

PRESS RELEASE

THE TOPSY-TURVY STORYLAND: AN ADVENTURE OF DISCOVERY TO BREAK THE SPELL OF THE FAIRY CARABOSSE McCord Museum's 8th annual Toys exhibition

Montreal, November 19, 2017 – For the eighth year in a row, the McCord Museum is pleased to present its annual *Toys* exhibition, this year based on an original concept: *The Topsy-Turvy Storyland*. **Until March 18, 2018**, children ages 3 to 9, and their companions, are invited to explore the world of timeless fairy tales that have charmed generations of little ones: *Little Red Riding Hood*, *Hansel and Gretel*, *Jack and the Beanstalk*, *The Little Mermaid* and *Cinderella*. In an enchanting setting that will delight young and old alike, visitors can feast their eyes on numerous toys and objects from the Museum's Decorative Arts collection. Ideal for the holidays and winter school break, the exhibition transports visitors to Storyland, a world turned upside down by an evil spell cast by the Fairy Carabosse.

Welcome to the home of fairy tale characters

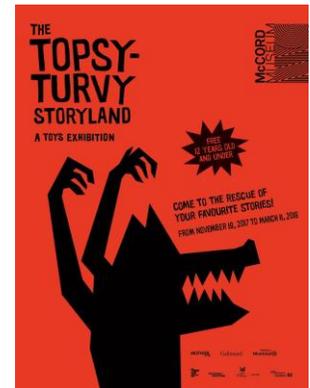
The realm of good King Dagobert has been buzzing with excitement for days, getting ready for the grand ball to celebrate the king's birthday. Everyone is invited—everyone, except the Fairy Carabosse. Furious at having been left off the guest list, she casts a terrible spell on the kingdom so no one can join the party.

Suddenly, characters and objects from the stories are all mixed up. Little Red Riding Hood's basket and cape have vanished, Hansel has lost his pebbles and found himself in a different story, and Jack is struggling to find his magic harp and hen that lays the golden eggs. But that's not all! The Little Mermaid cannot locate her friend the fish or her shells, Prince Charming has been thrown into another story, and Cinderella has misplaced her glass slipper.

To break Carabosse's spell and enable King Dagobert's ball to go ahead as planned, children must spot the ten characters and objects that have been put into other stories. When visitors enter the exhibition, they are asked to use their powers of observation as they walk through the forest and peek into the windows of Grandmother's house (*Little Red Riding Hood*), enter the house of the wicked witch (*Hansel and Gretel*), wander above the clouds (*Jack and the Beanstalk*), explore under the sea (*The Little Mermaid*) and stroll through the magnificent palace ballroom (*Cinderella*). Once the spell has been broken, the visit ends in the "magic library," an immersive reading room that invites one and all to peruse fascinating fairy tales from here and around the world.

"This year's extraordinary exhibition occupies more space than it has in the past, offering visitors a look at nearly 150 artefacts from our collection of toys and decorative arts. These objects, several of which are being displayed for the very first time, have been lovingly restored by our expert conservators and arranged in a magical decor with a touch of nostalgia. Parents and children alike are sure to enjoy this fun and exciting treasure hunt through the world of fairy tales," notes Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

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Exhibition Poster, 2017, McCord Museum



Doll - King Little
1939
Manufacturer: Ideal Novelty Co.
Gift of Nora Murchison
McCord Museum, M974.81.16



Hand painted glass lantern slide,
The Red Riding Hood, 1855-1860.
McCord Museum, M22391.84.1-3

Among the objects from the Museum's collection on display are antique storybooks, an automaton doll created by Léopold Lambert (19th century), and a life-size carousel horse (early 20th century). Texts aimed at adults provide background information on the fairy tales and details about the artefacts on display.

Activities especially for children

The exhibition also includes a dress-up area and space for playing games like bowling, memory, blocks and bird watching, to name a few. Entrance to the museum is always free for children ages 12 and under, an initiative that enjoys the financial support of Tourisme Montréal.

Extensive programming for the holidays

The Museum offers numerous activities designed for the entire family, including Sunday workshops, story hour, *The Adventure at the Museum* and special events for the holidays and winter school break. Descriptions and the full schedule are attached to this document. One can also consult the Museum's Website (mccord-museum.qc.ca) and the Events Calendar.

Wonders at the Museum Boutique

With the holidays fast approaching, the Museum Boutique is featuring unique toys and games, some inspired by the exhibition *The Topsy-Turvy Storyland*, along with many gift ideas to suit all budgets, interests and ages.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as well as 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, costume and textiles, photographs, decorative and visual art, and textual archives, totalling more than 1,451,000 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 Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum; Guislaine Lemay, Curator, Ethnology and Archaeology, and Interim Curator, Decorative Arts; and Dominique Trudeau, Head, Education Programs.

Photographs available on <http://ow.ly/fTrV30dBY8t>

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