

PRESS RELEASE

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SPRING BREAK 2017 AT THE McCORD MUSEUM: DISCOVER AND LEARN WHILE HAVING FUN

Montreal, January 23, 2017 – From March 5 to 12, 2017, the McCord Museum will offer a spring break program specially designed for children from 3 to 12 years of age. They'll enjoy exhibitions, shadow puppet and picture frame workshops, stories, concerts by the ensemble I Musici de Montréal and a treasure hunt using digital tablets. The program will spark their imagination and curiosity, encourage participation and provide lots of fun. The activities and admission to the exhibition are free for children up to 12 years of age.

"We're pleased to offer families moments where they can relax and make discoveries together through numerous activities for all ages. Many families come to the McCord Museum for these activities every year, demonstrating that Museums are for everyone," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.



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EXHIBITIONS

Notman, A Visionary Photographer

Until March 26, 2017

As part of the celebrations for Montreal's 375th anniversary and the 150th 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. Spectacular landscape photos, video montages that bring Montreal's past back to life and portraits of personalities from the period will fascinate children and their parents.

The exhibition will later travel to Gatineau and 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.



Wm Notman & Son
Master Southam, 1886
Tirage sur papier albuminé
© Musée McCord

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. Clothes and accessories, ornamented with coloured beads, will seduce both young and adult visitors.

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.

A STORY TO SEE AND HEAR

Alfred's Adventures

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*.

Due to a limited number of places, visitors and Members should reserve their seats online for the time period of their choice.

For the story in English:

www.musee-mccord.qc.ca/alfredadventures/

<https://www.eventbrite.ca/e/billets-alfreds-adventures-29115978676>

Times: 12:30 p.m. and 3:30 p.m.



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ACTIVITIES

As part of the exhibition *Notman, A Visionary Photographer*

■ WORKSHOP

Every day from 10:30 a.m. to 12:30 p.m., there will be a workshop inspired by the pictures and photographs of the celebrated Montrealer. Children will decorate picture frames in the last room of the exhibition ***Notman, A Visionary Photographer***.

■ AUDIO GAME

As of March 5, visitors can take an entertaining tour of the exhibition while listening to William Notman's memories and anecdotes about the emerging photography industry. The 45-minute audio tour will be available on digital tablets at the Museum.



© Photo McCord Museum

As part of *Alfred's Adventures*

■ I MUSICI DE MONTRÉAL CONCERTS

As part of *Alfred's Adventures*, the renowned chamber music ensemble I Musici de Montréal will perform and invite young audiences to participate.

Friday, March 10 at 11 a.m., 11:35 a.m. and 12:10 p.m.

Saturday, March 11 at 11 a.m., 11:35 a.m. and 12:10 p.m.

■ STORY HOUR

Held at 11a.m. (in French) and 2 p.m. (in English) in the Atrium

Stories inspired by the McCord Museum's toys collection will charm children.

■ CREATIVE WORKSHOPS

From 1 p.m. to 5:30 p.m., children will make finger puppets and create stories using shadow theatre techniques.



© Photo McCord Museum

As part of the McCord Museum's collection

■ EXPLORATION CARDS

These game cards allow families to explore the Museum and discover the collections in a playful way. Finding geometric shapes, flowers, animals and hidden characters in the exhibition turns the visit into a treasure hunt.

■ THE ADVENTURE AT THE MUSEUM

The Adventure at the Museum is a family activity presented by Hydro-Québec and Motherforlife.com. Families explore the museum, equipped with backpacks containing everything they need for a memorable visit. A treasure hunt leads them to tracks left by Thomas in the exhibition *Wearing our Identity – The First Peoples Collection*.

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, and Dominique Trudeau, Head, Education Programs.

Photographs available at:

-*Notman*: <http://ow.ly/2nkH301V3Ap>

-*Alfred's Adventures* : <http://ow.ly/ljhu301V3Gk>

Source and information:

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