

# PRESS RELEASE

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For immediate release

## 2017 MCCORD MUSEUM PROGRAM A TRIBUTE TO MONTREAL

Montreal, December 16, 2016 – In honour of Montreal’s 375<sup>th</sup> anniversary, the McCord Museum, which celebrates the city’s past and present social history, will present a number of exhibitions, each paying tribute to the city in its own way. Expo 67 left a lasting impression on the city and provided an exceptional showcase for local creators, particularly in the fashion sector. Oversized photos of Expo 67 taken by Jean-Louis Frund will also help recreate the effervescence of this milestone era. For half a century, Aislin, with his razor-sharp wit and trademark cartooning flair, has chronicled politics in the world and the City while deftly illustrating the events that have shaped both. Montreal’s iconic neighbourhoods will have the chance to relive history through the traveling exhibition *A Suspended City*, which will visit the 19 boroughs as part of *La Grande tournée du 375<sup>e</sup> anniversaire*. Over the years, Montrealers and their theatres have welcomed numerous magicians, including the celebrated Houdini, Montreal being a regular stop on international and North American tours. The jaw-dropping talent of these masters of illusion will intrigue one and all. The collection, recently acquired by the Museum, will be unveiled in summer 2017.

### UPCOMING EXHIBITIONS

#### ***Fashioning Expo 67***

March 17 – October 1, 2017

Expo 67 marked a high point in the history of Montreal and Canada. Organized 50 years ago as part of Canada’s Centennial, this Universal and International Exposition received over 50 million visits on Notre-Dame and St. Helen islands. The world discovered Montreal, and the city opened up to the world in a euphoric, party-like atmosphere. This event gave Montreal designers and the Canadian fashion milieu the perfect opportunity to shine on the international fashion stage thanks to futuristic fashion magazine spreads shot on the site, locally designed uniforms for hostesses, and live fashion shows, such as *The Great Canadian Fashion Caper*, with music, dancing and roller-skating models. This exhibition, which will immerse visitors in the fascinating world of Expo 67, will capture the essence of this incredible time during the 1960s characterized by modernity, exuberance, and widespread creativity. It will also showcase the McCord Museum’s rich



Three Expo 67 hostesses, Danièle Touchette, Jean Murin and Lyse Michaud, in front of the large inverted “Katimavik” pyramid of the Canada Pavilion, 1967  
Courtesy Danièle Touchette

collection of clothing and accessories from Expo 67 and from the Museum's archives. The exhibition will feature about sixty costumes, hostess uniforms from different provinces and countries, clothing by Quebec designers Marielle Fleury, Michel Robichaud, Jacques de Montjoye, Serge & Réal and John Warden, and accessories, along with sketches, spectacular photos taken at the site, and stories from people who were there.

**Aislin: Fifty Years of Cartoons**

April 7 – August 13, 2017

This exhibition will present a retrospective of the best cartoons created by Aislin over the 50-year course of his far-reaching career. As a result of his long career at the *Gazette* newspaper, his loaded publication history, and his acute perspective on Canadian news, he has become one of the most influential cartoonists in English Canada – past and present. *Maclean's* even called Aislin “probably the best satirist in Canada.” The liveliness, pertinence, and cruelty of his cartoons spare few public personalities and leave no one indifferent. They reflect Canadian society in its beautiful and less glorious moments. In 2017, Aislin will present the McCord Museum with the fiftieth cartoon of the exhibition. Related to this exhibition, the McCord Museum will also host a day of animation films about Aislin.



Aislin, *Mount Royal Cross*, *The Gazette*, March 13, 2008. Gift of Terry Mosher, © McCord Museum

**A Suspended City: The McCord Museum Tells the Stories of Montreal**

**In conjunction with La Grande tournée du 375<sup>e</sup> anniversaire de Montréal**

May 12 - September 17, 2017

As part of La Grande tournée du 375<sup>e</sup> anniversaire de Montréal, the McCord Museum has created an exhibition-installation that will travel to Montreal's 19 boroughs during summer 2017. The exhibition will bring residents and visitors a slice of Montreal's past along with the unique history of each borough and moving stories from Montrealers. Old and contemporary photos and the personal narratives of residents will change from one borough to the next to highlight the specific characteristics of each. In doing so, the installation will display the city's different faces and its development and will stand as a testament to the richness of neighbourhood life in Montreal. It will also feature the “clothesline” principle – an image typical of the city – creating a one-of-a-kind narrative.



This project has been designed and produced by the McCord Museum in collaboration with the Society for the Celebration of Montréal's 375<sup>th</sup> Anniversary.

**Illusions: The Art of Magic**

May 26, 2017 – January 21, 2018

The exhibition will take on the period of magic shows' golden age and its advertising and promotional mechanisms, which relied on phantasmagoric imagery. A selection of 75 breathtaking posters, most dating from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, will retrace the social history of this still active phenomenon. These posters, halfway between art and advertisement, are magnificent, large format chromolithographs that immortalize the magicians



Kellar  
*The Great Magician*  
Strobridge Lithographing Co., 1894  
© McCord Museum  
M2014.128.288

and acts that marked the world of modern magic. The exhibition will conjure up a magic show from the golden age of the period and draw visitors from room to room in a series of numbers – appearance and disappearance, decapitation, levitation, evasion and mentalism – shining the spotlight on legendary magicians. For this exhibition, the McCord Museum will draw from its extraordinary collection of posters and documents on the theme of magic. Acquired in 2015 thanks to La Fondation Emmanuelle Gattuso, the Allan Slaight Collection is the only one of its magnitude in Canada; it comprises 600 posters and more than 1,000 documents and rare books. The collection was named in honour of Canadian businessman and magic enthusiast Allan Slaight

### ***La ballade de la paix/An Open-Air Museum***

May 29 – October 27, 2017

As part of Montréal's 375<sup>th</sup> anniversary, Expo 67's 50<sup>th</sup> anniversary and Canada's 150<sup>th</sup> anniversary, *La Balade de la Paix / An Open-Air Museum* is a public art exhibition designed and organized by the Montreal Museum of Fine Arts (MMFA) in cooperation with the McCord Museum, with assistance from Concordia and McGill universities. It will unveil 67 works – sculptures, installations and photographs – by world-renowned Canadian and foreign artists, conveying a message of peace and openness. A full kilometre in length, it will link the MMFA's newly opened Michal and Renata Hornstein Pavilion for Peace with the McCord Museum Urban Forest, a colourfully decorated summer pedestrian street whose program will reflect *La Balade de la Paix*.

### ***Expo 67: The Place To Be***

June 9 – October 15, 2017

Jean-Louis Frund, a native of Lac Saint-Jean, Quebec, is a distinguished documentary film maker. His some 50 widely distributed films have won him numerous honours, including the Médaille de Chevalier de l'Ordre des Arts et des Lettres from the French government. In 1966 and 1967, he photographed the construction of the Montreal world's fair, capturing the bold colours and architecture of the pavilions and the buoyant mood of the crowds who flocked to St. Helen and Notre-Dame Islands in the summer of 1967. A series of 24 brightly-coloured photographs will be installed on McGill College Avenue. They have been chosen from among more than 1,000 shots taken by Frund at Expo 67 and are part of the McCord Museum collection, acquired through a donation by the artist.



Jean-Louis Frund  
*Crowd near the French Pavilion, Expo '67, Montreal, 1967*  
Gift of Jean-Louis Frund,  
MP-1994.1.2.576  
© McCord Museum

## CURRENT TEMPORARY EXHIBITIONS

### ***Notman, A Visionary Photographer***

Until March 26, 2017

As part of the celebrations for Montreal's 375<sup>th</sup> anniversary and the 150<sup>th</sup> anniversary of Canadian Confederation, from November 4, 2016 to March 26, 2017, the McCord Museum presents ***Notman, A Visionary Photographer***, a major exhibition on the life and work of this Montrealer who helped pioneer photography in Canada. Offering a new perspective on the career of William Notman (1826-1891), the exhibition examines how the artist's character contributed to his tremendous success. It also focuses on his contemporary approach to photography, founded on the principles of communication, management and innovation. While focusing on vintage prints, displays are supplemented by multimedia installations and interactive devices. The exhibition brings together some 300 photographs and objects drawn primarily from the McCord Museum collection. ***Notman, A Visionary Photographer*** is produced, planned and presented by the McCord Museum. H el ene Samson, Curator, Notman Photographic Archives at the McCord Museum, is curating the exhibition. Following its stay in Montreal, it will travel to the Canadian Museum of History in Gatineau and the Glenbow Museum in Calgary. The exhibition tour has been made possible (in part) by the Government of Canada and the Molson Foundation. The Standard-Life Notman Fund annually provides financial support to preserve and share the Notman Collection.



*William Notman studio,  
17 Bleury Street, Montreal,  
about 1875  
 McCord Museum*

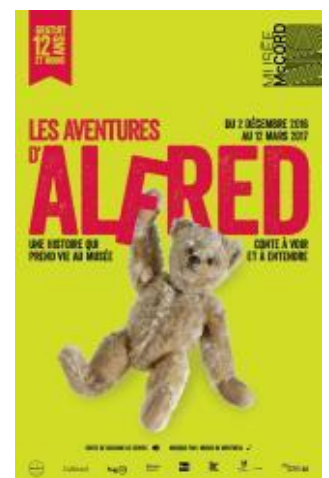
## FOR THE CHILDREN

### ***Alfred's Adventures***

**A story to see and hear**

Until March 12, 2017

This year, the McCord Museum has a story for children to see and hear. Alfred, a friendly teddy bear, has his life turned upside down when William's dad decides to do some major housecleaning, and, oops, the toys disappear! Alfred is not ready to say goodbye to his friend William, so he goes looking for him everywhere in the village. It's the beginning of an incredible adventure! The story, written by author and musician Suzanne De Serres, is told through words and music. It's a tale to be seen and heard that will delight the imaginations of young and old. The scenography, created by Michael Slack, in one gallery of the Museum integrates about 50 objects from the McCord Museum's collection into the thread of the story. Continuous narration of the story over speakers, alternately in French and English, make it available to everyone who visits the exhibition room. Families will receive a booklet of activities to enrich the experience. Riddles, colouring, and matching games will allow the children to make the link between the Museum's collection and *Alfred's Adventures*.



## PERMANENT COLLECTION

### ***Montreal – Points of View***

**LAST CHANCE!** Until January 22, 2017 (***This exhibition will permanently close on January 23***)

The exhibition explores 10 different facets of the history of Montreal, from its earliest residents to the city of today with its metro and skyscrapers. Through objects that bear witness to our past, visitors discover iconic districts pivotal moments in Montreal's history and the people who marked the city's development. The Museum also takes a fresh look at the city in its display of *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, a work by contemporary artist Kent Monkman. The project was created with financial support from the Ministère de la Culture et des Communications du Québec.

### ***Wearing our Identity – The First Peoples Collection***

This permanent exhibition enables the public to explore the heritage of the First Peoples of Canada and learn more about how their dress has helped define their rich cultures and identities. It also allows visitors to better understand the importance of clothing in the development, preservation and communication of the social, cultural, political and spiritual identities of the First Nations, Inuit and Métis. Each season, works by contemporary artists are added to the exhibition, drawing visitors back often, with almost 85% of the objects being changed annually. Restoration of the artefacts presented in the exhibition has been made possible through the generosity of The Molson Foundation. The Museum also wishes to thank the Ministère de la Culture et des Communications du Québec for its financial support of this initiative.

## CULTURAL ACTIVITIES

The McCord Museum organizes many activities in connection with its temporary and permanent exhibitions.

Check the calendar at: <http://www.musee-mccord.qc.ca/en/activities/>

**Unless otherwise indicated, these activities are free. Space is limited.**

Museum Members can reserve a spot for these activities, get unlimited access to the McCord Museum, and enjoy many other privileges.

[Membership-McCord@McCord-Stewart.ca](mailto:Membership-McCord@McCord-Stewart.ca)

A round table on photography as well as films on the subject will complement the exhibition *Notman, A Visionary Photographer*, as will *The Visionary Series*, which, from February 7 to 21, 2017, will feature exceptional Montreal entrepreneurs, all innovators and leaders in their fields. A conversation about Expo 67, talks by McCord Museum curators, chamber, classical and jazz music played by promising young students from the McGill University Schulich School of Music, and other seminars will also be held. *City Talks*, a series of lectures where the city's leading thinkers and builders share their

points of view on current practical urban issues affecting Montrealers, returns on March 30.

### **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 1,450,000 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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Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, Sylvie Durand, Director, Programs

Photos available at:

- *Notman* : <http://ow.ly/2nkH301V3Ap>
- *Fashioning Expo 67* : <http://ow.ly/iibF301V3L0>
- *Aislin* : <http://ow.ly/r4hb301V3Dw>
- *Illusions*: <http://ow.ly/O6TA301V3ES>

### **Source and information:**

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