



**Explore humanity's greatest inventions and discoveries in a new interactive online project by Google Arts & Culture, in collaboration with the [McCord Museum](#).**

**Wednesday, March 6th** – Today, Google Arts & Culture launched *Once Upon a Try* - the largest online exhibition about inventions and discoveries ever curated. Collections, stories and knowledge from over 110 renowned institutions across 23 countries, including the McCord Museum are brought together, highlighting millennia of major breakthroughs and the great minds behind them.

Everybody can now explore more than 400 interactive exhibitions that pay tribute to humanity's greatest leaps in science and technology progress, and the visionaries that shaped our world, as well as tales of epic fails and happy accidents. *Once Upon A Try* also lets you dive into Street View to tour the sites of great discoveries, from deep underground inside [CERN's Large Hadron Collider](#) to high in the sky onboard the [International Space Station](#). Zoom into more than 200,000 artifacts in high definition, including the [first recorded map of the Americas](#) from 1508, and [Albert Einstein's letters](#), never before published online.

The McCord Museum houses one of the most important historical collections in North America and is dedicated to the preservation, study and presentation of the social history of Montréal, past and present. It contributes to the promotion of established and emerging practices through exhibitions, catalogues and its Artist-in-Residence program. The virtual exhibition produced as part of this project highlights the innovative practice of William Notman, a pioneer in the photomechanical reproduction of images for the press. Users will also be able to explore the photo gallery, which consists of an image bank presenting several pieces from our collections.

Google Arts & Culture also invites people to join Tilda Swinton and CERN particle physicists to experience the birth and evolution of the universe in augmented reality - a state-of-the-art use of this new technology. And people can explore NASA's archive of 127,000 images in a new storytelling tool, powered by Google machine learning.

Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, explains: “ *This platform promotes the McCord Museum's collections by offering an insight into the innovative practice and avant-garde approach of photographer William Notman. The virtual exhibition produced as part of this initiative demonstrates the richness of our collections, which we wish to make accessible to the world. This project is an opportunity to promote the photographic work of Notman, a pioneer in photography whose archives are at the heart of our photographic collection.*”

“*We invite everyone to participate in the first phase of an online collection that celebrates innovation and science. Through inspiring, and at times surprising, stories from over 100 partners, you can explore the inventions and discoveries that have shaped our world. Once Upon a Try is all about that first attempt, the idea, the journey of fulfilling a dream, and we hope it'll give people that extra boost to find their very own eureka moment ,*” said Amit Sood, director of Google Arts & Culture.

Explore *Once Upon a Try* on [Google Arts & Culture](#) ( [g.co/onceuponatry](https://g.co/onceuponatry) ) or using our app on [iOS](#) or [Android](#) , and join the conversation with [#onceuponatry](#).

**About Google Arts & Culture**

[Google Arts & Culture](#) puts the collections of more than 1,800 museums at your fingertips. It's an immersive way to explore art, history and the wonders of the world, from [Van Gogh's bedroom paintings](#) to [the women's rights movement](#) and the [Taj Mahal](#). The Google Arts & Culture app is free and available [online](#) for [iOS](#) and [Android](#). Our team has been an innovation partner for cultural institutions since 2011. We develop technologies that help preserve and share culture and allow curators to create engaging exhibitions online and offline, inside museums. Read about our latest projects on the [Google Keyword blog](#).

**About the McCord Museum**

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1,500,000 artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles, Photography, Indigenous Cultures, Paintings, Prints and Drawings, Decorative Arts, and Textual Archives. 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.

**Source and information**

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