

PRESS RELEASE

OUR PEOPLE OUR STORIES
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CHRISTMAS 2016 AT THE McCORD MUSEUM A DESTINATION FOR FUN, CULTURE AND GIFTS

Montreal, November 22, 2016 – The McCord Museum offers activities over holiday season that ensure everyone has a great time. Visitors of all ages will find something that appeals to their imagination and sense of discovery. Important figures from the 19th century, scenes of Montreal and splendid Canadian landscapes from east to west are all featured in *Notman, A Visionary Photographer*, an exhibition devoted to a Montreal photographer who achieved international renown in his day. Children will be captivated this season by *Alfred's Adventures*, a story to see and hear about the trials and tribulations of a congenial teddy bear. Visitors will have an opportunity to see the beautiful beaded clothing and accessories of First Peoples. They'll also be able to explore 10 different facets of our city's history at the exhibition *Montreal – Points of View*.

Admission to the Museum is free at all times for children 12 and under, courtesy of the Fondation J.A. DeSève.

There are stories and workshops to entertain young visitors. They can also pick up a free backpack at the admissions desk containing material for *The Adventure at the Museum*, presented by Hydro-Québec and mampourlavie as part of the exhibition *Wearing our Identity*. The *I Musici* chamber orchestra will offer several performances for children on January 4 and 7. While you're visiting the Museum, stop by the Boutique, a destination for anyone seeking the perfect gift this holiday season, now also online.

"It's always a great pleasure to welcome visitors at this time of the year. Like their parents, we feel the children's joy and make every effort to ensure that everyone, regardless of their interests, leaves the Museum happy with their experience," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

EXHIBITION TO DISCOVER

William Notman, A Visionary Photographer
Until March 26, 2017

As part of the celebrations for Montreal's 375th anniversary and the 150th anniversary of Canadian Confederation, the McCord Museum presents, from November 4, 2016 to March 26, 2017, ***Notman, A Visionary Photographer***, a major exhibition on the life and work of this Montrealer who helped pioneer



Wm. Notman & Son
A. H. Buxton, Montreal, Qc
1887
© McCord Museum

photography in Canada, and the first Canadian photographer to obtain an international recognition. His body of work, from his portraits to the landscapes that spanned the country from east to west, helped build the Canadian identity. The exhibition features some 300 photographs and objects drawn primarily from the McCord Museum collection. Offering a new perspective on the career of William Notman (1826-1891), the exhibition examines how the artist's character contributed to his tremendous success. It also focuses on his contemporary approach to photography, founded on the principles of communication, management and innovation. While focusing on vintage prints, displays are supplemented by multimedia installations and interactive devices that provide dynamic information and help clarify nineteenth-century idea of modernity. The exhibition is produced, planned and presented by the McCord Museum.



Notman & Sandham
William Notman Studio,
17 Bleury Street, Montreal, Qc
about 1875
© McCord Museum

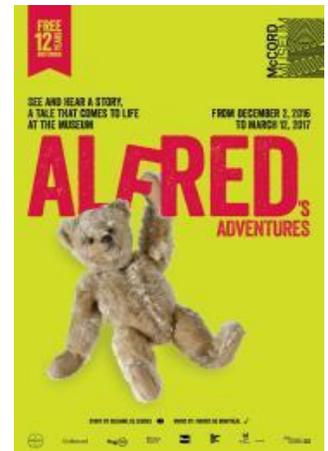
A STORY TO SEE AND HEAR

Alfred's Adventures

December 2, 2016 to March 12, 2017

From December 2, 2016, the McCord Museum offers young visitors, 4 to 9 years of age, a chance to discover ***Alfred's Adventures***, a story to see and hear. Written by author and musician Suzanne De Serres, the tale is inspired by the Museum's collections and told through words and music. Illustrating the story, is a scenographic installation created by Michael Slack that incorporates about 50 objects from the collection. Listeners hear a dramatic episode in the life of a friendly teddy bear named Alfred. His world is turned upside down when he's separated from his friend William whose dad has thrown out all the toys. Fortunately, everything ends well, and Alfred finds William. Adding to the drama, is the play of light and shadows by LightFactor as well as musical excerpts by the celebrated ensemble *I Musici*. The story is narrated over speakers in French and English and presented at 45-minute intervals throughout the day. Reservations are required due to a limited number of seats.

For the story in English: www.musee-mccord.qc.ca/alfredadventures/
<https://www.eventbrite.ca/e/billets-alfreds-adventures-29115978676>



THE PERMANENT COLLECTION

Montreal – Points of View

Until January 22, 2017 (the exhibition will close permanently as of January 23)

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 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. Almost 85% of the objects are being changed annually.

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.

FAMILY ACTIVITIES

The Adventure at the Museum

The Adventure at the Museum is a family activity presented by Hydro-Québec and Motherforlife.com. Families explore the museum, equipped with backpacks containing everything they need for a memorable visit. A treasure hunt leads them to tracks left by Thomas in the exhibition *Wearing our Identity – The First Peoples Collection*.

Young and old can also have fun recomposing an old photograph of Montreal from the Notman Photographic Archives.

Families will receive **activity booklets** to enrich the experience. Riddles, colouring and matching games attract children's attention to the Museum's various collections.

Audio Game

At all times until January 22, 2017

Visitors will also be able to play an audio game on a tablet in the permanent exhibition *Montreal – Points of View*, which will be presented until January 22, 2017. A first in this field, the game offers a new way to experience a history exhibition – guiding visitors through different periods using the sounds of the city. The game was designed by the McCord Museum through a financial contribution from the TELUS Community Board

HOLIDAY ACTIVITIES

December 24, 2016, to January 8, 2017

(with the exception of December 25 and January 1)

Visit the Presentation of Alfred's Adventures

Every day, all day – upon reservation

www.musee-mccord.qc.ca/en/exhibitions/alfred-adventures/



Photo Delphine Delair



© McCord Museum



Doll
1930-1940
© McCord Museum

Story Hour

Every day, at 11 a.m. (in French) and 2 p.m. (in English)

Animated readings of stories inspired by the toys from *Alfred's Adventures* will enthral children.

Holiday Workshop

From *Alfred's Adventures*, children will also be invited to try out shadow puppetry. And, as a nod to William Notman, they will decorate a picture frame for their favourite photos.

Parents and Tots Holiday Special

December 28, from 1 p.m. to 3:30 p.m.

This activity, offered in collaboration with Motherforlife.com, gives free access to the Museum to parents with their babies under 18 months. Workshops present traditional skills updated for the present day, taught by volunteers. For the Holidays, the parents will be able to create a puppet to put on their child's foot.

I Musici at the McCord Museum

January 4 and 7, 2017, at 2 p.m., 2:35 p.m., and 3:10 p.m.

The famous *Orchestre de chambre I Musici de Montréal* will give three 20-minute concerts for families. They will take place in the J. Armand Bombardier theatre. Free for children 12 and under.

Filmed Picture Books

In the J. Armand Bombardier theatre

January 5, 6, and 8, 2017, from 1 p.m. to 4 p.m.

An exclusive North-American preview: young and old are invited to discover *l'école des loisirs'* filmed picture books, where the main characters escape the page to live a moment on the big screen!

[www.ecoledesloisirs.fr/catalogue?collection\[0\]=2091](http://www.ecoledesloisirs.fr/catalogue?collection[0]=2091)

THE MUSEUM BOUTIQUE

New at the Museum: an online boutique, where you can order customizable items from the current exhibition: www.boutiquemccord.com/.

The Boutique offers a wide range of gifts for children and adults, with a particular emphasis on products by local designers. You'll find colourful and original jewelry by Francine Lussier and creations in freshwater pearls, gold, silver and Swarovski crystal by Olga Schevchenko. Daniel LeBlanc has created Victorian-style jewelry inspired by Notman in silver and black tones, including a necklace embroidered with black beads on cashmere. In its new collection, Pauze atelier features minimalist jewellery – rings and earrings in sterling silver that are easy to wear.



Necklace
by Daniel LeBlanc

Original calendars are always welcome gifts. The Boutique offers Cape Dorset Inuit art calendars, a desktop calendar of William Notman's landscapes of Canada, as well a calendar of botanical watercolours of Montreal and its surroundings painted by Phoebe Seaton between 1830 and 1832, a new addition to the McCord collection.

Locally made accessories, such as small pouches and cushions by Bigarade and elegant candle holders, made from recycled glass by Tat Chao, also make charming gifts.

Stay cozy this winter with a merino wool scarf, made in Montreal by String Theory, or add a touch of contemporary elegance to your look with a bag or pouch in black or silver Tyvek by COUPLE d'IDÉES.

The holiday season is synonymous with social events! It's time to think about serving food and drinks. The Boutique offers products for serving cocktails and whisky: whisky ice cubes, books about whisky and whisky-inspired tartan cushions by Canadian designer Debbie Lyall – a nod to William Notman's Scottish origins.

Photo enthusiasts will enjoy our range of accessories and photo equipment as well as photos, a 3D viewer and books, including *Notman, A Visionary Photographer*, a beautiful work published by the McCord Museum in coedition with Hazan, Paris. A definitive study of the artist, the 240-page publication contains 150 illustrations and seven essays by photographic historians.

Young visitors enchanted with Alfred, the hero of Alfred's Adventures, will find teddy bears, vintage-style toys, tea services, trains, trucks as well as light and shadow games – all at the Museum Boutique.

ABOUT THE MCCORD MUSEUM

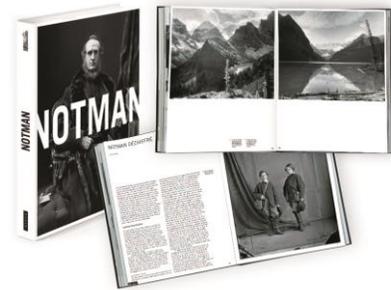
The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1.4 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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Photographs available at:

Alfred: <http://ow.ly/ljhu301V3Gk>

Notman: <http://ow.ly/2nkH301V3Ap>



Spinning top
By Moulin Roty

Interviews can be arranged with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, Sylvie Durand, Director, Programs, Dominique Trudeau, Head, education Programs, and Sofia Samper, Manager, Boutique and Admissions.

Source and information:

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