

# PRESS RELEASE

OUR PEOPLE OUR STORIES  
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Montreal, March 10, 2017 – **After Hours at the McCord – Montreal Fashion Tech** promises to be a memorable evening! The event will be the official opening night of **2017 Digital Spring** and, on this special occasion, will continue until midnight. The evening is linked to the brand new exhibition *Fashioning Expo 67*, which celebrates a historic moment in fashion when the entire world discovered Montreal and Montreal opened up to the world. The exhibition will be presented at the McCord Museum until October 1, 2017. **After Hours at the McCord – Montreal Fashion Tech** is organized by the McCord Museum in partnership with the [City of Montreal](#), [Digital Spring](#) and with the contribution of [Valérie Lamontagne of 3electromode](#). The **After Hours at the McCord** series is presented by [National Bank](#).

In an electrifying atmosphere with a house set by DJ [ROUX Soundsystem](#), followed by the duo [AndFriends](#), participants will learn about technological innovation and tomorrow's fashion in a way they've never done before. They'll have opportunities to meet designers, see fashion creations in virtual reality and take part in creative workshops and interactive experiences. In addition, each person will be offered two free drinks. Various beverages will be served at themed bars by [Invasion Cocktail](#), [Smac! cider from Domaine Neige](#), [Romeo's Gin](#) and [Birra](#). Appetizers will be prepared by [Branzino](#).



Mapp\_MTL 2016  
Visual: Cédric Day-Myer and Olivier Arpin  
Photo: Cameron Bradish (halfkin.xy)

## AN UNFORGETTABLE PROGRAM

- The evening will offer a remarkably rich program. **Artistic performances** will feature prominently with the unveiling of a light and sound creation by [MAPP MTL](#) and [CEGEP Marie-Victorin](#). Montreal artist Marie-Chloé Duval will perform a **work of art on the future of fashion**.
- Who hasn't dreamed of a perfectly fitting wardrobe? It's now possible through **smart fashion**. With the help of his men's fashion 3D scanner, tailor [Nathon Kong](#) will demonstrate his concept for a bespoke suit with a customizable inside pocket. A lucky contest winner will receive a **tailor-**

made suit with a pocket customized by the well-known street artist **Whatisadam**. Shoes are also part of the future. You'll see five dazzling designs by [Anastasia Radevich](#) and discover how they're made from 3D modelling to hand fabrication. Enter **Stefanka's** smart dressing room and find a perfectly fitting garment, perhaps a Lilianne Lingerie bra or Le 31 shirt from Simons, through 3D digitization. You could win a \$100 Simons gift card on site along with products and a gift card from Lilianne Lingerie!



Anastasia Radevich  
© Photo : Nik Nitro Yur

■ Make way for the next generation and admire the collection **Mode futuriste 1967-2017**, designed by students from [Cégep Marie-Victorin's fashion school](#) and the computer science and mathematics program at Collège de Bois-de-Boulogne, a [Vestechpro](#) initiative in collaboration with [VTÉ](#).

■ Take a look around the pop-up boutique **Le Rhinocéros by Phi** with its décor by a Montreal designer and selection of special upcycled (creatively recycled) products at 15% off.

#### ■Wearables (connected objects)

Everyone will have an amazingly connected evening wearing the [PixMob klik smart bracelet](#), which interacts with the space and people around you and lights up at key moments during the event. Unlock your hidden design talent by creating your own virtual dress with [Imagine 360°](#), equipped with a **digital paintbrush and virtual reality headset!** You'll also learn how to integrate **sensors** into clothing or accessories during a workshop offered by [Vestechpro](#) and [VTÉ](#). Don't miss the chance to experience music like never before by wearing a [SUBPAC vest](#) that vibrates to the beat and transmits sound waves to the body.



Subpac vest

## NEW GUIDED TOURS

### [Fashioning Expo 67](#)

■ **The Future of Fashion: a Return to the Traditional?** Discover how Michel Robichaud and Marielle Fleury drew inspiration from artisanal know-how to create the Expo 67 outfits.

■ **Modernity Versus Conformity in Fashion** – Learn how the political conservatism of the period influenced Expo 67's textile designs.

■ [Wearing our Identity – The First Peoples Collection](#)

**The Other Smart Fashion: Aboriginal Clothing** – Understand the intelligent design of five garments and accessories by First Peoples.

## ADMISSION FEES

### FREE FOR MUSEUM MEMBERS

[Reserve your place](#) – two free drinks + use of a smart bracelet for the evening.

### GENERAL ADMISSION – TWO DRINKS INCLUDED

[Presale \\$16/\\$20](#) on site. The smart bracelet [PixMob klik](#) is included for the evening! Non-refundable ticket.

Not yet a Young McCord Member? Wait no more: [special rate \\$25](#). May not be combined with other offers.



Join the [event on Facebook](#) for up-to-the-minute information about the evening!

#### 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 1.4 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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#### Source and information:

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

[Montreal Digital Spring](#) is produced in association with Journal Métro and with the support of Concertation Montréal, Tourisme Montréal and La Vitrine. The project has also received financial support from the City of Montreal through assistance from the Quebec government, granted under the Entente Montréal 2025 agreement, which is administered by the Secrétariat à la région métropolitaine. Additionally, [Montreal Digital Spring](#) receives support from PwC, Romeo's Gin and OVH.

La série des 5 à 9 est présentée par



Ce 5 à 9 est organisé en collaboration avec



Avec la contribution de  
Valérie Lamontagne  
3electromode

Merci à nos partenaires



An initiative of La Vitrine, the Passeport MTL étudiant international offers international students a range of cultural activities, allowing them to discover the richness and cultural diversity of the city.