

PRESS RELEASE

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Spotlight on silent films as new exhibition at the McCord Museum opens: *Mary Pickford and the Invention of the Movie Star*

Organized by TIFF (TIFF Bell Lightbox)

Montreal, April 18, 2012- The McCord Museum is proud to present *Mary Pickford and the Invention of the Movie Star* from May 3 to October 8, 2012. The exhibition, which offers a selection of 209 objects from the archives of the Rob Brooks Mary Pickford Collection and the TIFF Film Reference Library, including photos, postcards, posters, and a range of merchandising products of the era, is a testament to the heritage left by one of the world's greatest silent film stars.

The silent screen and America's sweetheart

Designed by Denis Carrier of Carrier Communication and curated by Sylvia Frank, Director of TIFF's Film Reference Library and Special Collections, this exhibition not only underscores the importance of silent films and their impact on the industry, but also chronicles key moments in the life of this talented woman who had such a profound effect on it. "*Mary Pickford was a Canadian pioneer in the film industry, a movie star, a producer, and an astute businesswoman, which in itself was exceptional in the 1920s. She was a true source of inspiration for the stars that followed,*" states Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

The exhibition will enable visitors to delve into the world of motion pictures and discover rare items that either belonged to Pickford or depict her illustrious career. Film buffs will be captivated by the many original movie posters on display. Also featured are screenings of clips from Pickford's films on the big screen, just as they were shown during the Roaring Twenties.

Born Gladys Louise Smith on April 8, 1892, in Toronto, Mary Pickford became recognized at an early age for her many talents. Nicknames such as "America's Sweetheart" and "The girl with the curls" followed her throughout her career and stand as reminders of the rapid and lasting impression she made on the public.

An independent producer and co-founder of United Artists with Charlie Chaplin (1919) and of the Academy of Motion Picture Arts and Sciences (1927), Pickford was one of the most powerful women in the male-dominated Hollywood of her day. She was the face of a multitude of products, a fashion icon, and universally loved, and in the 1920s and 1930s she became one of the most recognized and admired women in the world. In 1976, after a career that had spanned 27 years and with some 236 films to her credit, Mary Pickford received an honorary Oscar from the institution she had helped establish. She died on May 29, 1979, at the age of 87.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's social history, as recounted by its people, artists and communities. The McCord Museum is home to one of the largest historical collections in North



Mary Pickford as she appears in *Coquette*
Vintage print
Unknown Photographer
1929



Douglas Fairbanks and Mary Pickford at the entrance to the Pickford-Fairbanks Studios
1922

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 upon request.

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The logo for TIFF (Toronto International Film Festival) is displayed in a bold, lowercase, sans-serif font. The letters are black and the logo includes a registered trademark symbol (®) at the top right of the 'f'.