

# PRESS RELEASE

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## THE McCORD MUSEUM TAKES PART IN THE GLOBAL ART PROJECT *INSIDE OUT*

Montreal, January 31, 2017 – In conjunction with the exhibition **Notman, A Visionary Photographer**, the McCord Museum will display, from January 31 to February 26, 2017, 21 portraits of visionary Montrealers by Cindy Boyce, who was delighted with the opportunity to photograph these creative individuals. The initiative is part of *Inside Out*, a global project that was started in 2011 by the internationally renowned street artist JR. The portraits feature entrepreneurs and innovators from the fields of art, fashion, design, urban planning, new technology and community and social development. William Notman was both a photographer, particularly well-known for his portraits, and an entrepreneur with an original spirit for his time. Like him, today's creators invite us to think differently and change our ways of seeing, doing and being through their innovative projects. The portraits are shown in various parts of the city, including Le Plateau-Mont-Royal, UQAM, the Quartier des spectacles and in front of Notman House.

“The McCord Museum’s participation in this project corresponds with our mission to promote the history of Montreal and the creativity of the city and its people. It allows us to put a face on those who – often unrecognized by the public – work for the progress and development of our city,” says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

This initiative, one of the largest of the *Inside Out* projects in Montreal, has been carried out in collaboration with Publicité Sauvage. The Montreal company, celebrating its 30<sup>th</sup> birthday this year, emerged from the dream of its founder, **Baudoin Wart**, to transform the Montreal landscape through cultural posters. A visionary in his own way, he created a company with a unique business model in Montreal’s advertising world.



In front of UQAM  
St-Denis St.  
© Publicité Sauvage

## THE *INSIDE OUT* VISIONARIES

New technologies are represented in the project through the innovations of **LP Maurice**, president and cofounder of *Busbud*, and founder of the self-help group *Entrepreneurs Anonymes*, *La Tournée des Entrepreneurs* and *Portes Ouvertes Startups*; **Vincent Morisset**, founder of the studio *AATOAA*; **Xavier Peich**, cofounder of the startup *SmartHalo*; and **Joanna Berzowska**, founder of *XS Labs* and Head of Electronic Textiles at *OMsignal*.

The fields of art and fashion are featured through **Rad Hourani**, a member of the very exclusive world of Paris high fashion; **Patsy Van Roost**, originator of many participatory urban interventions; **Philippe Demers**, cofounder of the agency *MASSIVart*; and **Jasmine Catudal**, cofounder of *OFFTA* and *LA SERRE – arts vivants*.

Design and urban planning are represented by **Jérôme Glad** and **Maxim Bragoli**, cofounders of *La Pépinière*, *Espaces collectifs*; **Melissa Mongiat** and **Mouna Andraos**, cofounders of *Daily tous les jours*; **Jonathan Lapalme**, founder of the workshop *Les Interstices* and the organization *Entremise*; and **Antoine Trottier**, president and cofounder of *La ligne verte*.

Supporting community and social development are **Fabrice Vil**, Executive Director of *Pour 3 Points*; **Philippe Lamarre**, cofounder of the magazine *URBANIA*; **Léa Clermont-Dion**, a driving force behind the *Charte québécoise pour une image corporelle saine et diversifiée*; **Nadia Duguay**, cofounder of *Exeko*; **Sterling Downey**, cofounder of the festival *Under Pressure* and the creative space *Fresh Paint*; **Nahid Aboumansour**, Executive Director of the social economy organization *Petites-Mains*; and **Marie-Josée Parent**, General Director of the organization *DestiNATIONS*.

**Biographies:** [musee-mccord.qc.ca/visionaries](http://musee-mccord.qc.ca/visionaries)

### ABOUT *INSIDE OUT*

When street artist JR won the TED Prize in Long Beach, California in 2011, he launched *Inside Out*, a participatory art project aimed at “changing the world.” Everyone can draw inspiration from JR’s large-format collages to share portraits and messages (diversity, hope, inequality, social violence, etc.) that become public works of art. More than 260,000 people have participated in *Inside Out* in 129 countries. Each project is documented and published on the Internet.

<http://www.insideoutproject.net/en/about>

### ABOUT CINDY BOYCE

Cindy Boyce is a passionate Montreal photographer who, through her unique sensitivity, imbues her images with a special connection she creates with her subjects.

<http://www.cindyboycephoto.com>



LP Maurice  
Photo Cindy Boyce



Rad Hourani  
Photo Cindy Boyce



Léa Clermont-Dion  
Photo Cindy Boyce

### **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 Pascale Grignon, Director, Marketing and Communications, and Sandra Heintz, Head, Communications.

Photographs available at: <http://ow.ly/9X5n308qtsM>

### **Source and information:**

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