

PRESS RELEASE

McCORD MUSEUM WINS NORTH AMERICAN AWARD FOR *FASHIONING EXPO 67* Richard Martin Exhibition Award from the Costume Society of America

Montreal, March 5, 2018 – The Costume Society of America has recognized the McCord Museum's outstanding *Fashioning Expo 67* exhibition with the prestigious Richard Martin Exhibition Award. Presented from March 17 to October 1, 2017, *Fashioning Expo 67* drew on exhaustive research into the Museum's extensive collections to highlight a milestone in Montreal and Quebec fashion.

First given in 2002, Richard Martin Exhibition Awards recognize outstanding costume exhibitions presented by both large and small museums in North America. Award-winning exhibitions demonstrate excellence and innovation in the presentation and interpretation of costume, providing visitors with a unique, enriching experience.

Drawing from the Museum's vast Dress, Fashion and Textiles collection and extensive research on Expo by Cynthia Cooper, the McCord Museum's Head, Collections and Research, and Curator, Dress, Fashion and Textiles, the exhibition illustrated the role of fashion in the effervescent 1960s and how Expo 67 inspired Quebec designers.

In their remarks, jury members noted the costume mounting, the rich object selection, the exceptional quality of the scholarship and its presentation, along with the impressive exhibition design. The first to view Expo 67 through the prism of fashion, this original exhibition was also notable for its engaging, inspiring and thoughtful approach, and its ability to evoke the exuberance of Expo 67 and thus enable visitors to experience the energy of Montreal's watershed fashion moment.

This is the third time that the McCord Museum has been awarded the Richard Martin Exhibition Award from the Costume Society of America. The Museum was recognized with this honour in 2003, for the *Clothes Make the Man* exhibition, and in 2009, for its *Reveal or Conceal?* exhibition. "Given the proliferation of museum exhibitions devoted to fashion over the past 20 years, we are extremely proud that the exceptional quality of our work has been recognized once again by our North American peers," noted Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. "Receiving this honour for a third time confirms the McCord Museum's pre-eminence in this field, a remarkable achievement."

The official awards ceremony will be held Tuesday, March 13, in Williamsburg, Virginia.

About *Fashioning Expo 67*

Expo 67 provided Montreal designers and the Canadian fashion industry with an exceptional opportunity to shine on a world stage, thanks to avant-garde fashion magazine spreads shot on-site, hostess uniforms created by Montreal fashion designers, and entertaining live fashion shows accompanied by music and the occasional model on roller skates.

Organized to commemorate Montreal's 375th anniversary, *Fashioning Expo 67* featured over 60 outfits—hostess uniforms from various pavilions, clothing by Quebec designers like Marielle Fleury, Michel Robichaud, Jacques de Montjoye, Serge & Réal and John Warden—and products from every sector of Canadian fashion, including hats, gloves, umbrellas, purses, jewellery, and even fur. A dress worn by Princess Grace during her visit to Expo 67 was also loaned to the Museum for the occasion by the Prince's Palace of Monaco.



Fashioning Expo 67 exhibition
© Marilyn Aitken, McCord Museum, 2017



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In addition, the different sections of the exhibition displayed drawings, photographs—including some spectacular shots taken on-site—archival film footage, and various documents. Finally, the exhibition included videos of Museum interviews with several designers from the era. *Fashioning Expo 67* was designed and developed by the McCord Museum, under the direction of Suzanne Sauvage, the President and Chief Executive Officer, and curated by Cynthia Cooper, Head, Collections and Research, and Curator, Dress, Fashion and Textiles.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's social history, both past and present, as well as its people, artists and communities. It 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 1.5 million artefacts. With its contemporary perspective on history, the McCord Museum produces exciting exhibitions that captivate visitors from Montreal, Canada and beyond. It 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, and Cynthia Cooper, Head, Collections and Research, and Curator, Dress, Fashion and Textiles, who curated the exhibition *Fashioning Expo 67*.

Photographs available at <http://ow.ly/iibF301V3L0>

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