

ACTIVITY SHEET

UNDERSTANDING AND BUILDING OUR WORLD AND OUR STORIES TOGETHER

At the McCord Museum, we use objects, stories and shared experiences to help our visitors better understand the world around them, no matter their age or background. With our participatory approach and civic perspective, we prioritize observation, questions and dialogue in our virtual activities.

PARACHUTE SUBVERSIVE FASHION OF THE '80S GUIDED TOUR AT THE MUSEUM

Length: 60 minutes

Target audience: CEGEP – University – Adult – Senior

Educational areas: Fashion – Arts – Art history – Design – Photography – Advertising

DESCRIPTION OF THE ACTIVITY

Founded in Montréal in the early 1980s, Parachute—the avant-garde clothing brand by designer Nicola Pelly and architect Harry Parnass—quickly became a global phenomenon. Top celebrities, including Madonna, Duran Duran and Peter Gabriel, and anyone who wanted to assert their individuality wore Parachute. The brand transposed the cultural anxieties of the dawn of the digital era into innovative, audacious and androgynous creations aiming to change mindsets and subvert the status quo. Through an exhibition design that conjures up the brand's universe and anecdotes and reflections by Nicola Pelly herself, the tour reveals Parachute's inspirations, story and global success through clothes, photographs and archival documents.

STRATEGIES

Comparison – Observation – Discussion – Reflection

ATTITUDES DEVELOPED

Self-actualization – Curiosity – Creativity

MAJOR THEMES

Transforming the world

Humans have always wanted to control their environment by creating machines, devices, objects and new techniques. These inventions enrich our daily lives and transform our relationship to the world.

INFORMATIONS

Rates*

Taxes included. Valid until March 31, 2022

	Individual rates	Group rates (minimum 15 people*)			
	Regular	Basic price (with mediator)	Price per additional activity (with mediator)	Self-conducted visit (without mediator)	Virtual tours and workshops (with mediator)
Adults	\$19	\$16	\$5	\$14.50	\$5 per activity
Seniors	\$17	\$13.50	\$5	\$12	
Students (13-30)	\$14	\$8	\$4	\$7.50	
Children (0-12)	Free**				

* Admission fees are in Canadian dollars. Rates are subject to change without notice.

** The McCord Museum sincerely thanks the Fondation J. A. DeSève for free admission for children 12 and under.

- Groups will receive one free admission for every 15 paid admissions.
- Free admission for members of Indigenous communities and Indigenous community groups.

Reservations

- **Reservations must be made online using the form.**
- Requests must be sent **at least 3 weeks prior to the date of the visit.** Requests received after the deadline may not be modified.
- You will receive a reservation confirmation by email, along with documents to provide useful information to prepare for your visit or activity.

Payment

- Activities with a Museum mediator must be paid by cheque, credit card or bank transfer when the invoice is received. It is possible to pay before the visit (upon request).
- **Payment on site is only possible for self-guided groups.**

Cancellation or modification

- It is possible to cancel a reservation at no charge **up to one week** prior to the date of the visit. Otherwise, you will be billed for the total amount of the reservation.
- Modifications to reservations are **subject to availability** and must be requested **by email at least two weeks** prior to the date of the visit. Requests received after the deadline will be processed on a case-by-case basis, depending on availability.
- You will receive a confirmation email if your request for changes has been accepted.
- All changes must be confirmed by email.