

# PRESS RELEASE

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



## **AFTER HOURS AT THE McCORD URBAN MONTREAL: A UNIQUE EVENT CELEBRATING THE CITY**

**Montreal, October 8, 2015** – *After Hours at the McCord*, presented by **National Bank**, is back by popular demand for a second year with a new format. It's an exceptional opportunity to discover the Museum and its exhibitions from a new angle while having fun in the heart of downtown Montreal!

**Thursday, October 15, from 5 p.m. to 9 p.m.** *After Hours at the McCord* kicks off its first edition of the 2015-2016 season! The theme of the evening, *Urban Montreal*, will celebrate graphic art, design and street art. Soak up Montreal's cultural life and express your own artistic talents. Several new features have been added to the event, which now takes up the whole Museum. You'll find guided tours, themed bars, a free drink and appetizers,\* live performances by artists, creative workshops, exhibition-related extras as well as many gifts and prizes! Tickets can be purchased in advance for \$16 at [Lavitrine.com](http://Lavitrine.com) or \$20 at the door on the evening of the event.

### **Discover new exhibitions**

Guests can take advantage of the event to see the Museum's temporary and permanent exhibitions and take part in novel guided tours offered at specific times. From 6 p.m. to 8:15 p.m., participants will be able to explore the exhibition *Montreal Through the Eyes of Vittorio: 50 Years of City Life and Graphic Design*. Enter the unique world of Vittorio Fiorucci, an internationally celebrated Montreal artist of Italian origin, recognized as one of the great poster designers of his time. Guests will also have an opportunity to appreciate the richness of Montreal's various neighbourhoods in *Montreal – Points of View*. Discover or rediscover this permanent exhibition with the help of a 30-minute audio game that comes with a chance to win prizes.

At 7 p.m., participants will be asked to think about life after death on social media, a subject addressed in the exhibition *AFTER FACEBOOK: IN LOVING MEMORY <3*. They'll also be invited to reflect on the relationship between identity and the garments of Canada's First Peoples in the exhibition *Wearing our Identity – The First Peoples Collection*.

### **Art in all its forms**

There will be artistic and creative performances throughout the evening. Contemporary pop artist **TAVA** will give a live, participatory performance in the colours of works by Vittorio Fiorucci. Celebrated street artist **WHATISADAM** will create a collage inspired by Vittorio and invite participants to leave their mark on the fresco. Montreal screen-printing company **UNIK PRINTSHOP** will offer a continuous workshop. Learn screen-printing at the demonstrations and leave with your own poster!\*



Presents  
**McCORD AFTER  
HOURS**



A selection of short films by the **National Film Board of Canada (NFB)** will be screened representing the urban environment of yesterday and today. The films' original soundtracks will be replaced by the sounds of a DJ at the event.

**DJ Killa-Jewel** will provide the music for the evening until 9 p.m. Killa-Jewel has performed at the Festival international de jazz de Montréal, the Just For Laughs Festival and has collaborated with DJ Q-Bert and Robert Lepage.

#### **For all tastes**

Upon arrival, participants will be able to choose a free drink at one three themed bars sponsored by **Raphaël Bistrot Bar à vins**, **Invasion Cocktail** and **La Face cachée de la pomme**.\*\* Delicious appetizers from **Da Ponte Traiteur** will also be served during the evening.\*

#### **Gifts, games and contests!**

There will be plenty of contests and games to liven up the evening! Watch for the draw at 8 p.m. offering a chance to go home with a \$1,000 cheque from **National Bank**. Participants will also receive a free cocktail. Guests who sign up for the Museum and partners Newsletter will have a chance to win an **Invasion Cocktail** passport in a draw of new subscribers. In addition, the **NFB** will offer a free download of films to the first 100 subscribers.

#### **Leave with a souvenir**

Have fun with your friends and take home a printed photo as a souvenir of your evening from the *You're on Display!* photo station by **LeBooth**. The Museum Boutique offers a wide selection of beautiful gifts for yourself or others: decor, jewelry, posters, postcards and products by Montreal artisans, including screen prints from **UNIK PRINTSHOP**.

#### **Coming up**

The next *After Hours at the McCord* will take place on Thursday, March 24, 2016 under the theme *Creative Montreal*. Visitors will be immersed in a technological, interactive environment as part of Montreal Digital Spring. On Thursday, June 9, 2016, *After Hours at the McCord* will pay homage to Italian style during a glamorous evening focussing on the theme of *Montreal Fashion!*

\*Limited quantities.

\*\* Upon presentation of your ticket for *After Hours at the McCord* or a McCord Museum Membership card. Please note that only the first drink will be free.

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

-30-

Interviews possible with Nadia Martineau, Marketing-Communications Officer, Public Relations.

**Source and information:**

Nadia Martineau

Marketing-Communications Officer, Public Relations, McCord Museum

514 398-7100, ext. 239

[nadia.martineau@mccord-stewart.ca](mailto:nadia.martineau@mccord-stewart.ca)

The McCord Museum is grateful for the support of the Ministère de la Culture et des Communications du Québec, the Conseil des arts de Montréal, Accès Montréal, CAA, and its media partners, *24 heures*, *The Gazette* and La Vitrine Culturelle.

RASHAËL  
Bistro|Bar à vins

INVASION!  
COCKTAIL

NEIGE

Da Ponte  
Traitier

UNIK  
CULTURE

ONE  
NFB  
INFO

LeBeath  
L'abonnement dans votre établissement

LA  
VITRINE  
.COM  
VOTRE  
GUICHET  
CULTUREL

TOURISME /  
MONTREAL