

PRESS RELEASE

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



MCCORD MUSEUM TREASURES NOW ACCESSIBLE VIA THE GOOGLE CULTURAL INSTITUTE ART PROJECT

Montreal, February 11, 2014 – The McCord Museum is pleased to announce its participation in the prestigious Art Project, a virtual platform implemented by the Google Cultural Institute to provide public access to thousands of works of art and artefacts from some of the world's most acclaimed art institutions.

The Art Project enables Internet users to discover, in exceptional detail, almost 500 McCord Museum objects and artefacts digitized in high resolution. The objects have been drawn from the Museum's renowned collections – Notman Photographic Archives, Textual Archives, Costume and Textiles, Ethnology and Archaeology, Decorative Arts, and Paintings, Prints and Drawings. With treasures spanning more than eight centuries, from 1290 to 2008, the McCord Museum is among the Canadian institutions displaying the largest selection of items online. "The Art Project is an extraordinary showcase directly connected to the mission of the Museum. Like many of our outreach initiatives that allow us to offer broader access to the Museum collections, the Art Project takes a contemporary, immersive and interactive approach that enables the public to appreciate these collections online. In short, this new use of technology is helping us share our cultural heritage and our stories," affirmed Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

Among the objects displayed by the Art Project are the irreplaceable world map *Americae sive novi orbis, nova descriptio* (1579), an astonishing locket containing a lock of hair from Major-General James Wolfe (1759), an elegant silk velvet suit that belonged to Dr. Philippe Louis François Badelart of Quebec City (about 1780), the celebrated painting "The Burning of the Parliament Building in Montreal" (about 1849), the poignant manuscript outlining the last wishes of Louis Riel regarding the burial of his remains and the publication of his writings (1885), a fascinating sea mammal gutskin parka (1910-1915), and the popular yellow Earth Mover pedal car (1962-1966).

To access the McCord Museum treasures on the Google Cultural Institute Art Project site, please visit: google.com/culturalinstitute/collection/musee-mccord

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 1.44 million artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and



Locket containing a lock of hair from Major-General James Wolfe 1759, 18th century
Gift of Mr. David Ross McCord
M253 © McCord Museum



Gutskin parka (detail)
Anonymous
Western Arctic
1910-1915, 20th century
Gift of Dr. Philip N. Cronenwett
ME986.62 © McCord Museum



Pedal car, Earth Mover Ball Bearing Drive 1962-1966
Made by: Murray Ohio Mfg. Co.
Gift of Mrs. Sonja Arnold-Forster
M994.24.1 © McCord Museum

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 on request. Interviews can be arranged with Stéphanie Poisson, Project Manager, Web and Multimedia, and with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

Source and information:

Nadia Martineau

Marketing-Communications Officer, Public Relations, McCord Museum

514-398-7100, ext. 239

nadia.martineau@mccord.mcgill.ca

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