

PRESS RELEASE

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THE McCORD MUSEUM WILL CELEBRATE MONTREAL'S DIGITAL CREATIVITY DURING *AFTER HOURS AT THE McCORD – CREATIVE MONTREAL: THE OFFICIAL LAUNCH OF MONTREAL DIGITAL SPRING*

Montreal, March 15, 2016 – The McCord Museum is pleased to announce that its second *After Hours at the McCord* of the season, presented by **National Bank**, will be held **on Thursday, March 24, from 5 p.m. to 9 p.m.** Under the theme *Creative Montreal*, this edition of *After Hours at the McCord* will also serve as the official launch of **2016 Montreal Digital Spring** and celebrate Montreal's digital creativity in a high-tech, interactive environment. The program will offer a digital journey through immersive experiences, guided tours of exhibitions, themed bars, live performances by artists, a creative workshop, and many prizes! Tickets for *After Hours at the McCord – Creative Montreal*, which include a free drink and appetizers,* can be purchased in advance on Eventbrite.ca for \$16 or \$20 at the door on the evening of the event. Admission is free for Museum Members, who will also be offered a free drink.

"The McCord Museum was one of the first museums in Quebec to integrate digital technology into its exhibitions and educational activities and use it to make its collections more accessible. We believe digital creativity is at the heart of Montreal culture, and we are pleased to work with Montreal Digital Spring and promote the event," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

"Digital technology has brought about a major revolution in society; museums are leading actors in documenting and communicating about this shift. We are happy to associate with the McCord Museum to promote digital creativity. The launch activities clearly illustrate the city's powerful ecosystem. We hope Montrealers take ownership of this digital culture open to all and become its ambassadors," says the head of Montreal Digital Spring, Mehdi Benboubakeur.

Discover the Museum and its exhibitions from a new angle

Exclusive and novel guided tours of permanent and temporary exhibitions will be offered at specific times. At 6 p.m. and 8:15 p.m., the subject of Aboriginal art, from traditional to digital, will be addressed in the exhibitions *Wearing our Identity – The First Peoples Collection* and *Decolonial Gestures or Doing it Wrong? Refaire le chemin.* by artist-in-residence Nadia Myre. At 7 p.m., in the permanent exhibition *Montreal – Points of View*, participants will have a chance to discover five objects that changed the lives of Montrealers from the 18th century to today. They'll also be able to play an audio game for digital devices, a first in the field, and become immersed in the city's atmosphere during different historical periods. This sound game was designed by the McCord Museum through a financial contribution from the TELUS Community Board. In addition, the evening will offer the last chance to see the exhibition *Montreal Through the Eyes of Vittorio: 50 Years of City Life and Graphic Design.*

A contest *Sur Mesure* and surprises!

During the evening, watch for the *Sur Mesure* contest, organized by **National Bank**, which offers a chance to win the services of a stylist from Les Effrontés agency, including a shopping spree worth \$1,000. Guests only need to fill out a registration form on iPads provided by two **National Bank** ambassadors on site. **National Bank** also promises a special moment for participants. All that's needed is to be in the right place at the right time to fully savour the occasion.



MCCORD AFTER HOURS

PRINTEMPS NUMÉRIQUE
Montreal Digital Spring



An extraordinary digital journey

Take part in a great digital adventure with six suggested activities!

Visual effects with effects MTL, PopcornFX and DIX au carré

Produced by effects MTL, the largest international conference on the North American east coast for the visual effects and animation industry, and designed by PopcornFX, a real-time collaborative projection will invite guests to make animated particles evolve with the help of their voices and breaths. Visitors will be carried away by the environment inside a geodesic dome designed by DIX au carré, and they'll be able to take their own portraits.

Many gifts offered by effects MTL

In partnership with effects MTL, the McCord Museum will offer several gifts during the evening, including packages providing access to conferences and activities organized by effects MTL. Participants will have a chance to win if they fill out the subscription form for the Museum newsletter and/or share the video made inside the geodesic dome on Twitter or Instagram using the hashtag #PNMTL and mentioning @MuseeMcCord.

Virtual reality experiences presented by the Phi Centre

Visitors will be able to put themselves inside the best works of cinematic virtual reality by Montreal creators Felix & Paul Studios. All they have to do is sit back with a VR helmet and explore immersive environments!

Jedi Action Drawing V3.3 by Emmanuel Lagrange Paquet

Coinciding with the release of the seventh film in the Star Wars saga, Emmanuel Lagrange Paquet will offer participants the third version of his interactive video installation *Jedi Action Drawing*. Inspired by the action paintings of American abstract expressionists, this work invites the public to take part in an interactive lightsaber duel. The legendary Jedi weapon will be equipped with sensors that allow users to create a drawing in real time from their various movements with the saber.

A digital workshop with Communautique

Communautique will offer a digital workshop in honour of Vittorio Fiorucci. The world-renowned Montreal artist of Italian origin loved robots. Communautique will lift the veil on 3D cutting and printing. Some visitors will even leave with their own customized robot with a 3D engraving!

Artistic performances by Valérie Lamontagne/3lectromode and Dead Horse Beats

During the evening, Valérie Lamontagne/3lectromode will present a preview of her new microcollection titled *Frankfurt Kitchen/Paper Wearables*. An ingenious cross between fashion and technology, her work explores the electronic possibilities offered by paper clothing. Celebrated Montreal musician and producer Dead Horse Beats will be at the turntable after sharing the stage with Kavinsky, RJD2, C2C, Lunice and Cashmere Cat, to name a few, thus ensuring the musical component of the evening until 9 p.m.

Experience virtual reality thanks to the National Film Board of Canada (NFB)

Immersive experiences will be offered to visitors by the NFB, giving them a chance to walk in a state of weightlessness, dive into the heart of the First World War or climb aboard an entirely autonomous automobile. The works presented, *The Unknown Photographer*, *Way to Go*, *Minotaur* and *Carboard Crash*, distinguished themselves at several international festivals, including Sundance, Tribeca (New York) and IDFA.

For all tastes with Raphaël Bistrot Bar à vins, Invasion Cocktail, Neige by La Face Cachée de la Pomme and Da Ponte Traiteur

Three themed bars sponsored by Raphaël Bistrot Bar à vins, Invasion Cocktail and Neige by La Face Cachée de la Pomme will welcome guests, who may select a free drink upon arrival.* Da Ponte Traiteur will also join the party offering tasty appetizers during the evening.*

Leave with a souvenir

A wide selection of jewelry, posters, postcards and Montreal crafts will be available for purchase at the Museum Boutique. Choose a lovely gift for yourself or someone else!

Young McCord Annual Membership: special rate of \$25

For only \$9 more than the price of an advance ticket, you can become a Young McCord Member and have unlimited access to all of the exhibitions and *After Hours at the McCord* for a year.

Stay tuned

The next *After Hours at the McCord* will be held in the *Urban Forest* on **Thursday, June 9, 2016**, under the theme *Montreal Dolce Vita*, a nod to the major new summer exhibition *ELEGANZA: Italian Fashion, From 1945 To Today*. On **Thursday, September 22, 2016**, the evening will focus on the theme *Montreal Fashion*.

Stay up to date on news about *After Hours at the McCord – Creative Montreal*: <https://www.facebook.com/events/460111077517972/>

*One free drink per person, chosen from among the evening's selection. Offered upon presentation of the coupon distributed during the *After Hours at the McCord – Creative Montreal*. Free appetizers will be offered in limited quantities. Appetizers will also be available for purchase.

About Montreal Digital Spring

Montreal, the capital of digital art, has a lot in store for digital enthusiasts from March 21 to June 21. Interactive spaces, visual and sound performances, immersive experiences, 3D production, leading-edge electronic music, installations, vernissages, international-calibre events, a contemporary creation blending the disciplines. Montreal Digital Spring introduces a broad audience to the works of digital creators and attracts an international clientele due to the scope and diversity of its program. This major initiative strengthens Montreal's position as a creative capital favouring emerging and innovative practices and encouraging collaboration by connecting communities.

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 1,451,000 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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Interviews possible with Pascale Grignon, Director, Marketing-Communications.

Photographs available at <http://ow.ly/Z24Q3>

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