

PRESS RELEASE

OUR PEOPLE OUR STORIES
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THE McCORD MUSEUM UNVEILS NEW IDENTITY ON ITS 90TH ANNIVERSARY

Montreal, March 2, 2011—The McCord Museum today revealed its new identity as it launches the celebrations for its 90th anniversary. The Museum's new signature will be ***McCord Museum: Our People, Our Stories***, denoting a museum that celebrates life past and present in a contemporary and interactive way, a museum that mirrors a city that is open to the world and an intelligent museum that provides food for thought.

The McCord Museum is also updating its visual identity to reflect this new energy. Resolutely modern, the logo showing a stylized fingerprint refers to the imprint of history on the present, the imprint of Montrealers as they make their own history day by day, and that of the McCord Museum on its visitors and on the city. *"We're privileged to have one of the largest historical collections in North America and one that documents Montreal's history in particular,"* said Suzanne Sauvage, the Museum's President and Chief Executive Officer. *"We're using our 90th anniversary as an opportunity to consolidate our position as Montreal's first museum of history as well as asserting ourselves as a modern institution that is open to the world,"* she added.

During this anniversary year, the McCord Museum will be presenting the exhibition **90 Treasures, 90 Stories, 90 Years**, which features 90 objects from its collection, carefully selected by the Museum's curators for their great historical value. The Museum has also asked nine Montreal artists, who, through their talents and accomplishments, have made their mark on life in Montreal in fields such as architecture, dance, design, photography, theatre, film, literature, fashion and music, to pick their favourite pieces in the exhibition.

Another highlight will be the exhibition ***Montreal Panorama*** by artist André Cornellier opening in April, a new permanent exhibition titled ***Montreal – Points of View***, coming in September, and the exhibition ***OIL*** by Canadian photographer Edward Burtynsky, scheduled for October. The Museum will also be presenting a series of talks during which visitors can learn and exchange ideas with specialists and well-known figures from the world of arts and culture.

Last, in honour of its 90th anniversary, the McCord Museum will offer free admission on the first Saturday of each month throughout 2011.

Credits

Clients: McCord Museum, Suzanne Sauvage, President et Chief Executive Officer, Pascale Grignon, Director, Marketing and Communications, Sol Millan, Head, Communications

New Positioning: Cristiane Bourbonnais, Cohésion Stratégies

New Identity: Le Monde de Cossette

Consultants: Benoît Bessette / Armelle Dubourg

Creation Director : Barbara Jacques

Art Directors : Isabelle Allard, Richard Bélanger

ABOUT THE MCCORD MUSEUM

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history: its people, artisans and communities, and the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Nations objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1.4 million artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal and farther afield by offering them a contemporary look at the world. 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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Photos available upon request. Interview opportunity with Suzanne Sauvage, President and Chief Executive Officer, McCord Museum

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