



PRESS RELEASE
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After Notman – Outdoor exhibition by the McCord Museum along McGill College Avenue, June 18 to October 18, 2010

Montreal, June 9, 2010 – On **June 18**, the McCord Museum will launch its new exhibition, entitled ***After Notman***, on **McGill College Avenue** (between de Maisonneuve Blvd and President-Kennedy Ave.) Once again this year, the McCord will use this exceptional opportunity to allow pedestrians downtown to enjoy the stunning Notman photography collection while discovering more about the history of our city through a rephotography project. ***After Notman*** offers historical and current views of Montreal as seen through the lenses of two artists, William Notman and Andrzej Maciejewski. A century apart, but the same place and same time: two photographers, two lenses, one goal.

The exhibition is comprised of **13 structures that present photographic pairings**—a juxtaposition of 24 photographs taken in the 19th century by William Notman (1826-1891) matched with 24 taken by Andrzej Maciejewski between 1999 and 2001. Here, two daily realities coexist while posing questions about another. **The exhibition is an eloquent testimony to the evolution of society; it documents the architectural heritage of Montreal and its urban progression while underscoring the city's unique character and irresistible beauty.** Featured in the photographic pairings, “lenticular poster” technology will allow visitors, with a slight movement of the head, to gain a “before and after” view of the same site, spurring reflection on our day-to-day lives and the passage of time.

The artistry of Andrzej Maciejewski

Poland born Toronto photographer Andrzej Maciejewski has created a project inspired by *Second View: The Rephotographic Survey*, which, in the 1970s, repeated photographs of the American West taken during scientific missions conducted between 1865 and 1870. Already familiar with the works of 19th century photographer William Notman, Maciejewski paid a visit to the Notman Photographic Archives at the McCord Museum, poring over hundreds of superb cityscapes, street scenes and interior shots. It was then that he decided to “rephotograph” the images of Montreal taken by Notman.

This year's outdoor exhibition offers something new: **three structures positioned along the route between McGill College Avenue and the McCord.** Each of the panels will present an historical photograph of the same site, providing visitors with a “then and now” perspective of how Montreal has changed.

Smart phones enhance the visitor experience

Each photo in the exhibition will also carry a bar code that gives access to a range of information about the exhibition. This data can be decrypted and displayed on the visitor's smart phone screen by simply snapping a photo of the bar code.

The McCord Museum thanks its principal partners Rio Tinto Alcan, the Borough of Ville-Marie and BMO Financial Group. Without their generous support, the outdoor exhibitions on McGill College Avenue would not have been possible. We also thank our partners Bell Canada, The Gazette, the Old Port of Montreal Corporation, Busac Real Estate, Cominar and Place Bonaventure for their assistance in the realization of this exhibition.

The McCord Museum, one of the most important museums in Canada, is dedicated to the preservation, study, diffusion and appreciation of Canadian history. It is home to one of the largest historical collections in North America, comprised of First Nations objects, costumes and textiles, decorative and visual artworks, and textual archives. The McCord Museum produces exhibitions and develops innovative educational activities and Internet projects in collaboration with local, national and international partners.

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Images available on request.

For more information on the exhibition or to schedule an interview with H el ene Samson, Curator, Notman Photographic Archives, please contact:

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