

PRESS RELEASE

PHOTOGRAPHY



McCord Museum receives international award for its ***Notman, A Visionary Photographer***, communications campaign

Montreal, October 2, 2018 – The McCord Museum has won the prestigious Gold award for ***Best Temporary Exhibition Communications*** at the International Design and Communication Awards (IDCA) 2018, for ***Notman, A Visionary Photographer***. The team proudly collected its award in Chicago on September 25. The IDCA were created in 2007 to honour creative excellence in design and communication within the museum and art world.

“The goal of the campaign was to encourage Montrealers to get to know Notman, a photographer who, unfortunately, is virtually unknown to the general public today. When the exhibition opened, scarcely anyone knew that he was a Montreal superstar in his day! The idea was to foster a strong sense of pride and belonging in Montrealers, arouse their curiosity and make them want to come see the exhibition so they could discover this great figure in our history,” said Pascale Grignon, the McCord Museum’s Director, Marketing, Communications and Visitor Experience.

The campaign, based on the key visual created by the Cossette agency, helped the McCord set a winter attendance record. But Montrealers aren’t the only ones interested in Notman: the show will open at the Canadian Museum of History in Gatineau in November.



Inspire with today’s visionaries

One of the things the team did to get the general public interested in Notman was to run an influence campaign focusing on Montreal visionaries of today in a global art project called *Inside Out*. A total

of 21 ambassadors from different fields (art, fashion, finance, technology, society, sustainable development, design and city planning) were selected to create parallels with the artist in his time and publicize the exhibition.

In addition, a cocktail reception and a series of gatherings featuring today's inspirational visionaries were held at the McCord. Four exceptional Montreal entrepreneurs—Jean-François Bouchard, Sakchin Bessette, Monique Savoir and Alexandre Taillefer—were keynote speakers.

Engaging, topical content

A major social media content strategy was implemented while the exhibition ran with the same idea of bringing Notman back to life by drawing parallels between him and today's visionaries. It took a multipronged approach to engage a broad online audience consisting of lovers of photography, the arts and entrepreneurship. By creating immersive content and stimulating engagement using the wonderful Notman Photographic Archives, the Museum has significantly increased its visitor traffic, membership and social media engagement rates.



McCord Museum, museum of photography

The McCord's photography collection encompasses over 1,317,610 photographs that primarily document the social history of Montreal, but also that of Quebec and Canada. Ranging from a series of daguerreotypes created in the 1840s to modern digital images, the collection illustrates the development of the art of photography along with the great transformations that have marked the city over the last two centuries. The Notman Photographic Archives constitute the core of the collection, with some 450,000 photographs from the Montreal studio founded in 1856 by William Notman (1826–1891) and run by his sons until 1935 under the name Wm. Notman & Son.

About the McCord Museum

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles, Photography, Indigenous Cultures, Paintings, Prints and Drawings, Decorative Arts, and Textual Archives. McCord Museum: Our People, Our Stories.

Campaign credits

Marketing communications strategy: Pascale Grignon, Sandra Heintz, Anne-Marie Beaudet, Sabrina Lorier and Catherine Guex

Graphic design, McCord Museum: Anne-Marie Demers

Key visual credits

Agency: Cossette

Creative directors: Barbara Jacques and Richard Bélanger

Artistic director: Anne-Marie Clermont

Account manager: Ève-Marie Boutet

Advisor: Maude Drouin-Halou

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Interviews possible with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum and with Helene Samson, Curator, Photography.

Source and information

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