

PRESS RELEASE

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MONTREAL CREATIVITY, RENOWNED PHOTOGRAPHERS AND ITALIAN FASHION BROUGHT TOGETHER FOR THE McCORD MUSEUM'S 2016 PROGRAM

Nadia Myre, Artist-in-Residence
Photographs of Montreal Mansions by Charles Gurd
Italian Fashion, from 1945 to Today
Quebec on Vacation, in Photos
The Visionary Photographer William Notman

Montreal, December 17, 2015 — As the year comes to a close, the McCord Museum is happy to draw a positive balance for 2015. The year that is ending was exceptional, notably in terms of attendance, with an increase of 20% compared to the year before. In fact, thanks to the exhibition *Horst: Photographer of Style* presented during the summer of 2015, the Museum saw an important rise in attendance, specifically from May to August when thousands of tourists and local visitors discovered the work of this important photographer. The year 2016 in turn will provide a program rich with discoveries.

Beginning February 18, the Museum will present *Decolonial Gestures or Doing it Wrong? Refaire le chemin.*, an installation by Nadia Myre, multidisciplinary Algonquin artist, produced as part of the Artist-in-Residence program. Her work will draw inspiration from Victorian (1832-1901) women's periodicals and publications.

As of May 26, make way for *ELEGANZA: Italian Fashion, from 1945 to Today*. This exceptional exhibition presented by the Victoria and Albert Museum of London will display gowns, suits and accessories from the most famous designers who marked the universe of Italian fashion from the period following the Second World War to the present.

Beginning June 10, the McCord Museum will also offer *On Vacation!* (temporary title), the 11th edition of its outdoor exhibition on McGill College Avenue, which will feature the vacation memories gathered in the snapshot albums of the 1900s to 1940s from the McCord Museum's collection.

From June 16, visitors will be convened to discover *Charles Gurd: Montreal Mansions in 1974* (temporary title), an exhibition of photographs representing the interiors of sumptuous, Edwardian-era homes taken by the Montreal-born architect Charles Gurd.

Finally, **as of November 4**, the Museum will present the magnificent exhibition *Notman, a visionary photographer*, which will take a fresh look at the career of William Notman (1826-1891), the most significant Canadian photographer of the 19th century.

Numerous cultural and educational activities, many of them linked to the McCord Museum's temporary and permanent exhibitions, will punctuate the 2016 program.



Roberto Capucci, silk evening dress, 1987-88.
Courtesy Roberto Capucci Foundation.
Photo © Victoria and Albert Museum, London



Charles Gurd, 1475 Pine Avenue West, Montreal, 1974,
McCord Museum, M2014.9.18



Wm. Notman & Son,
The Bounce, Montreal Snowshoe Club,
composite, 1886. V1EW-2425

Among the screenings, lectures, and events of the year, notable will be the roundtable discussion (Wednesday, February 24), titled *The Poster: A Medium to Rethink?*, presented in conjunction with the exhibition *Vittorio: 50 Years of City Life and Graphic Design*, which will be hosted by Arnaud Granata, Vice-President, Director of Contents at Infopresse. Also to watch for will be the *After Hours at the McCord* that will launch the Digital Spring season in the month of March, as well as the return, for a sixth edition, of the *Urban Forest* in the month of May.

Additional information can be found attached to this document. It is also possible to consult the Museum's Web site (mccord-museum.qc.ca) as well as its calendar of activities for all further information.

UPCOMING EXHIBITIONS

Decolonial gestures or Doing it Wrong? Refaire le chemin.

Artist-in-residence: Nadia Myre

February 18 to May 29, 2016

As part of the Artist-in-Residence program, the McCord Museum will host Algonquin multidisciplinary artist Nadia Myre, who will draw inspiration from Victorian (1832-1901) women's periodicals and publications to create her work. From these texts, instructions for the creation of four aboriginal inspired objects will be read aloud to the artist, with the omission of any hints as to the nature of the objects. She will thus follow the instructions without any knowledge beforehand of what they describe. The resulting works will be exhibited next to objects drawn from the Museum's ethnological collection, illustrating a decolonial gesture as a process for the recovery of a Native identity.

ELEGANZA: Italian Fashion, From 1945 to Today

May 26 to September 25, 2016

This impressive exhibition, designed and produced by the Victoria and Albert Museum in London, presents the work of the most celebrated Italian designers, particularly following World War II. In addition to viewing numerous dresses and creations by Valentino, Armani, Fendi, Prada, Dolce & Gabbana and Emilio Pucci, to name just a few, the public will discover pieces by new and emerging designers as well as a range of accessories, photographs, magazines, drawings and film clips: all witnesses to the glamour and influence of Italian fashion from 1945 to today.

On Vacation! (temporary title)

McGill College Avenue exhibition project

June 10 to October 16, 2016

Faithful to its mandate to showcase the McCord Museum's photographic collection, the next exhibition on McGill College Avenue will feature the vacation souvenirs gathered in snapshot albums from the 1900s to the 1940s. The Museum possesses close to a hundred albums compiled by amateur photographers who captured their vacation souvenirs thanks to the new, portable Kodak cameras. This spontaneous mode of expression open to everyone enabled people to recount countryside picnics, fishing parties, voyages in discovery of Quebec's picturesque areas, and various leisure activities offered by the Saint-Lawrence river and the lakeside resorts. The exhibition will present 24 photographs exemplifying the first manifestations of a genre of souvenir-photos that proliferates on social media networks today. It will highlight the timeless nature of summertime leisure activities in Quebec.

Charles Gurd: Montreal Mansions in 1974 (temporary title)

June 16 to November 6, 2016

In the 1920s and '30s, the who's who of Montreal, such as the Redpaths, the Molsons and the Ogilvies, lived in sumptuous Edwardian mansions. A few decades later, the final generations of these families still living in the grand houses were preparing to move out and move on. In 1974, Montreal architect Charles Gurd met with many of these individuals to photograph the interiors of their magnificent homes. This exhibition will feature some 40 stunning black and white prints that eloquently portray a bygone way of life.

Notman, a visionary photographer

November 4, 2016 to April 17, 2017

This exhibition will offer a new perspective on the career of William Notman (1826–1891), Canada's most important nineteenth-century photographer. It will demonstrate how Notman owed his success to the modernity of his approach to photography – an approach founded on principles of communication and innovation. Organized thematically, the exhibition will feature over 250 photographs and objects drawn primarily from the McCord Museum's collection. While focusing on vintage prints, displays will be supplemented by multimedia installations and interactive devices that provide dynamic information and help clarify nineteenth-century idea of modernity.

CURRENT EXHIBITIONS

AFTER FACEBOOK: IN LOVING MEMORY <3

Last chance! Until January 10, 2016

The exhibition explores the continuity of life after death on Facebook. It focuses on the economic, political and social issues associated with sharing images on the site as well as the paradigm shift in contemporary photography with the rise of social media.

Montreal through the Eyes of Vittorio: 50 Years of City Life and Graphic Design
Until April 10, 2016

The public is invited to discover works by graphic designer Vittorio Fiorucci, an Italian immigrant and internationally acclaimed poster artist who called Montreal home. Vittorio Fiorucci helped brand the landscape of Montreal for generations, bear witness to almost a half century of life in his adopted city. Vittorio's highly distinguishable art is defined by his simple shapes, vibrant colours, enigmatic characters and playfulness. More than 125 posters, photos, illustrations and comic strips take visitors on a journey through the cultural and social milestones of our city from the 1960s to the end of the 20th century.

Mister Rabbit's Circus

Until April 17, 2016

Winter tradition is alive and well at the McCord Museum as it prepares for its 6th annual exhibition of toys, designed for children ages 3 to 9. This year, the Museum is partnering with les éditions Les 400 coups – on the occasion of the publishing house's 20th anniversary – and with the popular *Monsieur Lapin* series of books by author Pascal Héroult and illustrator Geneviève Després. Mister Rabbit invites all of his friends to attend a circus performance, but on the evening of the big premiere some of the circus props are missing and must be found in time for the show! Mister Rabbit leads an investigation to unmask the culprits. Why and how did the items disappear? During their exhaustive search, children will delight in discovering some 200 toys and other objects from the Museum's collections.

PERMANENT EXHIBITIONS

Montreal – Points of View

The exhibition explores 10 different facets of the history of Montreal, from its earliest residents to the city of today with its metro and skyscrapers. Through objects that bear witness to our past, visitors discover iconic districts pivotal moments in Montreal's history and the people who marked the city's development. The Museum also takes a fresh look at the city in its display of *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, a work by contemporary artist Kent Monkman. The project was created with financial support from the Ministère de la Culture et des Communications du Québec.

Wearing our Identity – The First Peoples Collection

This permanent exhibition enables the public to explore the heritage of the First Peoples of Canada and learn more about how their dress has helped define their rich cultures and identities. It also allows visitors to better understand the importance of clothing in the development, preservation and communication of the social, cultural, political and spiritual identities of the First Nations, Inuit and Métis. Each season, works by contemporary artists are added to the exhibition, drawing visitors back often, with almost 85% of the objects being changed annually. Works by artist Scott Benesiinaabandan can be seen from January to June 2016. Restoration of the artefacts presented in the exhibition has been made possible through the generosity of The Molson Foundation. The Museum also wishes to thank the Ministère de la Culture et des Communications du Québec for its financial support of this initiative.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1,451,000 million artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum 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, Sylvie Durand, Director, Programs, Guislaine Lemay, Curator, Ethnology and Archaeology and Interim Curator, Decorative Arts, Céline Widmer, Curator, History and Archives, Cynthia Cooper, Curator, Costume and Textiles as well as Hélène Samson, Curator, Notman Photographic Archives.

Photographs available at <http://bit.ly/1HX2x7u>

Source and information:

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****CULTURAL ACTIVITIES 2016****

Screenings, Exhibition Talks, Lectures, and Much More!

Free activities, unless otherwise indicated. Space is limited.

Museum Members can make reservations for activities. They also have unlimited free access to the McCord Museum and a host of other privileges.

Exhibition Talks

The Poster: A Medium to Rethink?

Wednesday, February 24, 2015, 6 P.M.

J. Armand Bombardier Theatre

Host

Arnaud Granata, Vice-President, Director of Contents, Infopresse

Guests

Danick Archambault, Vice-President, Media Director, Jungle Média

Marc H. Choko, curator of the exhibition *Montreal Through the Eyes of Vittorio* and poster specialist

Gabriel Landry, Director of Innovation, Astral Affichage

Laurent Pinabel, illustrator and designer

As it's presenting a major exhibition on the great poster artist Vittorio, the McCord Museum is taking the opportunity to convene representatives from the fields of marketing communications and design for a discussion around this advertising medium. How do advertisers and agencies perceive the poster's role in their strategies? What relevance and future does the poster have in a context dominated by social media and electronic devices?

Tea at the McCord

These lectures focus on the Museum's collections and exhibitions. Presented from 2 P.M. to 4 P.M. Tea (courtesy of Camellia Sinensis) and biscuits are served.

Wonderful, Wonderful WonderBra: Highlights from the Canadelle Collection

Tuesday, February 16, 2016

By Alexis Walker, Curatorial Assistant, Costume and Textiles

The presentation will be in English followed by a bilingual question period.

In 2015, the McCord Museum received an exceptional donation, a large collection of Wonderbra samples from the Canadelle company in Montreal. Alexis Walker, Curatorial Assistant, Costume and Textiles, has selected the most outstanding pieces among some 2,400 garments, placing them in the context of history and the evolution of women's undergarments in the 20th century.

Willie Eckstein, alias Mr. Fingers, precursor of the jazz movement in the early 20th century

Tuesday, March 22, 2016

By Céline Widmer, Curator, History and Archives

The presentation will be in French followed by a bilingual question period.

A presentation of readings, images and music by Céline Widmer, Curator, History and Archives, about Montreal pianist and composer Willie Eckstein (1888-1963). A world-famous vaudeville performer, he helped to transform music in Montreal. Eckstein began his career as a young prodigy and quickly became a legend of ragtime and novelty piano. His personal documents provide insight into the man and an inside look at Montreal's thriving cabaret scene of the period.

After Hours at the McCord

After Hours at the McCord presented by National Bank has been revamped and is back by popular demand. Rediscover the Museum and its exhibitions from a new angle during a fun evening for young professionals in the heart of downtown Montreal!

New!

- Live performances
- Drink and appetizers included with admission*
- Exhibition-related extras

*One free drink per person with proof of ticket purchase or a Membership card. Appetizers offered in limited quantity. Free admission for Members. Advance tickets \$16 at LaVitrine.com and \$20 at the door.

After Hours @ the McCord – Launch of the Digital Spring

Thursday, March 24, 2016, 5 P.M. to 9 P.M.

The McCord Museum will immerse you in a hi-tech, interactive environment as part of Montreal Digital Spring.

Upcoming events: June, September and November 2016

Les Belles Soirées

Presented at the McCord Museum, in collaboration with the Université de Montréal.

2 P.M. to 4 P.M.

To make reservations or find more information, please visit bellessoirees.umontreal.ca

Paid activity.

Reservations available at special rates for McCord Museum Members. Please call 514-343-2020.

Le patrimoine architectural montréalais

A series by Armelle Wolff, an independent lecturer in art history and architectural heritage

- **Commercial Architecture in Old Montreal**
Wednesday, January 20, 2016
The architectural landscape of Old Montreal is still largely made up of former commercial buildings inherited from a time when the district was a vast distribution hub for the city and the country. This architectural ensemble is unique in North America, but remains unrecognized by the Montreal public.
- **When Saint-Jacques was the Wall Street of Canada: The Architecture of Banks**
Wednesday, January 27, 2016
At a time during 19th century when Montreal was Canada's metropolis, the country's first banks built spectacular, sometimes lavish buildings along Saint-Jacques Street or in the immediate vicinity, turning it into Canada's Wall Street of the period.
- **The Architecture of the Golden Square Mile**
Wednesday, February 10, 2016
The Golden Square Mile was where Montreal's upper classes (especially Anglophone) settled during the second half of the 19th century. Even though it has been altered and reduced by downtown development, a number of its buildings still evoke the belle époque of the shady bucolic neighbourhood.

City Talks

**Presented at the McCord Museum, in collaboration with Héritage Montréal
6 P.M. to 8 P.M.**

City Talks is a series of lectures that brings the city's leading thinkers and builders together to share their views on concrete and timely urban issues affecting Montrealers.

Information: mccord-museum.qc.ca

Wednesday, January 27, 2016 – *Billboards and the Urban Landscape: Creative Challenge or Zero Tolerance?*

Wednesday, March 9, 2016 – *Montreal Neighbourhoods: An Opportunity for Social Diversity?*

Wednesday, May 11, 2016 – *Urban Agriculture: Imperative Innovation or Flavour of the Month?*

New: Schulich@McCord: Meet the next generation of chamber music musicians

A series of concerts presented at the McCord Museum in collaboration with the McGill University Schulich School of Music

Wednesdays, February 10 and March 23, 2016

6 P.M. to 7 P.M.

The McCord Museum presents some of the most promising young talent in chamber music from the Schulich School of Music. You'll be inspired and delighted by the variety of music and ensembles at these concerts.

Nuit blanche à Montréal 2016

Saturday, February 27, 2016, 8 P.M. to 3 A.M.

Once again, the Museum will provide free access to its exhibitions and delight visitors with a range of entertaining activities!

****EDUCATIONAL ACTIVITIES 2016****

In addition to facilitation in the exhibition halls and the many activities provided to school and community groups, the McCord Museum offers a wide variety of educational and family activities.

Activities and admission to the Museum are free for children 12 and under. Reservations are not required unless otherwise specified. Activities are in French and English.

The Adventure at the Museum

Always available

Designed especially for families, *The Adventure at the Museum* is an activity presented by Hydro-Québec and in collaboration with Motherforlife.com. Equipped with a backpack containing everything they need, families set off on one of two treasure hunts through the museum. The first takes them along the path of Thomas in the exhibition *Wearing our Identity – The First Peoples Collection*, and the second immerses them in the world of Mister Rabbit (until April 17, 2016). After April 17, 2016, a puzzle will be distributed in the backpack for the *Adventure at the Museum*. The puzzle is linked to the Kent Monkman work *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, which is part of the permanent exhibition *Montreal – Points of View*. Young visitors will have fun recreating the photography that inspired the artist's work.

Soundscape Treasure Hunt

Always available

This unique game, a digital audio treasure hunt, is offered in conjunction with the permanent exhibition *Montreal – Points of View* and offers a new way to experience a history exhibition. Rather than follow a chronological path, visitors are immersed in the atmosphere of a historical period. The game was designed by the McCord Museum through a financial contribution from the Telus Community Board.

Parents and Tots

The last Wednesday of each month in the Atrium

No reservation required. Come and go as you wish. Presented in French and English.

1 P.M. to 3:30 P.M.

This free activity, offered in collaboration with Motherforlife.com, is for young parents with babies 18 months and under. Workshops designed for parents teach traditional crafts in a new and contemporary way, such as spool knitting. Colourful books are made available for the little ones, and parents can participate in the activity whether baby is awake or asleep. A facilitator and dedicated volunteers will introduce you to these crafts.

Sunday Workshop

Until April 17, 2016, from 11 A.M. to 4 P.M.

Storybooks get the spotlight at this workshop inspired by the exhibition *Mister Rabbit's Circus*. The whole family will enjoy learning how to make fanzines.

From April 24 to May 22, 2016, 11 A.M. to 4 P.M.

History puts on its Sunday best for the First Peoples' universe with a symbolic exploration of the Kwakwaka'wakw nation. The children will choose a few symbols to represent their families and will create a button blanket.

Story Hour

Until April 17, 2016

Saturday and Sunday, 11 A.M. (in French) and 2 P.M. (in English)

With its theme of *Mister Rabbit's Circus*, Story Hour will delight young and old with the adventures of this long-eared celebrity.

From April 24 to May 22, 2016

Sundays only, 11 A.M. (in French) and 2 P.M. (in English)

In conjunction with the exhibition *Wearing Our Identity – The First Peoples Collection*, stories of northern animals will be told.

Grandparents weekend

Saturday and Sunday, February 6 and 7, 2016, 10 A.M. to 5 P.M.

Free admission to the Museum for grandparents and their grandchildren.

Spring Break 2016

From Sunday, February 28 to Sunday, March 6, 2016

The McCord Museum doesn't take a break! During the week off, the Museum offers:

- continuous creative workshops, from 10 a.m. to 4 p.m.;
- storytelling about the adventures of Mister Rabbit, at 11:15 a.m., 1:15 p.m. and 3:15 p.m. (in French), and 11:45 a.m., 1:45 p.m. and 3:45 p.m. (in English);
- fun activities offered by the Festival Montréal joue, from Wednesday, March 2 to Saturday, March 5, from 11 a.m. to 4 p.m.;
- evening activities during the festival, Wednesday, March 2, from 6 p.m. to 9 p.m.

A program full of fun and discovery! The Museum will be open exceptionally on Monday, February 29, 2016, from 10 a.m. to 6 p.m.

Easter at the Museum

Sunday, March 27, 2016

To celebrate Easter, a new investigation will be added to the route of the exhibition *Mister Rabbit's Circus*. Will Mister Rabbit become the Easter Rabbit? That's up to the visitors to find out!