

PRESS RELEASE

PHOTOGRAPHY



McCCORD
MUSEUM

OUR
PEOPLE
OUR
STORIES

#FramingEverydayLife

DOCUMENTING THE PANDEMIC THROUGH PHOTOGRAPHY

THE McCORD MUSEUM LAUNCHES A NEW PROFESSIONAL AND COLLECTIVE PHOTOGRAPHIC MISSION TO DOCUMENT DAILY LIFE IN A PERIOD OF CONFINEMENT

Montreal, April 8, 2020 – The McCord Museum is launching a photography project today to document the daily lives of Montrealers during the pandemic. The project consists of two parts, one participatory with the citizen initiative **“Framing Everyday Life: Stories of Confinement,”** the other professional with a photography assignment giving carte blanche to photographer Michel Huneault.

“Around the world, we’re going through an ordeal that will leave its mark on history forever, an unprecedented time that must be documented. As Montreal’s social history museum and museum of photography, we’ve given Michel Huneault a new mission to bear witness to this historic moment. Equally important to us are the accounts of Montrealers as they go through this period of isolation and questioning. This is why we’re inviting the public to share their stories of the COVID-19 period with us through photography,” said Suzanne Sauvage, President and CEO of the McCord Museum.

**“Framing Everyday Life: Stories of Confinement,”
a collaborative photography project**

Confinement changes our relationship with the space in which we live from day to day, whether we live alone, in a couple, with roommates or in a family. Each of us develops strategies to get through the crisis by creating inner worlds. **What happens to our relationship with the outside world and each other in this situation?**



Citizens are invited to answer this question by sharing, with the Museum and its community, their personal view of this disruption in daily life through photographs. The photos must be taken inside their homes (makeshift offices, play areas) or outside, near or from their homes (a door ajar to the outdoors), always observing the COVID-19 rules. These photographs can be shared directly on Facebook and Instagram, in public mode, with the hashtag **#FramingEverydayLife**. Each photo must have a title and indicate in which Montreal borough it was taken. The photographs will then be accessible in the photo gallery on the Museum's website at musee-mccord.qc.ca/en/activities-menu/collaborative-photography-project.

The photographic mission

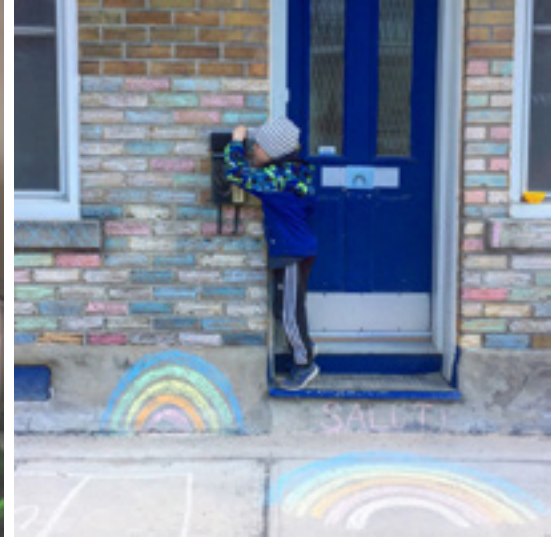
As part of this citizen project, the McCord Museum commissioned renowned photographer Michel Huneault to document the pandemic and its individual and collective effects in various Montreal neighbourhoods.

Always at a minimum distance of two metres from his subjects, he has carte blanche to capture what he observes across the city from his unique perspective. Michel Huneault is best known for his intimate humanist photography as well as his work on the Lac-Mégantic tragedy in 2015, which won him the Dorothea Lange-Paul Taylor Prize.

This documentary series will eventually be shared with the public and will enrich the Museum's photographic collection.

McCord Museum, museum of photography

The McCord's photography collection encompasses over 1,300,000 photographs that primarily document the social history of Montreal, but also that of Quebec and Canada. Ranging from a series of daguerreotypes from the 1840s and 1850s to modern digital images, the collection illustrates the development of the art of photography along with the great transformations that have marked the city over the last two centuries. The Notman Photographic Archives constitute the core of the collection, with some 450,000 photographs from the Montreal studio founded in 1856 by William Notman (1826–1891) and run by his sons until 1935 under the name Wm. Notman & Son. The archives were added to the prestigious Memory of the World Register of the Canadian Commission for UNESCO in the fall of 2019.



About the McCord Museum

The Stewart Museum is a private, non-profit history museum that was founded in 1955 by philanthropist David M. Stewart. It has a unique collection of close to 27,000 artefacts, archival documents and rare books related to the European history of North America, from the establishment of New France up to the present day. The Museum's chief mission is to preserve and showcase these artefacts that bear witness to the voyages of exploration, scientific advances, feats of arms, beliefs and daily lives of our ancestors. The Museum, located in Parc Jean-Drapeau, is housed in the arsenal of the fort on St. Helen's Island, a 19th-century military building that is listed in the Répertoire du patrimoine culturel du Québec.

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Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Hélène Samson, curator, Photography, McCord Museum.

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