

# PRESS RELEASE

## THE McCORD MUSEUM PRESENTS

### **MUSIC – QUEBEC: FROM CHARLEBOIS TO ARCADE FIRE**

The history of Quebec through its music, from the 1960s to today

**Montreal, May 28, 2014** – The McCord Museum is pleased to announce its next exhibition, *Music – Quebec: From Charlebois to Arcade Fire*, which will run **from May 30 to October 13, 2014**. The exhibition, presented by Sony Canada and Radio-Canada in collaboration with Milk, will invite the public to discover the ways in which song and the artists on the Quebec music scene from the 1960s to today have contributed to Quebecers' sense of identity and the vibrancy of social trends. In addition to some 100 songs and videos, the exhibition features almost 200 objects, including photos, posters, archival documents, album covers, manuscripts, costumes and accessories, guitars, instruments, and artefacts. *“Quebec’s history is intimately connected to its songs and music, particularly the years since the Quiet Revolution. We therefore wanted to draw on this intangible and unique heritage and recount some of the watershed moments in our history that have helped define an era and our identity,”* explains Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

From folk to rap, rock to world music and yé-yé to disco, these artists were and still are the standard-bearers for society's demands and the passions that have shaped Quebec's history. The historical narrative of the exhibition will be punctuated with songs selected to carry the visitor to the heart of the social aspirations marking the past five decades. Also bringing the exhibition to life will be numerous artefacts and objects belonging to a range of artists, including Daniel Bélanger, Richard Desjardins, Diane Dufresne, Raoul Duguay, Félix Leclerc, Claude Léveillée, Loco Locass, Samian, and Rufus Wainwright – to name just a few – which will be presented along a themed circuit as poignant as it is exhilarating.

*“Music has always been a big part of Quebecers’ lives, because we have been fortunate enough to have produced exceptional singers, songwriters and authors who have recounted both milestone moments and the day-to-day life of many generations. In partnering with this exhibition, ICI Musique is helping fulfil its mission to promote our musical wealth,”* states Josée Bellemare, Director of ICI Musique. *“Sony Canada is proud to be a sponsor of this extraordinary exhibition at the McCord Museum, adds Adele D’Abarno, Director of the Audio Group at Sony Canada. “With the contribution of Sony technology to this event, participants will enjoy an incomparable audio experience.”*

#### **Themes that echo a pivotal era**

Divided into six zones, the exhibition will plunge the visitor into the soundtrack of Quebec.



Claude Gauthier in concert  
June 1969  
Ronald Labelle photographs/archives



Guitar owned by Richard Séguin  
Takamine  
Around 1980  
On loan from Richard Séguin



Les Géants, Loco Locass  
2003  
On loan from Biz

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In the early 1960s, riding the waves of global music trends, the Quiet Revolution, and the development of new media and technology, the musical universe began to undergo a drastic change. This turning point is where the visitor's experience begins.

Equipped with an audio guide, visitors will head to the first zone, *The Insolence of Youth*, a time when the relaxed and carefree attitude of young people, who were the majority at the time, upended the conventions of the day. The yé-yé era, record industry and birth of the star system will all be highlighted in the zone, through artefacts that propelled and were witness to these transformations, including the increasingly ubiquitous television and portable record player. Three mini dresses from the McCord Museum's Costume and Textiles collection will also be featured.

The next zone, *Dreaming of Other Worlds*, will focus on the so called "protest" songs of Quebec and the two major movements that marked the province, i.e. the quest for identity and the social struggles fought via counter culture and the anti-globalization efforts. Through video clips, artists' guitars (such as Richard Séguin's Takamine), album covers, notably the Kate & Anna McGarrigle's LP, *Entre la jeunesse et la sagesse*, and numerous song manuscripts, including *Gens du pays* by Gilles Vigneault, dated May 15, 1975, visitors will discover firsthand the powerful role music plays in liberating thought, breaking molds, and stimulating creativity.

The third zone, *Songs of the Brave*, will explore the quest for identity and social struggles of First Peoples. A short film by filmmaker Willie Dunn and a number of objects, such as a drum belonging to Samian, complement the words and lyrics.

Upon entering the *Flights of Fancy* zone, visitors will be plunged into a completely different ambiance, one that will illustrate through costumes and accessories the stand that artists have taken against conformity and taboos. Breaking with tradition to boldly proclaim their individuality, these artists represent a powerful culture rich in creativity and have propelled it onto the world stage. The famous glasses worn by André "Dédé" Fortin, one of Diane Dufresne's iconic costumes, and the dress worn by Céline Dion when she performed on the Plains of Abraham as part of Quebec City's 400<sup>th</sup> anniversary celebrations all exemplify the whimsical world of musical artists.

The next zone, *Musical Milestones*, will transport visitors to the exhilarating concerts, big and small, that profoundly changed modern culture. A timeline will track these memorable performances through the upheavals that marked the social evolution of Quebec. A number of major events, such as *L'Osstidcho* (1968) and the epic duet by Oscar Peterson and Oliver Jones at the Festival International de Jazz de Montréal in 2004, will be featured. Complementing the theme will be posters and photos as well as a range of personal and shared music players and devices.

The circuit ends with the *Anthems* zone, an audio area that focuses the universal impact of three songs of love and hope that have become timeless.

More than 100 songs, meticulously chosen for their lyrics and connection to the themes of this ambitious exhibition, will provide visitors with a brand new take on the recent history of Quebec.

#### **Advisory committee**

The exhibition *Music – Quebec: From Charlebois to Arcade Fire* has been designed and created by the McCord Museum team. An advisory committee comprised of **Sylvain Cormier**, music columnist for *Le Devoir*; **Sébastien Desrosiers**, creator of the program *Rock francophone* on Radio-Canada's Espace.mu, CIBL radio host and blogger for *Patrimoine P.Q.*; **Félix B. Desfossés**, Radio-Canada, journalist,

columnist and producer, former columnist of Radio-Canada program *Bande à part*, and blogger for *Vente de garage*; **Henri Goulet**, lecturer in the Faculty of History, Université de Montréal; **Benoit Migneault**, Reference Director, Bibliothèque et Archives nationales du Québec; **Mouffe**, producer; **Martin Pâquet**, full professor in the Faculty of Historical Sciences, Université Laval; **Laurent Saulnier**, Vice-President, Programming and Production, Festival International de Jazz de Montréal, FrancoFolies de Montréal and Montréal en Lumière; **Will Straw**, Ph.D., Director, McGill Institute for the Study of Canada, McGill University; **Robert Thérien**, co-author of the *Dictionnaire de la musique populaire du Québec*, lecturer and speaker; and **Christian Vachon**, Head, Collection Management and Curator, validated its historical content.

### **Cultural activities**

As part of the exhibition, many activities are planned beginning in September, including two *5 to 9 @ the McCord* evenings, complete with DJ, three NFB films on Félix Leclerc, Harmonium and Leonard Cohen respectively, and a short film made in 1956 by Claude Jutras about Félix Leclerc, Lionel Daunais, Anna Malenfant, Dominique Michel and Pierre Beaudet. A discussion will also be organized by Les Belles soirées de l'Université de Montréal, *L'histoire d'une société se raconte en musique*, featuring historian and Quebec music expert Sébastien Desrosiers. In addition, throughout the summer, performances will be presented every Wednesday evening in the *Urban Forest*, a pedestrian oasis created by the Museum along Victoria Street. For details about this extensive cultural program, please visit [mccord-museum.qc.ca/activities/adults](http://mccord-museum.qc.ca/activities/adults).

### **Contest**

Visitors to the exhibition will also be invited to enter *La musique à son meilleur*, a contest offering prizes totalling more than \$7,000, including a Sony audio system, a trip to James Bay courtesy of Hydro-Québec, Keurig® Rivo<sup>MC</sup> brewing systems, and tickets to the ADISQ Gala.

### **Sponsors**

This exhibition has been made possible through the collaboration of many partners: Sony Canada and ICI Musique, co-presenters; Milk, collaborator; ELLE QUÉBEC; Rouge fm; Keurig®; FrancoFolies de Montréal; Festival International de Jazz de Montréal; Festival Mode & Design; La Vitrine culturelle; Sofitel Montréal; and media partners *Journal 24 heures* and *The Gazette*.

### **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 1,440,000 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.**

Photographs available at <http://bit.ly/1hgU501>. Interviews can be arranged with Mouffe, Producer, member of the advisory committee and co-spokesperson for the exhibition; Sébastien Desrosiers, creator of the program *Rock francophone* on Radio-Canada's Espace.mu, CIBL radio host and blogger for *Patrimoine P.Q.*, member of the advisory committee and co-spokesperson for the exhibition; Sylvie Durand, Director, Programs; and Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

**Source and information:**

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