

PRESS RELEASE

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MISTER RABBIT'S CIRCUS IS COMING TO THE MCCORD MUSEUM FOR THE 6TH EDITION OF THE TOYS EXHIBITION!

Montreal, October 29, 2015 – The McCord Museum is delighted to present an original new exhibition, *Mister Rabbit's Circus* from **November 1, 2015 to April 17, 2016**. The exhibition is the latest edition of the highly anticipated annual toys exhibition for children aged 3 to 9. The Museum has partnered for the event with the publisher Les 400 coups – which is celebrating its 20th anniversary – and the successful children's book series *Monsieur Lapin*, written by Pascal Héroult and illustrated by Geneviève Després. Parents and children will explore the circus and discover toys from the Museum's collection in a delightful setting that is entertaining for the whole family. In addition, visitors will have a chance to take part in an investigation with lovable long-eared celebrity Mister Rabbit during activities for the Holiday Season and Spring Break!

Welcome to Mr. Rabbit's Circus!

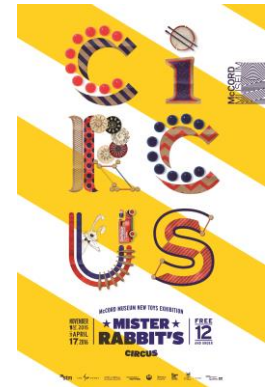
It's the day of the big show! Mister Rabbit, his fiancée Suzy and many of his circus artist friends have prepared some breathtaking acts and are now ready to perform them in public. Just as the show is about to begin, panic erupts: Mister Rabbit has lost his trumpet, the commissioner Mastiff can't find his magician's hat and Suzy is searching for her little tightrope umbrella. But that's not all! Mister Potamu's beautiful polka dot tie has been stolen, the Countess of Tesse's juggling balls have disappeared and Rhino the boxer can't find his hoop. No one can perform their act without these accessories. Mister Lapin decides to conduct an investigation to find the missing objects and unmask the thief.

Armed with a pencil and a leaflet, the children are invited to sharpen their powers of observation and join Mister Rabbit in solving the mystery. They embark on an entertaining quest with clues along the route and explore three exhibition zones: the funfair, the circus tent and the backstage area to find the missing accessories and, above all, nab the culprit!

"We want the children and parents to have a playful stimulating experience. With its dazzling set design, *Mister Rabbit's Circus* invites them to take part in an adventure and encourages them to marvel, look, discover and explore while having fun," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

"Mister Rabbit investigates like a real detective, examining clues and questioning subjects. We are delighted to see how books, especially the Mister Rabbit stories, come to life in another world, in this case the circus," says Simon de Jocas, President of Les 400 coups.

While the children are investigating, they will have a chance to see more than 200 artefacts from the McCord Museum's toy and decorative arts collection, several of them on display in public for the first time. Among them are fortune-telling deck (1919), animals and characters from the *Humpty Dumpty* circus (around 1920), a mechanical toy inspired by the roller coaster in *Coney Island*, New York (1945-1949) and the clown puppet *Clarabell* (around 1950). Further information about the toys is provided with each display.



Exhibition Poster
© Cossette 2015



Roller Coaster *Coney Island Coaster*
Made by Göso
Gift of Louise Hurtubise Bousquet
© McCord Museum, M2000.107.3.1-15



Puppet *Clarabell*
Designed by Raye Copelan
Made by Peter Puppet Playthings Inc.
Gift of Susan-Jane Lustgarten
© McCord Museum, M985.156.4.1-3

The circus tent also includes beautiful photographs from the Notman Photographic Archives that recall moments in the history of the circus in Montreal. A reading area, a space dedicated to costumes and games, has been added to the route. Please note that admission is always free for children 12 and under.

This exhibition is presented in collaboration with Les 400 coups, the Société de transport de Montréal and Destination Centre-Ville. This project has received financial support from Tourisme Montréal.

A host of activities at the Museum

The magic of Christmas is also coming to the Museum with many activities on the program, including Sunday Workshop, Story Hour and the *Adventure at the Museum*. A description and full schedule are appended to this document. You can also consult the Museum's new website (mccord-museum.qc.ca) and find our calendar of activities.

Discover the wonders of the McCord Museum Boutique

Games and original toys, some of them linked to *Mister Rabbit's Circus*, are offered at the McCord Museum Boutique as the Holiday Season approaches. The Boutique is full of gift ideas for all ages, tastes and budgets.

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.***

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Interviews possible with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, Guislaine Lemay, Curator, Ethnology and Archaeology and Interim Curator, Decorative Arts as well as Dominique Trudeau, Head, Education Programs.

Photographs available at bit.ly/1WdAeb0

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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*.



ACTIVITIES RELATED TO THE EXHIBITION:

Santa Claus Parade

Saturday, November 21, 2015, starting at 11 a.m.

Again this year, the Museum is proud to take part in the parade surrounded by dynamic circus artists waving to the crowd and having fun along Sainte-Catherine Street! A discount of 50% is applied that day on the purchase of a Family admission fee (2 adults and 3 children 17 years of age and under or 1 adult and 4 children). Access is free to all exhibitions for children 12 years and under. Enjoy a unique experience in the heart of downtown!

Sunday Workshop

Until April 17, 2016, Sundays, from 11 a.m. to 4 p.m.

History puts on its Sunday best for storybooks! Families are invited to learn how to make fanzines, handmade magazines inspired by the exhibition *Mister Rabbit's Circus*.

Story Hour

Until April 17, 2016, Saturdays and Sundays, at 11 a.m. (in French) and 2 p.m. (in English)

In conjunction with *Mister Rabbit's Circus*, young and old are invited to give free rein to their imaginations and hear more about the adventures of the long-eared celebrity.

The Adventure at the Museum

At all times

Specially for families, the Museum offers the *Adventure at the Museum*, an activity presented by Hydro-Québec and in collaboration with Motherforlife.com. Discover the Museum with the help of a free backpack containing everything you need to embark on two treasure hunts. The first one follows the footsteps of Thomas through the exhibition *Wearing our Identity – The First Peoples Collection*, and the second draws you into the world of *Mr. Rabbit's Circus*. Inside the backpack, you'll find a puzzle linked to the Kent Monkman work *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, which is part of the permanent exhibition *Montreal – Points of View*. Young visitors will have fun recreating the photography that inspired the artist's work.

The Holiday Season at the Museum!

From Saturday, December 19, 2015 to Sunday, January 3, 2016

Every day, the public is invited to attend Story Hour and take part in the *Adventure at the Museum*. On Sunday, visitors will be able to participate in workshops from 11 a.m. to 4 p.m. The Museum will be open exceptionally on Monday, December 21, 2015 and Monday, December 28, 2015. It will be close on December 25, 2015 and January 1st, 2016 and open from 12 p.m. to 6 p.m. on December 26, 2015 and January 2, 2016.

A Weekend for Grandparents and Grandchildren

Saturday and Sunday, February 6 and 7, 2016, from 10 a.m. to 5 p.m.

Grandparents and their grandchildren are invited to come to the Museum free of charge.

Spring Break 2016

From Sunday, February 28 to Sunday March 6, 2016

The McCord Museum doesn't take a break! During the week off, the Museum offers:

- continuous creative workshops, from 10 a.m. to 4 p.m.;
- storytelling about the adventures of Mister Rabbit, at 11:15 a.m., 1:15 p.m. and 3:15 p.m. (in French), and 11:45 a.m., 1:45 p.m. and 3:45 p.m. (in English);
- fun activities offered by the Festival Montréal joue, from Wednesday, March 2 to Saturday, March 5, from 11 a.m. to 4 p.m.;
- evening activities during the festival, Wednesday, March 2, from 6 p.m. to 9 p.m.

A program full of fun and discovery! The Museum will be open exceptionally on Monday, February 29, 2016, from 10 a.m. to 6 p.m.

Easter at the Museum

Sunday, March 27, 2016

A special Easter egg hunt will be held for families visiting the exhibition *Mister Rabbit's Circus*, from 11 a.m. to 4 p.m. Don't miss it! The Museum will be open exceptionally on Monday, March 28, 2016, from 10 a.m. to 6 p.m.