McCord Museum’s collection. “*We are very enthusiastic about the idea of presenting this fashion evening and at the same time helping our visitors discover our costume collection,*” Ms. Cooper says. “*Considered the largest collection of Canadian costumes and second-largest costume collection in Canada, the McCord Museum’s collection comprises nearly 18,845 garments and accessories, including several by leading Canadian and European couturiers as well as 20th-century Montreal designers. We will make the connection between Givenchy and Balenciaga and the costumes and textiles in our collection.*”

The evening will continue with the screening of a second biography, *Monsieur Hubert de Givenchy*, a film by Karim Zeriahen (in French with English subtitles). This documentary will transport the audience into the artistic world of this couturier at the height of his career in the 1950s and 1960s.

Enduring Style at the McCord Museum, sponsored by ArtScène, is open to all. Reservations are not required but space is limited.

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 1.4 million artefacts. The McCord Museum produces exciting exhibitions



Photo-shoot for Jane Harris, Pine Ave., Montreal, about 1960, MP-1987.15.5013
McCord Museum

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.**

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Photographs available upon request. Possibility of interviews with Cynthia Cooper, Curator, Costume and Textiles

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