

# PRESS RELEASE

OUR PEOPLE OUR STORIES  
690 SHERBROOKE STREET WEST  
MONTREAL (QUÉBEC) H3A 1E9  
T. 514 398 7100 F. 514 398 5045  
WWW.MCCORD-MUSEUM.QC.CA



## THE McCORD MUSEUM PRESENTS *THE END OF THE BEGINNING*, A NEW WORK BY FRÉDÉRIC LAVOIE, AS PART OF ITS ARTIST-IN-RESIDENCE PROGRAM

Montreal, December 10, 2014 – As part of its Artist-in-Residence program, from December 12, 2014, to March 15, 2015, the McCord Museum is presenting *The End of the Beginning*, a video work created by Montreal artist Frédéric Lavoie using select objects and images from the Museum's collection. "We are very happy to welcome Montreal artist Frédéric Lavoie, whose work offers a highly personal interpretation of our collection. Now in its third year, the Artist-in-Residence program gives artists an opportunity to conduct research and pursue their creative activities while shining a contemporary light on our people and our stories," noted Suzanne Sauvage, the Museum's President and Chief Executive Officer.

Having been given complete freedom to explore at length the Museum's Notman Photographic Archives, ethnological and archaeological objects, costume and textiles, decorative arts and paintings, prints and drawings, Frédéric Lavoie decided to create a work that examines the strange nature of our relationship with objects from the past. "I approached the McCord Museum collection from the perspective of post-apocalyptic fiction. The traces of events like war, natural disasters and epidemics in its archives led me to a cross-curricular exploration of the various collections that focussed on the diverse nature of the types of objects preserved at the Museum," explains the artist. "The final work is presented as a video narrative constructed from the remains of a fallen civilization." It should be noted that the storyline is based on a text by writer Grégory Lemay.

Some of the objects selected by the artist are displayed in showcases and trace the film's narrative. To shoot the video, in addition to working with images from the collection, Frédéric Lavoie made copies of several objects with the help of other visual artists.

Frédéric Lavoie creates video installations, sound documents and objects that seek to generate narratives from seemingly banal components. In the last few years, he has worked with documentary material, assembling it into stories, group portraits and thematic analyses. His research essentially focusses on issues associated with listening and observing. Whether it is a video installation, photograph, drawing or object, his work classifies, sorts and combines materials in an effort to address the seemingly natural reality of life.



Frédéric Lavoie lives and works in Montreal. He holds an MA in Visual and Media Arts from the Université du Québec à Montréal (UQAM) and a BA in Anthropology from the Université de Montréal. For the past ten years, his work has been shown regularly in galleries and at numerous international video events. The Musée régional de Rimouski recently mounted a survey show of his work, entitled *Réécritures*.

The exhibition is produced by the McCord Museum under the direction of Suzanne Sauvage, President and Chief Executive Officer, and Sylvie Durand, Director of Programs.

The McCord Museum would like to thank the Conseil des arts et des lettres for its support, as well as its partner Akufen, and to express its gratitude to La Fondation Emmanuelle Gattuso which made this exhibition possible.

### **The McCord Museum's Artist-in-Residence program**

Launched in 2012, this program invites artists to take a critical and conceptual look at the McCord Museum's collection, reflecting on the connections between their artistic practices and the artefacts and stories they uncover during their research. At the end of each residency, the artist presents a solo exhibition of works created for the occasion. As part of this research-oriented creative activity, artists are encouraged to deliver a talk on their speculative interpretation of the collection and propose new ways of interpreting history in its many forms. The program enables the Museum to offer new perspectives on its collection by associating history with the fine arts and the past with the present.

### **About the McCord Museum**

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's social history, both past and present, as well as its people, artists and communities. It 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 1,440,000 artefacts. With its contemporary perspective on history, the McCord Museum produces exciting exhibitions that captivate visitors from Montreal, Canada and beyond. It also offers educational and cultural activities, as well as innovative projects on the Internet. ***McCord Museum, Our People, Our Stories.***

-30-

Photographs available at <http://bit.ly/1AP0tYc>

Interviews can be arranged with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Frédéric Lavoie.

### **Source and information:**

Catherine Guex  
Marketing-Communications Officer, Public Relations  
514-398-7100, ext. 239 - [Catherine.guex@mccord.mcgill.ca](mailto:Catherine.guex@mccord.mcgill.ca)

The McCord Museum is grateful for the support of the Quebec Ministère de la Culture et des Communications and the Conseil des arts de Montréal, Access Montreal, CAA, and its media partners, the *Journal 24 h*, *The Gazette* and La Vitrine Culturelle.