

# 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



## THE McCORD MUSEUM'S 2016 DAY CAMP: IMAGINATION, CREATION AND COLLECTIONS!

**Montreal, February 3, 2016** – After a record-breaking year in terms of attendance, the McCord Museum is pleased to offer two new programs for the 2016 season. These bilingual camps, for children aged 5 to 10, will be held from Monday to Friday, **from July 4 to August 26, 2016**, and will encourage children to develop their creativity and learn new skills. The two themes on offer, ***Young Collectors*** and ***Techno Geek and Fashion*** will feature multidisciplinary activities that will plunge participants into the world of the imaginary! Both programs will include daily outdoor activities in the McCord Museum's *Urban Forest* on Victoria Street, as well as a weekly special activity, such as a field trip to the Stewart Museum or Redpath Museum. To wrap up the week, parents will be invited to attend a presentation of the children's creations, on Fridays, beginning at 3 p.m.



Day camp, 2015 © McCord Museum

"The McCord Museum's day camp is distinguished by a structured, dynamic approach that responds to the needs of children during the summer holidays: to move, to take advantage of the warm weather, and to have fun. We want to provide an enriching experience that encourages them to blossom. For this reason, we're offering two playful themes again this year, which will allow children to give free rein to their imaginations and expand their horizons while learning more about our world and our stories," stated Dominique Trudeau, Head, Education Programs.



Day camp, 2015 © McCord Museum

### ***Young Collectors: the secrets of cabinets of curiosities***

Cabinets of curiosities, the ancestors of museums, were places where a good number of ancient objects were piled together and where obsolete, unusual and heteroclitic collections were exhibited. Today still, cabinets of curiosities stimulate the senses and have stories to tell. Inspired by the McCord Museum's permanent exhibitions, the treasures of the Redpath Museum and the summer exhibition presented at the Stewart Museum, the children will create their own cabinets and invent animals out of recycled materials.

**Weeks: July 4 to 8, July 18 to 22, August 1 to 5, August 15 to 19**

### ***Techno Geek and Fashion: a fashion show... for robots!***

For this day camp, children will build a homemade robot and imagine a futuristic fashion inspired by the star exhibition of summer 2016 at the McCord Museum: *ELEGANZA: Italian Fashion, From 1945 to Today*. This exhibition will introduce visitors to the richness and originality of the suits and colourful dresses created by the most renowned Italian designers. These festive colours and unique designs will serve as a launch pad from which the children will dream up fashion designs... for robots! At the end of the week of activities, merging the idealized future with the facts of science, the children will present the fruits of their inventiveness in a fashion show for their new creations.

**Weeks: July 11 to 15, July 25 to 29, August 8 to 12, August 22 to 26**



Day camp, 2015 © McCord Museum

### **Special offer before March 31, 2016**

Parents who enrol a child in the McCord Museum day camp before **March, 31, 2016**, are eligible for a discount of up to \$60 (\$40 discount on the first week and \$20 on the second)!\*

\* Limited to one child only. Not cumulative with the discount for Museum Members.

### **About the McCord Museum's day camps**

The McCord Museum day camp is certified by the Association des camps certifiés du Québec. Day camp programs are offered to children ages 5 (who have completed kindergarten) to 10. Day camp groups are formed as follows: ages 5 to 7 and ages 8 to 10. Daycare service is offered at no extra charge from 7:30 a.m. to 9 a.m. and from 4 p.m. to 6 p.m. Please note that certain reductions are applied when a second child from the same family is enrolled or when the same child is enrolled for a second day camp week. A discount up to 20% is offered to Members of the McCord Museum. For more information about the McCord Museum's day camp program, including rates and reservations, please call 514-398-7100, ext. 222, email [reservation@mccord-stewart.ca](mailto:reservation@mccord-stewart.ca), or visit our website at [mccord-museum.qc.ca/daycamp](http://mccord-museum.qc.ca/daycamp).

### **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.**

-30-

Interviews possible with Dominique Trudeau, Head, Education Programs as well as Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

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

### **Source and information:**

Nadia Martineau  
Marketing-Communications Officer, Public Relations  
514-398-7100, ext. 239  
[nadia.martineau@mccord-stewart.ca](mailto:nadia.martineau@mccord-stewart.ca)

The McCord Museum is grateful for the support of the Ministère de la Culture et des Communications du Québec, the Conseil des arts de Montréal, Accès Montréal, CAA, and its media partners, *24 Heures*, *The Gazette* and La Vitrine culturelle.