

# PRESS RELEASE

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For immediate release

## NUIT BLANCHE 2017 AT THE McCORD MUSEUM *DRESSES & YÉYÉ* TO CELEBRATE EXPO 67

Montreal, February 13, 2017 – The McCord Museum's Nuit blanche program will immerse this year's participants in the atmosphere and excitement of the 1960s! Entitled *Dresses & Yéyé*, the event will offer a taste of what's to come at the Museum's new exhibition *Fashioning Expo 67*, which will open in the days that follow. The program will also add to the festivities underway for the 50<sup>th</sup> anniversary of Expo 67 and Montreal's 375<sup>th</sup> anniversary. Nuit blanche visitors will be invited to test their design skills through a fashion competition while the group *Les Requins* gets everyone moving to music inspired by the 1960s. Admission to the Museum, activities and access to the exhibitions will be free from 6 p.m. to 1 a.m.



### An Expo 67 Tribute Concert by *Les Requins*

8:30 p.m. to 11:30 p.m.

**FREE**

*Les Requins* will premiere their new show *Hommage à l'Expo 67*. Visitors will find it hard not to dance to the francophone classics that thrilled Quebecers throughout the spirited decade. With their retro style and charm, *Les Requins* will bring back swing, the twist and yéyé. Guaranteed fun!

### Fashioning Expo 67 Photo Album

8 p.m. to 1 a.m.

**FREE**

The installation of *Fashioning Expo 67*, which opens less than two weeks after Nuit blanche, will be featured through photos captured while the exhibition is being assembled. Participants will be able to see the photos throughout the evening, providing many with their first behind-the-scenes look at the work done by Museum curators and technicians. It's not an easy job. Each garment must be handled and treated in a very precise way.

### Design Competition

Visitors are invited to take part in a competition to imagine the wildest prints! Participants will take their inspiration from the eclectic atmosphere of Expo 67 to create patterns on a pre-designed dress in the style of the period. The public will vote on the creations through social media. The 10 prints with the most "Likes" will be judged by a jury of experts. Students from Cégep Marie-Victorin will take the winning print to the next level. They'll reproduce the design on fabric and make a dress that will be displayed at the Museum.



## THE EXHIBITIONS

### ***Notman, A Visionary Photographer***

This year's Nuit blanche will also be an opportunity to visit our major exhibition devoted to William Notman (1826-1891), the first Canadian photographer to achieve international renown. The exhibition offers a new perspective on the career of the Montreal artist, looking at aspects of his personality that contributed to his immense success. While focusing on vintage prints, the displays are supplemented by multimedia installations and interactive devices that provide dynamic information and help clarify the 19th century idea of modernity.

The exhibition tour in Gatineau and Calgary was made possible, in part, by the Government of Canada and The Molsen Foundation. The Standard Life – Notman Fund provides annual funding for the conservation and dissemination of the Notman Collection. The McCord Museum is also grateful to SNC-Lavalin, a major partner in the exhibition.



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### ***Wearing our Identity – The First Peoples Collection***

This exhibition offers visitors an opportunity to discover the heritage of the First Peoples, a true reflection of the richness of their cultures and identities. The public is invited to learn about the importance of clothing in the development, preservation and communication of the social, cultural, political and spiritual identities of First Nations, Inuit and Métis peoples.

The restoration of artefacts in the exhibition was made possible through the generosity of The Molsen Foundation. The Museum thanks the ministère de la Culture et des Communications du Québec for its financial contribution to this project.

### **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 1,450,000 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.***

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Interview opportunities with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum and Laure Barrachina, Project Manager, Cultural Programs.

### **Photos Available:**

*Fashioning Expo 67:* <http://ow.ly/iibF301V3L0>

<http://www.musee-mccord.qc.ca/en/activities/nuit-blanche-dresses-and-yeye/>

**Source and Information**

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