

PRESS RELEASE



For the Ninth Year, the McCord Museum Presents Its Traditional Toy Exhibition

Treasures in the Attic: Discover Iconic Toys Loved by Five Generations of Montrealers!

Montreal, December 15, 2018 – The tradition continues! To the great delight of the thousands of visitors who step into a world of wonder every year, the McCord Museum is presenting an exhibition of toys for the ninth time, but with a captivating new twist on the theme. Between December 16, 2018, and March 17, 2019, children, parents, grandparents and friends are invited to discover the *Treasures in the Attic* at William and Sarah's grandparents' house. There are some 220 iconic items on display, most of them drawn from the McCord's vast collection—toys loved by generations of Montreal children.

Like Ali Baba's cave, the attic is filled with treasures—memories, surprises and curiosities from bygone eras. Twins Sarah and William have mislaid their own toys in this magical place where rocking horses turn into knights and figurines become ballerinas. Will they ever find them?



From 1880 to today

GI Joe, Barbie and Mr. Potato Head are among the *Treasures in the Attic* visitors come across as they take a trip through time. In four scenes set in the attic of a century-old house, the exhibition tells the story of a Montreal family through each generation's beloved games and toys. In the first section, devoted to toys from 1880 to 1909, today's children will go back to the turn of the 20th century and discover the toys their great-great-grandparents played with. They'll see how some types of toys have changed over time and new ones made their appearance.

Fun and games of all sorts

Many people fondly remember their grandparents' attic as a mythical place, the repository of family memories and pivotal moments in the lives of generations. This mysterious, nostalgia-filled room fascinates Sarah and William. Every time they venture up, they discover a parallel world where childhood seems frozen in time. On this visit, the twins ask the other children to help look for the toys they've mislaid on one of their wild adventures. They can't find them, even though they've looked in the darkest, dustiest corners. In addition to this quest, kids and grownups will enjoy a captivating immersive experience as they try all sorts of games: navigating mazes, recognizing textures by touch, illuminating intriguing wall drawings using ultraviolet flashlights, dressing up and spotting the mistakes. There's lots of fun to be had in the attic!

Toys of five generations of Montrealers

The 220 items in *Treasures in the Attic* bear witness to the world Montreal children lived in and they have a fascinating social dimension. To bring to life the parallel overlapping worlds in the exhibition, the Museum asked Montrealers to provide photos of children of yesterday and today for an historical slide show. The distinctive finish of the slides and Polaroids will bring back warm memories for adults, while the youngest visitors will be amazed to discover the «big little world» of the children of another time.

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.

- 30 -

Interviews may be arranged with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum and Guislaine Lemay, Curator, Ethnology and Indigenous Cultures and interim Curator, Decorative Arts.

[PHOTOGRAPHS](#)

Source and information

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