

# PRESS RELEASE

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## LAST CHANCE TO SEE THE *HORST: PHOTOGRAPHER OF STYLE* EXHIBITION AT THE McCORD MUSEUM

Montreal, August 10, 2015 – The critically acclaimed exhibition *Horst: Photographer of Style*, which has already drawn more than **50,000 visitors**, is nearing the end of its stay at the McCord Museum. With the exhibition **ending on August 23**, just a couple of weeks remain for the public to discover this major retrospective of the works of Horst P. Horst in a North American exclusive produced by the Victoria and Albert Museum in London. **Museum hours** are also being extended to enable as many visitors as possible to see the exhibition, which, when it leaves Montreal will head to Europe, with a first stop at the *Nederlands Fotomuseum* in Rotterdam, Holland, before moving on to the *NRW-Forum Düsseldorf* in Germany.

Legendary German-American artist Horst was one of the 20<sup>th</sup> century's most influential fashion and portrait photographers. The exhibition features more than 250 vintage shots that transcend time. In addition to the photographs, the retrospective displays sketchbooks, a short film, archival footage, contact sheets and magazines, as well as eight haute couture dresses from celebrated designers Chanel, Molyneux, Lanvin, Schiaparelli, Maggy Rouff and Vionnet, all from the Victoria and Albert Museum collection.

Also included in the exhibition are a number of less well-known aspects of Horst's work: nude studies, travel shots from the Middle East, patterns created from natural forms, interiors and portraits. It chronicles his creative process and artistic influences, touching notably on his interest in ancient Classical art, particularly Greco-Roman sculpture, the Bauhaus ideals of modern design, and Surrealism in 1930s Paris. Visitors will discover in the exhibition the legacy of a master photographer. The four primary lenders are the Horst Estate; R. J. Horst; the Condé Nast Archive in New York; and the archives of Paris *Vogue*.

### Extended hours

The McCord Museum is extending its hours! It will now remain open to the public until 9 p.m. on Thursdays and Fridays August 13, 14, 20 and 21, 2015, enabling visitors to benefit from a number of additional evenings at the Museum before the exhibition ends. Advance tickets can be purchased at regular prices online at [lavitrine.com](http://lavitrine.com).

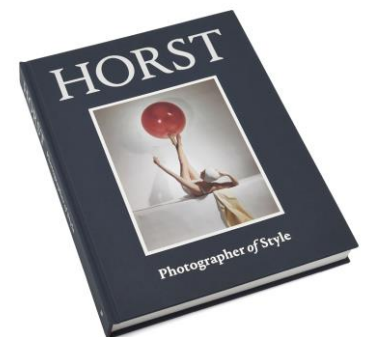
### Activities offered in conjunction with the exhibition *Horst: Photographer of Style* and the 2015 Fashion & Design Festival

#### Film screening at the McCord Museum

On **Wednesday, August 19, 2015, at 6 p.m.**, the McCord Museum will present the documentary *Horst: Sixty Years and Still in Vogue* in its original English version without subtitles. This film by Gerald Scarfe presents a comprehensive portrait of the photographer, beginning with his emergence in Paris between the two world wars



Muriel Maxwell, *American Vogue* cover  
1 July 1939 © Condé Nast / Horst Estate



Catalogue of the exhibition  
© McCord Museum, 2015

and the pursuit of his career in the United States in the late 1930s. Using interviews with the photographer, family members and colleagues, Scarfe looks at his various creative periods. The filmmaker focuses on Horst's relationships with such acclaimed artists as Dalí and Jean Cocteau, as well as major figures in the fashion world, including Coco Chanel. Heavily illustrated, this documentary highlighting Horst's importance as a photographer received recognition during Montreal's International Festival of Films on Art in 1993. Free activity. McCord Museum Members may reserve by calling 514-398-7100, ext. 305.

### **Photo shoot: *Lights on Horst!* at the 2015 Fashion & Design Festival**

**On Wednesday, August 19, 2015, from 6 p.m. to 7 p.m.**, the public is invited to attend a one-of-a-kind event presented by the McCord Museum: a live photo shoot by photographer Olivier Samson-Arcand of OSA Image, inspired by the exhibition *Horst: Photographer of Style*. Assisted by a team of professionals, Samson-Arcand will re-create as faithfully as possible Horst's work *Muriel Maxwell, Cover of American Vogue* (1 July 1939). The event offers a unique behind-the-scenes look at a professional fashion photo shoot and is being held in collaboration with Royal Photo and the Fashion & Design Festival. The clothing and accessories for the shoot are being graciously provided by Maison Ogilvy.

### **Unveiling of the grand prize winner and finalists of the photo contest *Inspiration: Horst***

In conjunction with the exhibition, the photo contest *Inspiration: Horst* was launched to bring amateur and professional photographers together with fashion stylists, aficionados and fans to re-create a Horst shot.

Seven finalists were chosen by a jury comprised of H el ene Samson, Curator, Notman Photographic Archives, McCord Museum; Denis Desro, Fashion Editor-in-Chief, *ELLE Qu ebec* and *ELLE Canada*; St ephane Le Duc, Editor-in-Chief of the magazine *Dress to Kill*; Joanna Chrysocheris, founder and blogger of *  la vie,   la mode*; Sylvain Belisle, Art Director for Groupe Sensation Mode; and Georges Aubin of Royal Photo. A grand prize winner was also selected by jury members in July.

Visitors to the 2015 Fashion & Design Festival will have a chance to view the photo of the grand prize winner as well as those of the seven other finalists and are invited to vote for their favourite on the [Museum's Facebook page](#) until midnight on August 22, 2015. The entry garnering the most "Likes" in the online photo album will win a \$100 gift certificate at Royal Photo, a catalogue of the exhibition *Horst: Photographer of Style*, and a one-year Member+1 membership at the Museum (a total prize value of \$250).

This mini-exhibition of photos will be presented at a kiosk from **August 19 to 22, 2015, from noon to 11 p.m.**, on Ste-Catherine Street West between Bleury and Jeanne-Mance. The photos are also on display at the LOEWS H OTEL VOGUE until the end of August 2015.

### **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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Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and H  l  ne Samson, Curator, Notman Photographic Archives.

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

**Source and information:**

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The McCord Museum sincerely thanks CHANEL, its partner in the events associated with the opening of the exhibition. This project has received financial support from Tourisme Montr  al. The Museum is grateful for the support of the Minist  re de la Culture et des Communications du Qu  bec and the Conseil des arts de Montr  al, Acc  s Montr  al, CAA, as well as its media partners: *24 h*, *The Gazette* and *La Vitrine culturelle*.