

PRESS RELEASE

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MCCORD MUSEUM ANNUAL BALL TO SPOTLIGHT SPAIN AND BALENCIAGA

Montreal, May 3, 2018 – Mark your calendar for the first Thursday of May! The McCord Museum tradition continues with this year's Annual Ball, *Don Cristóbal*, which will take place on **Thursday, May 3, 2018**, at Arsenal Contemporary Art, 2020 William Street, in Griffintown. The evening will begin with the cocktail at 6:30 p.m., followed by the dinner dance at 8:00 p.m. Honorary Co-Presidents are **Salvatore Guerrero**, President of SAJO, **Danielle Lavoie**, Senior Vice President and Portfolio Manager, Eastern Canada, Cadillac Fairview Corporation, and **Nick Tedeschi**, Vice-President of SAJO.

"As our largest single fundraising event, the Annual Ball helps support outreach activities promoting our collection and educational programs on the history of Montreal. This year, guests are invited to an evening inspired by the exceptional exhibition *Balenciaga, Master of Couture*, which is making its exclusive North American debut at the McCord Museum, starting June 15, 2018. Organized by the Victoria and Albert Museum in London, the exhibition will highlight the artistry of one of the 20th century's greatest fashion designers and enable the Museum to showcase its conservation and costume mounting expertise. It will feature over one hundred garments and accessories, including four Balenciaga dresses from our Dress, Fashion and Textiles collection, the largest collection of Canadian fashion in the country," notes Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

An annual event that brings together over 600 people from the business and culture communities, this year's ball will play up the colours of red and pink to create a summery ambience. Designed under the artistic direction of Dick Walsh (Walsh Lab Design), the decor will evoke Spain's colorful and captivating charm, the birthplace of Cristóbal Balenciaga.

The evening will begin in style with McLaren Montréal as the valet parking sponsor.

Cocktail hour hors d'oeuvres will be generously donated by restaurants Tapeo and Mesón, the dinner menu is being created by Franca Mazza (Traiteur Franca Mazza),

and the service will be provided by Sebastien Forand (Forand Évènements inc.). The fresh, colourful dishes will be elegantly accompanied by wines provided courtesy of the Société des alcools du Québec (SAQ).

The music will be presented by Chubb and provided by renowned DJ Geneviève Borne. Her rhythms will keep guests dancing until midnight with VJ Videogirl's eye-catching visuals.

To make a donation or buy individual tickets for the 2018 Annual Ball, contact the McCord Museum Foundation at 514-861-6701, extension 1278.

For more information:

<http://www.musee-mccord.qc.ca/en/fundraising-events/annual-ball/>

About the McCord Museum

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles, Photography, Indigenous Cultures, Paintings, Prints and Drawings, Decorative Arts, and Textual Archives. ***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 Nathalie Lévesque, Executive Director, McCord Museum Foundation.

Source and information:

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