

PRESS RELEASE

For immediate release

SUMMER HOLIDAYS! **The halcyon days of Quebec summers past**

Montreal, June 14, 2016 – This year, for the eleventh edition of its popular outdoor exhibition on McGill College Avenue, the McCord Museum is celebrating the pleasures of Quebec under the sun with **Summer Holidays!**, presented by BMO Financial Group from June 10 to October 16, in collaboration with Astral Média. Installed on 13 structures between De Maisonneuve and Président-Kennedy, 24 photographs dating from 1905 to 1939 have been selected from among thousands taken during this era by amateur photographers and assembled in some 100 albums acquired by the Museum through family donations.

“The McCord Museum is pleased to once again showcase its rich and diverse photographic collection,” said Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. “Unlike studio photos, these spontaneous snapshots capture the *joie de vivre* of Quebecers on vacation. The display, along with the warm summer days ahead, will no doubt delight the many downtown passers-by and visitors.”

Since the invention of the Kodak in 1888, the first easy-to-use portable camera, holiday-goers have loved taking photos, precursors to those that fill social media sites today. Excursions in cars, sailboats and canoes, hikes and picnics in the country, days spent playing or sunbathing at the beach, fishing and camping trips: Quebecers could now preserve their carefree summer holidays on film. They escaped the city for Gaspésie, the Charlevoix region, lakeside in the Laurentians and Eastern Townships, and the shores of the St. Lawrence, all of which continue to draw holiday-goers in the province. As the photos reveal, there’s very little new under the sun.

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

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Swimmer
Métis-sur-Mer, 1906
© McCord Museum



Three young ladies from the
Braithwaite family
Tadoussac, Quebec, 1905
© McCord Museum

activities, as well as innovative projects on the Internet. **McCord Museum: Our People, Our Stories.**

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Photographs available at <http://ow.ly/olew300Oy0t>

Interviews can be arranged with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, Geneviève Lafrance, Head, Exhibitions, and Hélène Samson, Curator, Notman Photographic Archives.

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