

PRESS RELEASE

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HEADWEAR AND HATS TOP THE LIST OF ATTRACTIONS AT THE McCORD MUSEUM

Montreal, April 9, 2013 – From April 30 to August 18, 2013, the McCord Museum presents *Hats Off!*, a production of the Musée de la civilisation de Québec. The exhibition offers a themed route that includes 80 items of headwear displaying a wide variety of styles and uses. All are drawn from the vast collection of this Quebec City institution, and all showcase a clothing accessory that was long a wardrobe staple in Quebec, particularly between the 1920s and 1970s.

A means of expression that for generations was considered an integral aspect of our dress, the hat occupies an important place in fashion history and plays an active role in the individual and collective history of Western societies.

“We are very pleased to have this opportunity to present the Hats Off! exhibition,” declared Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. *“In addition to bearing witness to the social history of Quebec and being a key element in the history of fashion, the hat enabled many milliners and hat makers to flourish here and abroad. This exhibition pays homage to the creativity that abounded in Montreal and throughout Quebec, presenting the work of artists who, over time, spent countless hours meticulously fashioning hats for men, women and children, both for day-to-day wear and for special occasions.”*

Comprised of six themes, the exhibition focuses on a number of the hat's facets and attributes. Visitors will notably learn about its purpose in society, its esthetics, the importance of men's headwear, hats designed for special occasions, and contemporary millinery and hat making. Several archival photographs complement the exhibition.

A few words about the hat

An incomparable element of finery, the hat has always been selected first and foremost for its beauty. Often a means of allure, it reflects the personality of the wearer. It charms, it pleases, and it adds a touch of aestheticism to one's dress. Until the 1960s, social and religious conventions dictated how people dressed, including the hat that literally topped off their outfit. New Easter bonnets and Christmas hats were proudly paraded each year. Today, a hat can express our individuality. It has become an item of clothing worn formally, in celebration and casually.

Special activity presented in conjunction with this exhibition

On Wednesday, May 15, 2013, between 5 p.m. and 9 p.m., the general public is invited to...wear a hat! Whether sporting a baseball cap, beret, bowler, top hat, straw hat or fascinator, visitors arriving at the Museum will have the chance to win one of many door prizes.



Lucie Grégoire
Marie-Dahlia, 2012-351
Photo: Rachel Bussières – Perspective
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87-2532; 84-719
Photo: Nicola-Frank Vachon – Perspective
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Mireille Racine
L'Échassier
Photo: Carl Valiquet
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1998-226
Photo: Annabelle Fouquet – Perspective
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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 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 on request. Interviews can be arranged with Nicole Grenier, Curator, Musée de la civilisation de Québec.

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