

ANNUAL REPORT 09-10



NOTRE MONDE NOS HISTOIRES





THE MCCORD MUSEUM IS A UNIQUE, FORWARD-LOOKING INSTITUTION, DEDICATED TO THE PRESERVATION, STUDY, DISSEMINATION AND PROMOTION OF CANADA'S HISTORY. IT ACCOMPLISHES ITS MISSION BY PRESENTING EXHIBITIONS, SEMINARS, SYMPOSIUMS AND VARIOUS EDUCATIONAL AND CULTURAL MEDIATION ACTIVITIES, AS WELL AS BY POSITIONING ITSELF AS A CENTRE FOR REFLECTION ON THE TRANSMISSION OF CULTURE AND ON THE MAJOR ISSUES AND CHALLENGES FACING MUSEUMS IN THE TWENTY-FIRST CENTURY.

In recent years, the Museum has faced sizeable financial challenges. In 2009-2010, we embarked on a Master Plan to consolidate our operations and reduce expenses, with a view to the Museum's sustainable development and continued existence, while at the same time maintaining the quality and excellence on which its reputation is based.

We conducted a major analysis that led to the development of a strategic plan for 2010 to 2013. The Museum is at a turning point in its development and is focusing on its skilled professionals, infrastructure planning and increased funding to achieve its goal of becoming THE history museum in Montreal that takes a contemporary look at society's issues: a modern, interactive institution that offers captivating experiences.



The focus this past year was on the notions of community and innovation. March 2009 saw the opening of our major exhibition ***Being Irish O'Quebec***. Organized in collaboration with the province's Irish community, it celebrated the 300-year history of the Irish in Quebec. It was a huge hit with visitors and was held over for nearly six months.

We also presented the exhibition ***Norman Bethune – Trail of Solidarity/La huella solidaria***, an overview of Bethune's time in Spain in 1937. A tribute to the man and his work, this exhibition was organized in collaboration with Spain; it was the first time we presented an exhibition in English, French and Spanish. As well, in the winter, we presented ***Jewish Painters of Montreal: Witnesses of Their Time, 1930-1948***, an exhibition organized by the Musée des Beaux-Arts du Québec. It highlighted the rich, unique artistic contribution made by these painters and explored the atmosphere that prevailed in the city before and after World War II.

Our fourth open-air exhibition on McGill College Avenue, ***1 Image, 2 Eyes, 3D***, was seen by more than 950,000 Montrealers and tourists, who discovered 3D technology as it was used in the nineteenth century. In addition, to commemorate the 40th anniversary of the first moon walk, the exhibition ***eSpace*** looked at two different but closely related realms: the real and the imaginary. It was organized in collaboration with the Canadian Space Agency.

THE YEAR IN REVIEW

VISITORS

The Museum welcomed **72,825 visitors** in 2009-2010, including more than **5,000 visitors** on Montreal Museums Day (May 31, 2009) and nearly **3,000** for Nuit blanche (February 27, 2009).

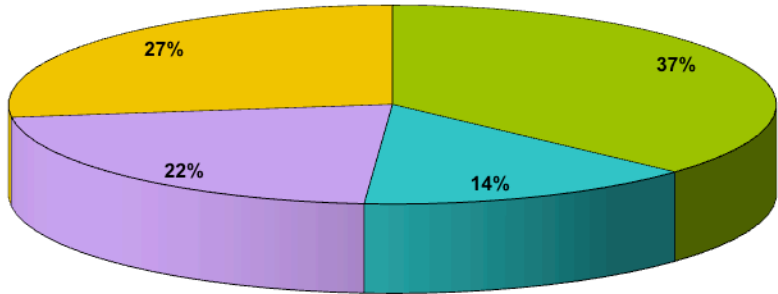
The exhibition *Jewish Painters of Montreal: Witnesses of their Time, 1930-1948* was so successful that it attracted nearly **23,000 visitors** in four months.

Our website is an integral part of our mission and has made the Museum an internationally recognized resource and a key reference in the online cultural landscape. With more than **2 million annual visits**, site traffic continues to grow.

SOURCES OF REVENUE

The McCord Museum receives more than half of its revenues from fundraising and for-profit activities.

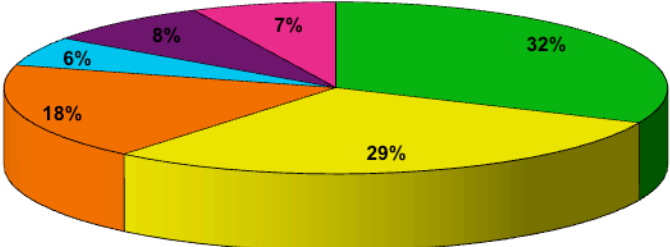
- Government
- Private Sector
- Museum-generated



EXPENDITURES

Expenditures for the collections include the management of the Museum's website.

- Operations
- Collections & Exhibitions
- Administration
- Marketing & Communications
- Education
- Development



COLLECTIONS

NEW ACQUISITIONS IN 2009-2010

The McCord Museum's collections are a global reference for the study of Canada's material culture, whether at the Museum or via the online database (www.mccord-museum.qc.ca). People from across Canada and abroad appreciate the McCord as a repository of objects and documents that reflect our history, as evidenced by the number and size of donations made to the Museum every year.

In 2009-2010, the McCord Museum accepted 74 donations, for a total of 4,776 artifacts and 199.2 cm of text documents. Six of these acquisitions were recognized by the Canadian Cultural Property Export Review Board as being of particular interest and national importance: the editorial cartoons of Aislin (*The Gazette*), Chapleau (*La Presse*), Garnotte (*Le Devoir*) and Roland Pier (*Le Journal de Montréal*), as well as a grandfather clock built by Savage in Montreal in about 1818-1820 and an account ledger for the commercial activities of John Ogilvy, dating from 1799 to 1842.

ACQUISITIONS IN 2008-2009

Collections	Donations	Artifacts/Documents
Iconographic archives (caricatures)	6	2,150
Photographic archives	9	2,017
Text archives	5	199.2 linear cm
Decorative arts	18	499
Costume and textiles	9	53
Ethnology and archaeology	2	52
Paintings, prints and drawings	1	5
Cross-collection	24	(items allocated above)

LOANS TO OTHER MUSEUMS AND INSTITUTIONS

In 2009-2010, the McCord granted **21 loans comprising a total of 84 objects to museums that included** the Musée de la civilisation du Québec, the National Museum of American History (Washington, D.C.), the Canadian Museum of Civilization, the Montreal Museum of Fine Arts, the Huron-Wendat Museum, the Musée des arts et métiers (Paris), the Musée national des beaux-arts du Québec, the National Gallery of Canada and the Glenbow Museum.

ARCHIVES AND DOCUMENTATION CENTRE

In addition to providing access to our online and in-museum database, the Archives and Documentation Centre assists researchers and allows them to consult more than **8,000 monographs and periodicals** in the library, more than **2,000 works** in the rare book collection, more than **740 archival fonds** comprising **262 linear metres** of text documents and more than **1.3 million archival photographs**.

As an accredited archives facility, the Centre receives an annual grant from the Bibliothèque et Archives nationales du Québec (BAnQ), to support the Museum in archives collection development and in providing access to its various clientele.

In 2009-2010, the Centre hosted **860 in-house research sessions** by external researchers and answered more than **800 reference requests** by telephone, mail or email. The staff also conducted more than **20 guided tours of the archives** for students and researchers from McGill University, Université de Montréal, Université du Québec à Montréal and Université Laval, and representatives from First Nations communities and the Ville de Montréal.

SYMPOSIUM

This year, the McCord Museum joined forces with the Canadian Society of Decorative Arts (CSDA) and the Montreal Museum of Fine Arts to present the CSDA's 27th Symposium and Annual General Meeting, *A Quebec Perspective on Canadian Decorative Arts*, from October 15 to 18, 2009. Organized jointly by the McCord, the MFFA and the Liliane and David M. Stewart Program for Modern Design, the symposium was an opportunity to explore the development of Canadian design in the twentieth century. The curators, including Cynthia Cooper, François Cartier, Guylaine Lemay and Conrad Graham of the McCord Museum, and experts discussed a range of topics, including the collecting of Canadiana before World War II, the creative energy of young designers in Quebec and across the country, and Canadian design from an international perspective.

SHARING OUR EXPERTISE

The McCord team includes curators, conservators and specialists in cultural education and mediation, whose research findings are presented in scholarly publications, conferences and exhibitions. Their expertise contributes greatly to the Museum's excellent reputation with academics and researchers around the world.

PUBLICATIONS, CONFERENCES AND PARTNERSHIPS (A SELECTION)

Nicole Vallières

- *Réinventer l'offre*, talk given at the Colloque Forum innovation, tourisme et culture, Rhône Alpes Tourisme, Centre de congrès de Saint-Étienne, Saint-Étienne (France), November 23 and 24, 2009.
- Board member, Canadian Museums Association – CMA (2010-2013).

Cynthia Cooper

- "Review of Dior: A New Look, A New Enterprise (1947-1957)," Alexandra Palmer. *Dress* (Journal of the Costume Society of America), 2010.
- "The Garment Industry and Retail in Canada," in *Berg Encyclopedia of World Dress and Fashion*, Joanne B. Eicher (ed.) Oxford: Berg, 2010.
- "Masquerade Dress in the U.S. and Canada," in *Berg Encyclopedia of World Dress and Fashion*, Joanne B. Eicher (ed.) Oxford: Berg, 2010.

Hélène Samson

- *Le Pouvoir de la photographie*, public talk given at University of the Streets Café, Concordia University, October 14, 2009.
- *Photography of the First Nations in the Notman Photographic Archives*, talk given at Concordia University, as part of Material Culture and Canadian History, Elizabeth Kalbfleisch, November 16, 2009.
- *Le studio Wm. Notman & Son. Cas de figure dans la représentation photographique du sujet au XIXe siècle*, lecture given for the course Photographie au 19e siècle, Vincent Lavoie, UQÀM, January 26, 2010.
- *Travelling Photographie en voyage*, moderator of a symposium session, Concordia University, March 12, 2010.
- "Notman reçoit," in *Continuité. Le Magazine du patrimoine au Québec*, no. 122, Fall 2009, p. 45-49.

Guislain Lemay

- Representative, Reciprocal Research Network (RRN), a collaborative project with UBC Anthropology Museum, Musqueam Indian Band, U'mista Cultural Society, Stó:lo Nation and Tribal Council.

François Cartier

- *Musées et archives. Vers une plus grande interopérabilité*, talk given at the 2009 Congrès de la Société des musées québécois, Quebec City, October 2009.
- *Bibliothèques, musées et archives à la croisée des chemins : tendances récentes*, talk given at the first Congrès des milieux documentaires du Québec, Montreal, November 2009.

EXHIBITIONS

Every year, the McCord Museum offers its visitors a program of temporary exhibitions designed by its exhibition team or by partner museums. Highlights from this year's program include:

NORMAN BETHUNE – TRAIL OF SOLIDARITY/LA HUELLA SOLIDARIA

The exhibition featured 56 photographs and explanatory texts that recount Norman Bethune's time in Spain in 1937. The exhibition retraces the route from Málaga to Almeria as travelled by the Republican refugees after the terrible bombardment of Malaga by Hitler's forces. The exhibition was divided into three parts: a biographical portrait of the Canadian surgeon, Bethune in Spain, describing his work in that country and with the Canadian Transfusion Service, and the crime of the Málaga-Almeria chapter, recounting the drama experienced by the civilian population. An exhibition by the *Centro Andaluz de la Fotografía, Consejería de Cultura, Junta de Andalucía*, Spain, presented in Canada by the McCord Museum. *Norman Bethune – La trace solidaire/La Huella Solidaria* was presented from October 2, 2008, to February 14, 2010, and was part of the program of events celebrating the 70th anniversary of Bethune's death.

BEING IRISH O'QUEBEC

A major exhibition produced by the Museum team, *Being Irish O'Quebec* explored the integration and the contribution of Irish immigrants to Quebec's social, cultural, political and economic fabric, from the New France era to the present day. This project arose from the Irish community's desire to celebrate its heritage and the anniversaries of two leading Irish societies in Montreal: the *St. Patrick's Society* and the *Irish Protestant Benevolent Society*. Quebec's population has always comprised a blend of ethnocultural groups, and the Irish is one of the largest such groups, not only in numbers but in historical impact. Through the people, places and overriding themes in this history, the exhibition examined how the Irish and their descendants contributed to shaping Quebec's identity. It was produced with support from the *St. Patrick's Society of Montreal* and the *Irish Protestant Benevolent Society*, as well as the generous contribution of the Quebec's Irish community. The Museum would also like to thank the **ministère de la Culture, des Communications et de la Condition féminine du Québec**, the **Ministère de l'Immigration et des Communautés culturelles du Québec**, **Power Corporation of Canada**, the **Zeller Family Foundation**, **Aéroports de Montréal**, **James Cherry** and **Thomas Brady** for their valued collaboration.

eSPACE

Human beings have always felt the need to push boundaries and explore new territories. We have only to think of great discoveries, the exploration of distant lands and, in the 20th century, space exploration. On the 40th anniversary of man's first steps on the moon, *eSpace* brought together two different yet intimately linked worlds: the real and the imaginary. A rarely-before-seen selection of objects, toys and cartoons and an original spacesuit from the Smithsonian National Air and Space Museum of Washington sparked the imagination of young and old alike. Visitors' experience was further enriched by interactive terminals and video excerpts. Combining past and present, the real and the imaginary, *eSpace* celebrated first and foremost our capacity as human beings to push our limits and to be amazed at what we discover. *eSpace* was produced by the McCord Museum in collaboration with the Canadian Space Agency, with support from the Canadian Space Agency's Youth Space Awareness Contributions Program, Simbioz and Lego Group. The exhibition was presented from July 22, 2009, to January 10, 2010.

JEWISH PAINTERS OF MONTREAL: WITNESSES OF THEIR TIME, 1930-1948

Invaluable witnesses to their era, the painters in Montreal's Jewish community offer unique insight into the atmosphere that reigned in the city between 1930 and 1948, evoking both the history of the working class and the misery of the Great Depression. *Jewish Painters of Montreal: Witnesses of Their Time, 1930-1948* reflects their rich and distinctive artistic contribution through a selection of 80 works organized around four major themes: the city, people in the city, the war and the human figure. The exhibition was organized and circulated by the Musée national des beaux-arts du Québec and presented in Montreal by the McCord from January 29 to May 2, 2010, with the financial support of the **Ministère de la Culture, des Communications et de la Condition féminine du Québec**.

OPEN-AIR EXHIBITION

1 IMAGE 2 EYES 3D

Following the success of the first trilogy of free open-air exhibitions, the Museum presented the first in a new trilogy on McGill College Avenue, *1 Image 2 Eyes 3D*. This exhibition was produced with support from **Rio Tinto Alcan** and the borough of **Ville-Marie**, and from **BMO Financial Group, Bell Canada, Busac Immobilier, Cominar, Place Bonaventure** and **Polaris**. Focusing on discovery and experimentation, *1 Image 2 Eyes 3D* explores 3D as it was used in the nineteenth century, following the invention of stereoscopic photography. The images presented on McGill College were taken from the Museum's Notman Photographic Archives and revealed 12 scenes of bygone Montreal and Quebec in 3D, using today's digital technology. Nearly **950,000 visitors saw the exhibition**, from June 24 to October 18, 2009.

EXHIBITIONS PRESENTED IN 2009-2010*

* APRIL 1, 2009, TO MARCH 31, 2010

AT THE MUSEUM

Norman Bethune

Trail of Solidarity/La huella solidaria

October 2, 2008, to February 14, 2010

Being Irish O'Quebec

March 20, 2009, to October 11, 2010

eSpace

July 22, 2009, to January 10, 2010

Jewish Painters of Montreal

Witnesses to Their Time, 1930-1948

January 29 to May 2, 2010

Simply Montreal:

Glimpses of a Unique City

Permanent exhibition

OPEN-AIR

1 Image 2 Eyes 3D

McGill College Avenue

June 24 to October 18, 2009

TOURING

Scots in Quebec

Quebec Government Office in London

May 2008 to June 2009

LEARNING AND ACCESSIBILITY

The Museum is a leader in educational programs for both adults and children. Our long-standing partnerships with **Great-West Life**, **London Life**, **Canada Life** and **Canwest**, as well as with the **J.A. Bombardier** Foundation, contribute to maintaining a varied program of cultural activities and support our educational resources and services.

SCHOOL PROGRAMS

The McCord Museum offers a program of educational activities designed for different age groups and addressing the specific needs of each. The Museum's Five Keys to History is a fun and exciting way to learn about the history and the language of objects. The Museum's educational program reflects our mission and sparks curiosity among young and old alike — at the Museum, in the classroom or online — encouraging them to become better-informed, socially committed and open-minded citizens.

In 2009-2010, **471 school groups visited the McCord. This represents 17,259** curious, energetic students who took part in our programs; **49% of the visits were from elementary schools.** **Online** preparation for the visit is available to teachers for all activities aimed at cycle 3 elementary and high school students. Some of the most popular programs included *Aboriginal Dance and Drumming*, *Projet Nomades*, *Simply Montreal*, *Being Irish O'Quebec* and *On the Back of the Turtle*. This year, a new program was developed for the International Year of Astronomy— *Dans une station spatiale près de chez vous*—a big hit with scientific clientele.

OUTREACH

If students can't come to the McCord, then the McCord will go to the students! In 2009-2010, **1,651 school users** took part in in-class activities using various portable education kits and outreach activities, in addition to the thousands of students and teachers throughout Quebec and across Canada who access our online educational resources such as ***Keys to History*** and ***Eduweb***. These award-winning resources continue to be indispensable reference tools for schools.

CULTURAL ACTIVITIES

The McCord Museum offers cultural activities for the Friends of the McCord, families, youth, seniors and immigrants. One-of-a-kind activities, workshops and lectures associated with our exhibitions encourage creativity through learning more about our history.

FAMILIES

For the fourth year, **Parents and Tots**, a free monthly activity for parents and babies under 18 months of age, was an undeniable success! More than 600 participants learned about history together, with the help of touch boxes, activities for babies and interpretation workshops.

CITIZENSHIP PROGRAM

For the third year, with support from the Ville de Montréal, the McCord Museum offered **Les rendez-vous du McCord**. This innovative service is aimed at introducing newcomers to Canada to the many different facets of Canadian, Quebec and Montreal culture. This free activity is offered on the first Saturday of the month, and is part of French immersion training for newly landed immigrants. Nearly **300 participants** took part in the activity. This year, with financial support from the **ministère de la Culture, des Communications et de la Condition féminine du Québec**, we produced a participant's workbook. This illustrated workbook is given to each participant and can be used as a learning tool during the workshop and individually at home.

Postcards from Canada, another exceptional activity aimed at new comers to Canada, welcomed nearly 450 participants this year. These programs are recognized as innovative activities designed especially for this clientele, with its specific needs and expectations.

Programs that have had a significant impact on our diverse clientele include our literacy program, **Montréal se raconte**, created in collaboration with the **Fondation du Grand Montréal** and the **Canwest Global Foundation**. Again this year, thanks to the generosity of the **Fondation du Grand Montréal**, we were able to offer **1,000 free admissions** to the Museum.

VISITOR SERVICES AND COMMUNICATION

Highlights in 2009-2010 included the signature exhibition *Being Irish O'Quebec* and the success of *Jewish Painters of Montreal: Witnesses to Their Time, 1930-1948*. Montrealers visited the Museum to see how and why these two communities influenced and shaped our cultural landscape.

THE McCORD IN THE MEDIA

The McCord garnered extensive media coverage over the past year, thanks in large part to a major media relations and promotional campaign focusing on our exhibitions, especially *Being Irish O'Quebec*. Front-page articles about the exhibition were published in Montreal's major dailies, *La Presse*, *Le Devoir* and *The Gazette*. The promotional campaign also included platform posters in the métro, featuring two key visuals from the exhibition.

The Museum team was very active developing partnerships, especially in the social media. For example, the McCord is now on Facebook. From a scant 100 Friends in 2009, we quickly surpassed the 1,000 mark in just a year. Dynamic and continually renewed content with photo montages of exhibition preparations, invitations to promotional events such as previews and contests contribute to raising our institution's profile each week.

In addition, the Museum is increasingly drawing on its unlimited information sources — its collections, team of experts and Web resources — to become an indispensable reference for journalists and other media professionals. With photos, interviews and consulting by our curators, technicians and management, the McCord is establishing its presence in the news stories of the day.

SUPPORT

The Museum is a private, not-for-profit organization that relies on the support of its Friends and donors to accomplish its mission. As such, we are very grateful to all those who provide us with their invaluable support. This year, despite the instability of the economic climate, the Museum and its benefactors worked tirelessly to ensure the success of its fundraising activities.

ANNUAL McCORD GALA

In a magical setting inspired by the exhibition *Being Irish O'Quebec*, the McCord's annual ball, **O'GALA McCORD**, was held at Marché Bonsecours on May 21, 2009. The honorary patron for the event, Premier Jean Charest and his wife, Michèle Dionne, along with Daniel Johnson and Pierre-Marc Johnson, Gérald Tremblay, Mayor of Montreal and nearly 400 guests, shared laughter and conversation. Through their generosity, we were able to raise \$200,000. The evening ended with a draw for outstanding prizes: vacations at Irish castles and manors, deluxe golf packages, and Irish jewellery and crystal!

We offer our heartfelt thanks to all the guests as well as the donors and sponsors for their generous support, the organizing committee chaired by Sylvie Chagnon, members of our board of directors and our main sponsors, **Air Canada, Elegant Ireland, Peter McConnell, SAQ, Sid Lee** and **Tourism Ireland**, all of whom helped make the ball an unqualified success.

YOUNG McCORD BALL

This benefit event also marked the beginning of a new tradition at the McCord Museum with the first **YOUNG McCORD GALA**. Close to 200 young people, the next generation of Museum benefactors, transformed the ball's cocktail room into a festive setting and partied into the wee hours. We thank them for having helped us reach our fundraising goal.

ANNUAL FUNDRAISING CAMPAIGN

The McCord's 2009-2010 annual fundraising campaign, launched in the Fall of 2009, was presided over by Line Rivard, chair of the board of trustees. With the assistance of our Friends and donors, we reached our goal of \$250,000.

SPONSORS AND PARTNERS

Once again this year, the McCord Museum's educational programs received support from **Great-West Life**, **London Life**, **Canada-Vie**, **Canwest** and the **J. Armand Bombardier Foundation**. **Rio Tinto Alcan**, **BMO Financial Group** and the borough of **Ville-Marie** provided support for the open-air exhibition on McGill College, together with **Bell Canada**, **Cominar**, **Place Bonaventure** and **Polaris**. *La Presse*, *Le Devoir* and *The Gazette* served as our media partners. The exhibition *Being Irish O'Quebec* was presented in collaboration with the **St. Patrick's Society** and the **Irish Protestant Benevolent Society**. The exhibition *Jewish Painters in Montreal: Witnesses to Their Time, 1930-1948* received financial support from the **ministère de la Culture, des Communications et de la Condition féminine du Québec** and the collaboration of the **Quebec Jewish Congress**, a division of the **Canadian Jewish Congress**. *Norman Bethune – Trail of Solidarity/La Huella Solidaria* received support from the **Fondation Aubin** and was one of a series of events celebrating the Canadian physician, in partnership with **Concordia University**, the **Fondation Aubin**, **Ville de Montréal**, the **Centre d'histoire de Montréal**, the **Montreal Chinese Community and Cultural Center**, **Tourisme Montréal** and the McCord Museum.

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