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NORTH AMERICAN EXCLUSIVE PREMIERE

THE McCORD MUSEUM PRESENTS *BALenciAGA, MASTER OF COUTURE*, A MAJOR FASHION EXHIBITION

Montreal, November 27, 2017– From June 15 to October 14, 2018, the McCord Museum is pleased to present a North American exclusive premiere—*Balenciaga, Master of Couture*, a major fashion exhibition organized by the Victoria and Albert Museum, London (V&A).

Revered by his contemporaries and future fashion designers alike, Cristóbal Balenciaga represents the pinnacle of haute couture in the 1950s and 1960s. His exquisite craftsmanship, pioneering use of fabrics and innovative cutting set the tone for the modernity of late 20th century fashion.

This exhibition takes an almost forensic look at what made Cristóbal Balenciaga's creations so special, offering a detailed investigation of the design of the garments and the exceptional skill that went into their making. His legacy will be shown through the display of creations by protégés like Courrèges and Ungaro, who trained and worked at his Paris salon, and through his self-proclaimed followers of the late 20th century and today.

"We are thrilled to present, for the first time in North America, this unique exhibition highlighting the artistry of one of the world's greatest fashion designers," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. "This exhibition enables the Museum to utilize its conservation and costume mounting expertise, in addition to offering insight into Cristóbal Balenciaga's lasting impact on generations of designers and the history and evolution of haute couture. His inspiration and influence continue to this day."

Over 100 beautiful garments and hats will be displayed, drawn mainly from the V&A's extensive fashion holdings – the largest collection of Balenciaga in the UK. Sketches, photographs and fabric samples contextualize the garments and patterns, and x-rays, toiles and film are used to reveal details in their construction and making.

About the V&A

The V&A is the world's leading museum of art, design and performance with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. vam.ac.uk

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as well as 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, costume and textiles, photographs, decorative and visual art, and textual archives, totalling more than 1,451,000 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.**



Evening dress, Cristóbal Balenciaga, Paris, 1962. Photograph by Cecil Beaton, 1971 © Cecil Beaton Studio Archive at Sotheby's



Elise Daniels with street performers, suit by Balenciaga, Le Marais, Paris, 1948. Photograph by Richard Avedon © The Richard Avedon Foundation



Spiral hat, silk, Balenciaga for Eisa, Spain, 1962 © Victoria and Albert Museum, London

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Interviews possible with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Cynthia Cooper, Head, Collections and Research and Curator, Costume and Textiles.

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Photographs available on <http://ow.ly/mnYH30gQ0bF>

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EXHIBITION
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