



MUSÉE McCORD



ANNUAL REPORT
2008 | 2009

MISSION:

Collecting History

Connecting People



COLLECTING HISTORY

THE McCORD MUSEUM IS A PUBLIC RESEARCH AND TEACHING MUSEUM DEDICATED TO THE PRESERVATION, STUDY, DIFFUSION AND APPRECIATION OF CANADIAN HISTORY.

CONNECTING PEOPLE

THE McCORD MUSEUM HELPS INDIVIDUALS CONNECT WITH GENERATIONS, CULTURES AND COMMUNITIES, INSPIRING THEM TO BECOME INFORMED, OPEN-MINDED AND ENGAGED CITIZENS.

VISION:

INCLUSIVE

ENGAGED

PROVOKING

RELEVANT

A UNIQUE FORWARD-LOOKING AND THOUGHT-PROVOKING MUSEUM, EXPLORING CONTEMPORARY ISSUES RELEVANT TO CANADIANS OF ALL BACKGROUNDS, ENGAGED WITH COMMUNITIES AT THE LOCAL, NATIONAL AND GLOBAL LEVEL

MESSAGE

FROM THE EXECUTIVE DIRECTOR

Over the past year, we were extremely successful in our efforts to raise the profile of the McCord Museum and increase the general public's appreciation of the Museum. However, the year was a difficult one from a financial perspective.

We inaugurated our major exhibition, *Reveal or Conceal?* in February 2008. Organized and prepared by our Curator, Costume and Textiles, the exhibition drew almost exclusively from the Museum's impressive costume collection, the largest in Canada. In June 2009, the Costume Society of America awarded its prestigious Richard Martin Exhibition Award to *Reveal or Conceal?*, which won out over the Fashion Institute of Technology and the Metropolitan Museum of New York. The McCord is the only museum in North America to have won this prize twice, having previously been awarded it in 2003 for the *Clothes Make the Man* exhibition.

We also presented the exhibition *Much More Munsch*, which proved so popular among families and children that we quadrupled our family clientele over last year. The total number of visitors to the McCord was 12% higher than our forecasts and 31% higher than 2008.

Inspirations, our third open air exhibition on McGill College Avenue, drew more than 1 million Montrealers and tourists.

We raised \$500,000 in annual donations from our donors and supporters.

In less than six months, we raised the equivalent of the Government of Quebec's subsidy challenge amount of \$250,000, which contributed \$500,000 more to our funds.

The McCord partnered with Quebec's Irish community and raised close to \$500,000 to produce *Being Irish O'Quebec*, a major exhibition celebrating the some 300 years of Irish heritage in Quebec. The exhibition opened on March 20, 2009.

The University of Toronto selected us as museum partner in Fluid Engage, a Web project sponsored by the Andrew W. Mellon Foundation.

With assistance from the Virtual Museum program, we were able to add to our Web site a new and extensive virtual archive of caricatures: *Where to Draw the Line? Editorial Cartoons in Quebec, 1950-2000*.

We also received a subsidy of \$500,000 from the MCCCQ for the updating of our permanent exhibition *Simply Montréal*.

We worked passionately to offer content and programming of the highest quality. Unfortunately, our public success was dampened by an ongoing structural deficit, which the recent economic slump only served to intensify. Despite additional funding from foundations and the government and discussions with partners and potential collaborators, the McCord has had trouble finding a sustainable formula to enable it to pursue its mission as a major world-class public museum. Fiscal 2008-09 presented ominous challenges to the McCord Museum. In 2009-2010, the McCord will adopt a corporate plan that will see it consolidate its operations, reduce its expenses, and review its structure, while maintaining its quality and excellence standards, in order to assure its long-term development and sustainability.

THE YEAR IN REVIEW

VISITORS

The Museum welcomed **95,101 visitors in 2008-2009**, an increase of **31%** over the previous year. Its objective of 85,000 visitors, set at the beginning of the year, was exceeded by 12%.

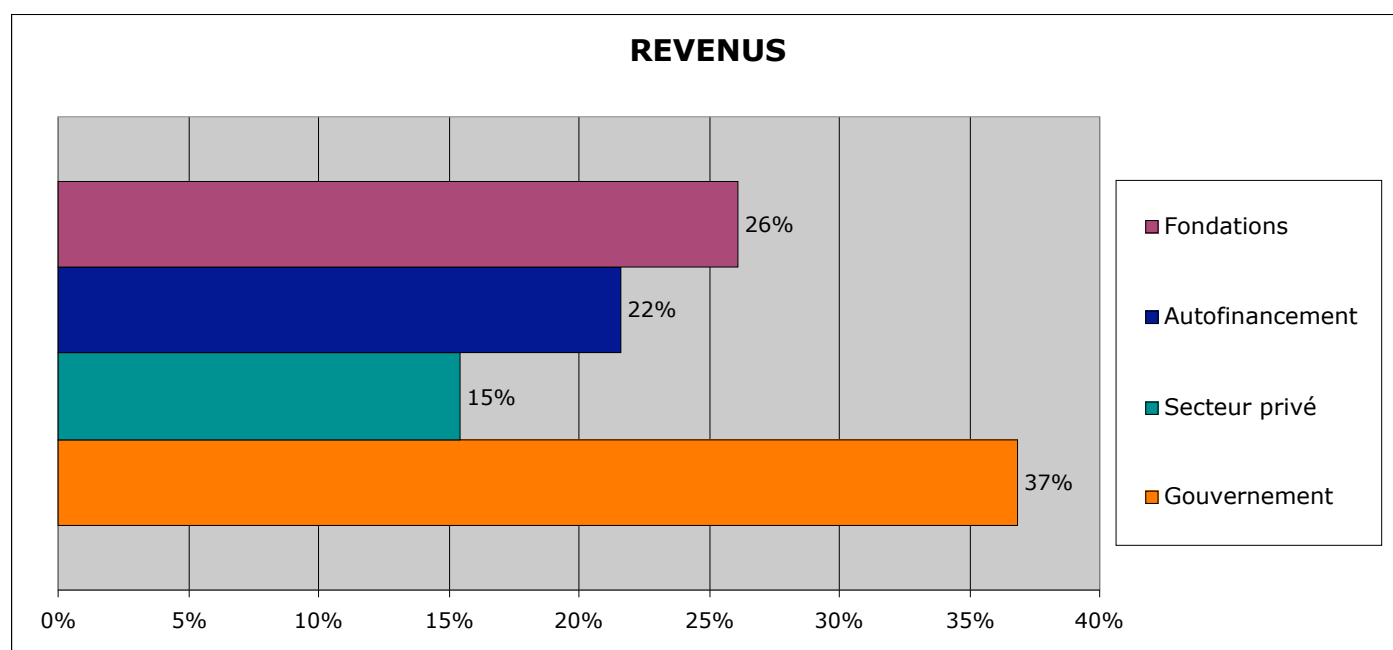
More than 5,500 members of the public visited the McCord on Montreal Museums Day (2008), and the McCord welcomed close to 3,000 visitors during Montreal's Nuit blanche (2008).

Inspirations, the third instalment in our series of open-air exhibitions along McGill College Avenue, drew more than **1 million visitors** (compared to 818,050 visitors in 2007).

Our Web site is an integral component of our mission and has made the McCord an **internationally recognized resource** and a key reference in the online cultural landscape. With more than **1,800,000 visits each year** (excluding robot visits), site traffic is growing steadily and has translated into an increase of 17.5% over last year.

SOURCES OF REVENUE

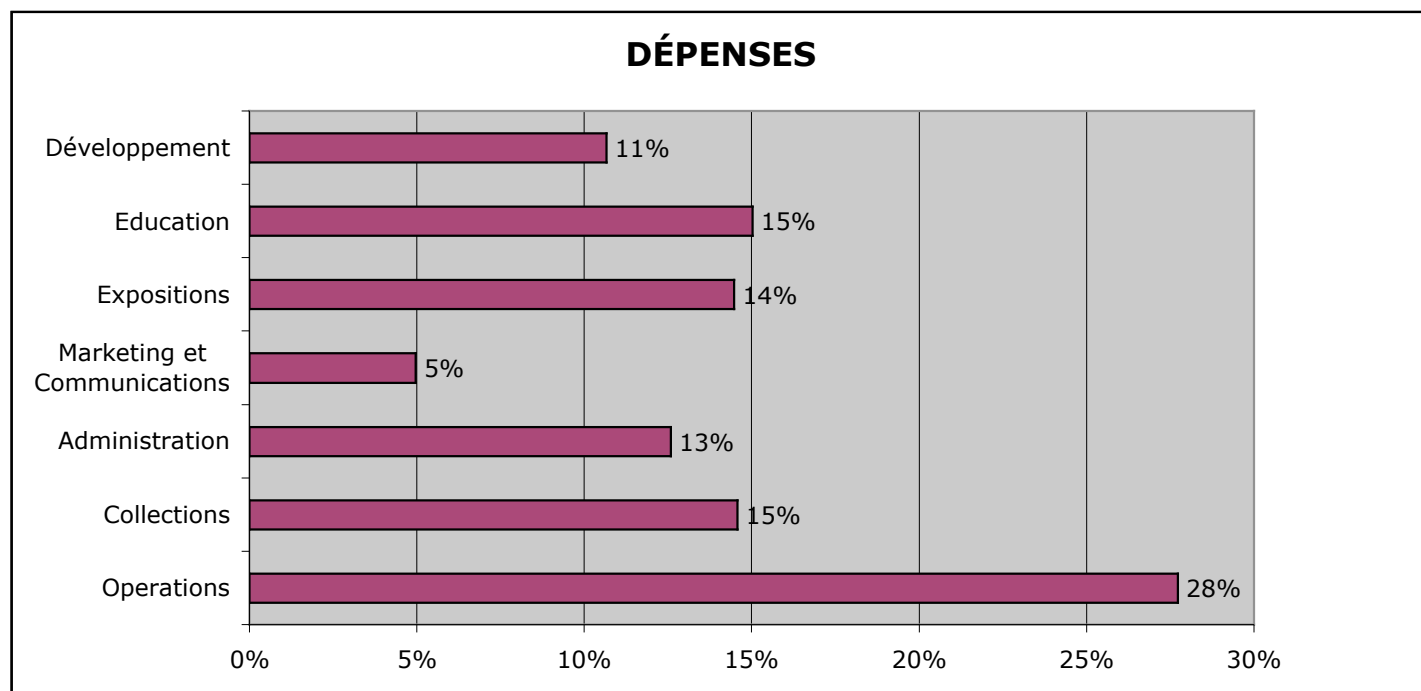
The McCord receives more than half of its support from fundraising and revenue-generating activities.



[C1]

EXPENDITURES

Expenditures for the collections include the management of the Museum's Web site.



[C2]

COLLECTIONS

NEW ACQUISITIONS IN 2008-2009

The McCord collections are a global reference for the study of Canada's material history, both at the Museum and through our online database (www.mccord-museum.qc.ca). People from across Canada and beyond appreciate the McCord's role as a repository for the objects and documents of our history, evident in the number and significance of donations made to the Museum each year.

The acquisitions have been so pronounced in recent years that in 2008-2009 the McCord temporarily slowed their pace to enable its team to update its catalogues and adequately store its acquisitions from previous years. Concurrent to this, collection curators and managers conducted a site inventory of the collections. The first component of this analysis, which focused on the types of collections and their storage locations and space, was completed in September 2008. A second component—an in-depth examination of the collection-mission balance, is planned for next fall. This exercise will enable the McCord to establish an action plan for the development of its collections in the years ahead.

In 2008-2009, the McCord accepted **138 donations**, comprising a total of 4,562 artefacts and documents and 17.8 linear metres of archives.

Among these acquisitions, four were recognized by the Canadian Cultural Property Export Review Board as items of exceptional interest and national importance: the Bens Delicatessen fonds, approx. 1910-2006, 6.2 linear metres of textual documents and 878 iconographic documents and objects associated with the management of the restaurant, its employees, services, customers, and local and international renown; two instalments of a total of 180 illustrations and editorial cartoons by Aislin, most of which were published in *The Montreal Gazette* between 1971 and 2004; and a cast iron fireback bearing the profile of James Wolfe, circa 1768, which belonged to William Brown and descendants of the Neilson family from Quebec City.

A moveable cultural property grant application was submitted for the acquisition of a Milloy dress, created in 1887 by Montreal tailor J.J. Milloy.

Acquisitions in 2008-2009

Collections	Donations	Number of items
Textual archives	14	426 documents and 17.8 linear metres
Photographic archives	22	2,803
Decorative arts	30	667
Costume & Textiles	22	273
Ethnology & Archaeology	5	17
Paintings, Prints & Drawings	7	376 (including 180 caricatures)
Cross-collection	38	(items allocated above)

LOANS TO OTHER MUSEUMS OR INSTITUTIONS

In 2008-2009, the Museum made 29 loans comprising 114 items to various museums, including the Musée de la civilisation du Québec, Musée national des beaux-arts du Québec, Pointe-à-Callière, Montreal Museum of Archaeology and History, Huron-Wendat Museum, Canadian Museum of Civilization, National Gallery of Canada, Royal Alberta Museum, Maine State Museum, National Museum of American History, and Musée des arts et métiers de Paris.

ARCHIVES AND DOCUMENTATION CENTRE

In addition to access to our online and in-museum database, the Archives & Documentation Centre provides research assistance and access to over 8,000 works and periodicals from the library; more than 2,000 works from the rare book collection; and nearly 500 archival fonds as well as the photographic collections of the Notman Photographic Archives.

As an accredited archives facility, the Centre receives annual funding from the Bibliothèque et Archives nationales du Québec (BAnQ), most notably to support the Museum in its efforts to expand its archival collections and increase access by its various clientele. The Museum also received a special grant from the BAnQ to support the archival processing and development of the Fort George Cree Community photographic archival holdings (2008-2009).

In 2008-2009, the Centre hosted 775 in-house research sessions by external researchers and responded to more than 900 reference requests submitted by mail or e-mail. In addition, the staff conducted 20 guided tours of the archival fonds for students and researchers from McGill University, Université de Montréal, UQAM, and Université Laval, as well as for representatives of Aboriginal communities and delegations from Japan and the City of Montreal.

MCCORD COLLOQUIUM

The McCord Colloquium, organized each year in conjunction with its exhibition themes, fields of research, and collections, was held on November 6, 7 and 8, 2008. The 2008 McCord Colloquium, *Bodies on Display*, was organized in collaboration with the Costume Society of America, Northeastern Region, concurrent to the *Reveal or Conceal?* exhibition, presented at the McCord Museum until January 18, 2009.

Given the growing interest by researchers from many disciplines in how to approach the issue of the body, the *Bodies on Display* Colloquium aimed to spur dialogue between specialists who study the body's relationship with clothing and fashion as well as dressing as an embodied practice, and those who examine these issues in a museum context or from the perspective of material culture, living history, and design. Bringing together more than 20 speakers from around the world, the colloquium welcomed over 60 participants to its opening evening, which featured a public conference led by Joan Jacobs Brumberg, critically acclaimed author of *The Body Project*. Ms. Brumberg traced the historical roots of the North American obsession with the body and discussed associated contemporary notions.

SHARING EXPERTISE

The McCord team is comprised of curators, conservators and specialists in cultural education-mediation, whose research findings are featured in scientific publications, conferences and exhibitions. This expertise contributes greatly to the excellent reputation the McCord has earned among academics and researchers from across the globe.

PUBLICATIONS, CONFERENCES and PARTNERSHIPS (a selection)

Victoria Dickenson

- *Rethinking the Role for Museums in a Diverse Society*, workshop moderator, Canadian Museums Association Annual Conference, Victoria, B.C., April 10, 2008.
- *The Herons are Still Here: History and Place*, talk given at Metropolitan Natures, Environmental[C3] Histories of Montreal, Montreal, March 13, 2009
- *Souvenirs of Here: The Photograph Album as Private Archive of Chinese Montrealers*, talk given at the 34th conference of the British Association for Canadian Studies, Oxford, UK, March 29, 2009.
- *Cartier, Champlain and the fruits of the New world: botanical exchange in the 16th and 17th centuries*, in *Scientia Canadensis*, Vol. 31, no. 1-2, 2008.

Nicole Vallières

- *McCord 2.0: nouvelle philosophie, nouvelles manières de faire, nouveau public?*, talk given at the 21^e entretiens du Centre Jacques-Cartier, *Colloque Musées et horizons du 21^e siècle*, Musée National des beaux-arts du Québec, October 9 and 10, 2008.
- User Advisory Board Member, *The Museum System* collection management software, Gallery Systems, New York.

Cynthia Cooper

- *The Making of Reveal or Conceal?*, talk given at the 2008 McCord Colloquium, *Bodies on Display*, McCord Museum, Montreal, November 16, 2008.
- *An Armchair Tour of Reveal or Conceal?*, talk given at the Costume Society of America Symposium, *Looking Beyond the Mask: Disguise, Identity, and Costume*, New Orleans, May 20 – 25, 2008.

Anne MacKay

- *A string of beads unbroken: continuity and collaboration in an exhibition of Iroquois beadwork*, talk given at the ICOM 15th Triennial Conference of the Conservation Committee, *Diversity in Heritage Conservation: Tradition, Innovation and Participation*, New Delhi, September 22- 26, 2008.
- *Tracing the Body: Museum Mannequins and Exhibition*, talk given at the 2008 McCord Colloquium, *Bodies on Display*, McCord Museum, Montreal, November 16, 2008.
- *A string of beads unbroken: continuity and collaboration in an exhibition of Iroquois beadwork*, in *Preprints of the ICOM Committee for Conservation*, 15th Triennial Conference of the Conservation Committee, Allied Publishers, p. 171-178.

Hélène Samson

- *La photographie peinte : une spécialité du studio Notman de Montréal*, talk given at the *Conférences du mercredi*, Musée National des beaux-arts du Québec, Quebec City, November 26, 2008.
- *Guerre d'Espagne et Photographie*, talk given at the *Norman Bethune and Visual Cultures Symposium*, Concordia University, Montreal, October 18, 2008.
- *Figuration et esthétique de l'identité génétique : Autour de l'Autoportrait génétique de Gary Schneider*, in *RACAR Revue d'art canadienne/Canadian Art Review*, Vol. XXXIII, n° 1-2, 2008, p. 66-74.
- *Resemblance and Identification: The Paradox of Gary Schneider's Genetic Self-Portrait*, in *Precarious Visualities: New Perspectives on Identification in Contemporary Art and Visual Culture* (edited by Olivier Asselin, Johanne Lamoureux and Christine Ross), McGill-Queen's University Press, Montreal/Kingston, 2008, p. 380-391.

Guislain Lemay

- *La Protection de la diversité culturelle*, talk given at the Congrès SMQ 2008, *Musées et développement durable*, Trois-Rivières, October 8, 2008.
- Representative, Reciprocal Research Network (RRN), collaborative project with the UBC Anthropology Museum, Musqueam Indian Band, U'mista Cultural Society, Stó:lo Nation and Tribal Council.

Marie-Claude Larouche

- *Manipulez sans toucher! L'exemple d'une borne 3D au Musée McCord*, talk given at the Congrès annuel du comité sur l'audiovisuel et l'informatique (AVICOM), Conseil international des musées, Gatineau, October 2008.
- *Valider en classe d'histoire des ressources muséales Web axées sur la caricature éditoriale ancienne*, talk given at the colloquium *En faire toute une histoire! L'engagement social en histoire et en muséologie*, Laboratoire d'histoire et de patrimoine de Montréal, Université du Québec à Montréal, September 2008.
- *Voyage chez les Inuits et les Mi'kmaq*, in *Vivre le primaire, Revue de l'association québécoise des enseignantes et enseignants du primaire*, in collaboration with Nicole Lebrun and Anik Meunier, Summer 2008, Vol. 21, n° 3, p. 13-15.

François Cartier

- *Archivistique et muséologie : mûrs pour un rapprochement?*, talk given at the Activités de formation de l'AAQ, Montreal, October 15, 2008.
- *L'affaire" du journal de James Wolfe devant Québec : controverse autour d'une source majeure de notre histoire militaire*, talk given at The St-Lawrence at War Colloquium, Royal Military College of Canada, Naval Museum of Québec, Kingston, November 7, 2008.

The CANADIAN MUSEUMS ASSOCIATION AWARD OF DISTINGUISHED SERVICE was awarded to NICOLE VALLIÈRES, Ph.D.

The Award of Distinguished Service of the CMA recognizes significant contributions by individuals to the Canadian museum sector throughout the course of their careers.

Dr. Vallières received the award during the annual meeting of the CMA, which was held in Toronto in March 2009.

EXHIBITIONS

Each year, the McCord offers its visitors a program of temporary exhibitions produced by the Museum or by partner museums. Highlights from this year's program include:

Reveal or Conceal?

Reveal or Conceal?, a major exhibition produced by the McCord team, explored historical perceptions of modesty and eroticism in women's clothing. Through a selection of remarkable garments, accessories, and photographs from the McCord's collection, visitors discovered how changes in fashion trends and cultural standards over the last two centuries have influenced women's decisions to reveal or conceal their bodies. *Reveal or Conceal?* was not only one of our most visited exhibitions in the past 10 years, it was also critically acclaimed, having received the Richard Martin Award from the Costume Society of America, which recognized it as the best exhibition of costumes in North America in 2008.

Much More Munsch

This whimsical exhibition, created for a young audience aged 6 to 12, featured many of the much-loved stories and characters of children's author Robert Munsch. The exhibition aimed to ignite imagination, cultivate creativity, and develop a desire for reading. Excerpts from Munsch's works came to life through the magic of interactivity and activities as interesting as they were fun. The exhibition was presented in a mock-up of Munsch's house, with young visitors invited in for a very special visit to each room, the yard, and even the author's car. Children were offered a host of creative activities in a highly original and fanciful setting designed just for them. Created by the Manitoba Children's Museum and the London Regional Children's Museum, *Much More Munsch* was presented from November 14, 2008 to May 10, 2009.

Shashin – Japanese Canadian Studio Photography to 1942

This exhibition of 80 photos, produced by the Japanese National Museum, explored a period covering almost fifty years of history through the lens of Japanese Canadian studios operating in British Columbia until the internment of 1942. The images captured the great diversity of the province's immigrant communities at the time; Europeans, Chinese, Japanese and Africans were all represented, from the elite members of society to the working class.

Open-Air Exhibition: Inspirations

Building on the success of *Transactions* and *Configurations*, the first two free open-air exhibitions presented by the McCord, the Museum produced *Inspirations*, the final instalment of the trilogy on McGill College Avenue. The series of exhibitions was made possible through support provided by Rio Tinto Alcan, the borough of Ville-Marie, and Cascades. *Inspirations – The Notman Photographic Archives Converge with the Next Generation* was a fascinating event that saw selections from the Notman Photographic Archives displayed alongside contemporary portraits created by talented young photographers from Concordia University. The result was an outdoor exhibition that delighted more than 1 million visitors from June 19 to October 19, 2008.

ON TOUR: Scots in Quebec

Following a presentation given in Scotland with support from the Délégation générale du Québec à Londres, *Scots in Quebec* was presented at the Délégation générale du Québec à Londres from May 2008 to June 2009.

VIRTUAL EXHIBITION

This year, we produced a new virtual exhibition, *Where to Draw the Line: Editorial Cartoons in Quebec, 1950-2000*, with assistance from the Virtual Museum of Canada Program of the Department of Canadian Heritage. The exhibition, which features selections from our unique collection of editorial cartoons consisting of more than 20,000 documents from the 19th and 20th centuries, provides a frank and humorous look at Canadian news and newsmakers.

This new exhibition presents caricature content with a dynamic and interactive approach and enables visitors to delve deep into the subject using a number of methods, some of which are already part of the McCord Web site. We invite members of the public to contribute to the contextualization of the caricatures using Web 2.0 tools (visitors can add comments, upload and publish personal images, etc.). *Where to Draw the Line: Editorial Cartoons in Quebec, 1950-2000* offers an enriching and entertaining virtual experience gained from an in-depth exploration of this exceptional body of work. We are grateful for the ongoing contribution of our university, educational and private partners: Laboratoire d'histoire et de patrimoine de Montréal (LHPM), UQÀM; Bilan du Siècle, Université de Sherbrooke; Centre for Educational Leadership, McGill University; LEARN (Leading Education and Resources Network); Groupe de recherche sur l'enseignement de l'histoire et l'éducation à la citoyenneté, Université Laval; Service national du RÉCIT, domaine de l'univers social; *The Gazette*, *La Presse* and *Le Devoir*; and Idéeclac.

EXHIBITIONS PRESENTED IN 2008-2009*

*FROM APRIL 1, 2008, TO MARCH 31, 2009

AT THE MUSEUM

Souvenirs of Here – The Photograph Album as Private Archive

September 1, 2007 - April 20, 2008

Reveal or Conceal?

February 22, 2008 – January 18, 2009

Inuit - A Selection of Works from the Musée national des beaux-arts du Québec

May 2 – October 13, 2008

Shashin - Japanese Canadian Studio Photography to 1942

May 29 – September 14, 2008

Norman Bethune – Trail of Solidarity/La huella solidaria

October 2 – January 10, 2010

Much More Munsch

November 14, 2008 - May 10, 2009

Being Irish O'Quebec

March 20, 2009 – October 11, 2010

Simply Montréal: Glimpses of a Unique city

Permanent exhibition

OPEN-AIR

The Notman Photographic Archives Converge with the Next Generation

McGill College Avenue

June 19 – October 19, 2008

ON TOUR

Scots in Quebec

Délégation générale à Londres

May 2008 – June 2009

VIRTUAL

Where to Draw the Line: Editorial Cartoons in Quebec, 1950-2000

LEARNING AND ACCESSIBILITY

The Museum is a leader in educational programs for both children and adults. Our long-standing partnerships with Great-West Life Insurance, London Life, Canada Life, Canwest, and the J.A. Bombardier Foundation enable us to offer a rich and diverse selection of educational and cultural activities.

SCHOOL PROGRAMS

The McCord offers a program of educational activities designed for all age groups and addressing the specific needs of each. The Museum's Five Keys to History approach provides an informative introduction to the history and language of objects. The McCord's educational program reflects our mission and promotes curiosity among young and old alike—in the Museum, at school, or online—helping them become more informed, open-minded, and engaged citizens.

In 2008-2009, the Museum welcomed 338 school groups, representing a total of 14,963 curious, energetic students who greatly enjoyed our programs. Online preparation for the visit is suggested to teachers for all activities offered to Cycle 3 elementary students and high school students.

OUTREACH

If the students can't come to the McCord, the McCord goes to the students! In 2008-2009, 2,516 school users took advantage of the McCord's in-class activities, which feature a range of portable education kits and outreach activities. Our educational collection provides students with exclusive and direct access to objects in the McCord collections with or without the help of a Museum interpreter.

DEVELOPMENT OF ONLINE RESOURCES

The McCord is a Canadian leader in the use of the Internet, new technologies, and their integration into the museum visitor experience. Promoting access to its collections is essential to the Museum's mandate. As such, the McCord Museum Web site offers a major educational tool known as *EduWeb*, which draws from the online content in *Keys to History*. Most notably, *EduWeb* offers teaching plans, more than 135,000 copyright-free images for educational purposes, as well as tools, games, and virtual exhibitions to help students explore Canadian history.

Following our introduction, in 2007-2008, of *Web tours (video clips)* highlighting vintage editorial cartoons, we conducted a pilot project, "*Vintage Editorial Cartoons*,"^[C4] in five high schools. Our purpose was to test the tools and teaching plans we offer. To this end, we established a partnership with the Groupe de recherche sur l'éducation à la citoyenneté et l'enseignement de l'histoire at Université Laval (a group funded by the Fonds québécois de recherche sur la société et la culture - FQRSC). In the winter and spring of 2008, six teachers from five different schools in the Montreal and Quebec City regions helped validate the teaching plans with their students as part of their regular classroom activities. The tours are available in English and French and have been produced with the support of the Canadian Heritage Information Network of the Department of Canadian Heritage.

CULTURAL ACTION

The McCord offers cultural activities for Friends of the McCord, families, young people, seniors, and immigrants. One-of-a-kind activities, workshops and conferences reflective of our exhibition themes encourage creativity through learning more about our history. This year, more than *6,500 visitors* participated in our activities, from Coffee and Conversation about our exhibitions, to historical tours such as the presentation of the Brousseau Inuit Art Collection (MNBAQ) by Raymond Brousseau, to Lunch and Learn on the making of the *Being Irish O'Quebec* exhibition. We also held a highly successful Irish Night, presented as part of the Montreal All-Nighter (2009).

FAMILIES

The McCord offers creative workshops at the Museum every weekend and special activities during the holidays. The *Much More Munsch* exhibition saw us put families first in 2008-2009, with families who visited the exhibition offered free access to weekend family activities. The entrancing world of Robert Munsch was front and centre during the March break as well. And, for a third year, we offered *Parents & Tots*, a free monthly program for parents with babies under 18 months of age.

CITIZENSHIP PROGRAMS

For the second consecutive year, with the support of the City of Montreal, the McCord Museum was able to offer *Les rendez-vous du McCord*. An innovative service designed for newcomers to Canada, the goal of the program is to introduce the myriad facets of Canadian, Quebec and Montreal culture. The initiative, offered free of charge on the first Saturday of each month, is part of the participants' French immersion training.

INNOVATIONS

As a leader in the dissemination of digital collections, the McCord carried out a joint pilot project with the Canadian Heritage Information Network of the Department of Canadian Heritage to explore complementary physical and virtual experiences with 3D objects. The pilot project includes an interactive station housed at the McCord Museum and a Web 3D component, available from the new VMC Lab section of the Virtual Museum of Canada. The McCord Museum participated in the project to experiment with sharing 3D digital content for the purpose of public dissemination.

Ten artefacts representing geographic exploration from the McCord collection were digitized in order to be viewed on a “touchless” interactive station and on the Web site of the Virtual Museum of Canada. The station provided the Museum with practical experience in 3D digitization of museum artefacts, experience that can also serve museums elsewhere in Canada. The project provides a unique virtual experience. Installed in a high-traffic public area of the Museum, the station offers an exciting experience that piques the curiosity and interest of the McCord’s various clientele (children, teens, adults, seniors).

In conjunction with the National Research Council of Canada, the analysis of the user friendliness of 3D viewing went beyond ergonomic considerations to include the visitor benefits of interacting with these platforms (station and Web), viewing devices, and complementary digital resources.

In addition, the McCord posted 50 new archival and collection notices on its Web site, in English and French, and added some 200 new entries to its *Keys to History* database.

And finally, the McCord added 290 archival photographs to *The Commons*, a public portal for the virtual sharing of photographs on the popular site Flickr. Please go to www.flickr.com/commons.

VISITOR SERVICES & COMMUNICATION

The year 2008-2009 was marked by the exhibition *Reveal or Conceal?* Visits increased by 31% over the previous year. Montrealers headed to the McCord to see and learn how and why, over the years, the female body has been revealed or concealed. *Inspirations*, our open-air exhibition on McGill College Avenue, attracted more than 1 million visitors during the summer of 2008. Since 2006, this series of outdoor exhibitions has introduced more than 2.5 million Montrealers and visitors to the stunning Notman Photographic Archives housed by the McCord Museum.

Much More Munsch, the first exhibition presented exclusively for children by the McCord, drew a record number of families, turning the Museum into a loud and joyful venue!

McCORD NEWSLETTERS

Each year, the McCord published three editions of its Friends newsletter. In the fall of 2009, we published our last Friends newsletter, with budget constraints forcing us to reduce our printed matter. However, this year saw the development of our monthly e-newsletter, *@McCord*, which includes news on all of the Museum’s programs and activities.

THE McCORD IN THE MEDIA

The year 2008-2009 saw the McCord garner extensive coverage in the traditional and online media, primarily due to an ambitious media relations campaign and the promotion of the *Reveal or Conceal?* exhibition. There was excellent coverage

from a wide range of media. Most notably, the exhibition was front page news in Montreal's major daily newspapers: *La Presse*, *Le Devoir*, and *The Gazette*. With *Reveal or Conceal?* we saw a return to television advertising on specialized cable channels (Canal Vie, Canal D, Historia, RDI and ARTV) as well as an English version of the advertisement on CBC TV. The promotional campaign also included a metro component with platform posters displaying one of the exhibition's two key visuals.

In addition, the Museum is increasingly drawing on its unlimited information sources—its collections, team of experts and Web resources—to become a compelling reference for journalists and other media stakeholders. Through photos, interviews and consulting, the McCord is staking its ground in current news topics, such as those associated with costume and dress, Bens Restaurant, and the mystery surrounding the murders at the Redpath Mansion.

SUPPORT

The McCord Museum is a private, not-for-profit organization that achieves its mission through the support of its Friends and benefactors. As such, we are extremely grateful to all of those who assist us and whose support is fundamental to our continued success.

ANNUAL McCORD GALA

In an atmosphere inspired by the *Reveal or Conceal?* exhibition, the annual McCord Museum Ball, this year dubbed **REVELATIONS**, was held at the Marché Bonsecours on May 21, 2008. The evening, enthusiastically hosted by RDI journalist and anchorwoman Marie-Claude Lavallée, drew more than 400 generous participants, enabling us to raise \$350,000. We wish to thank honorary ball president Stephen Reitman, honorary co-chairs Georges Paulez and Nicole Fauré Paulez, their extraordinary committee, our board members and sponsors, and our many donors, all of whom made our **REVELATIONS** Ball a resounding success.

Reveal or Conceal? The Fashion Show

Ogilvy hosted a fashion show at the McCord to present its Fall and Winter 2008 collection. The event, which benefited the McCord Costume and Textiles collection, drew more than 200 fashion enthusiasts and numerous donations.

ANNUAL FUNDRAISING CAMPAIGN

The 2008-2009 McCord fundraising campaign was launched in the fall of 2008, chaired by Line Rivard, Chair of the Board of Directors. With the support of our Friends and donors, we achieved our objective of \$250,000.

SPONSORS AND PARTNERS

Once again this year, the McCord's educational programs benefited from the support of *Great-West Life*, *London Life*, *Canada-Vie*, *Canwest*, and the *J. Armand Bombardier Foundation*. The leadership donation from *Rio Tinto Alcan* enabled the McCord to produce the open-air exhibition on McGill College Avenue, together with the support of *Cascades* and the *borough of Ville-Marie*. *The Gazette* and *La Presse* were our media partners in the initiative. *Editions Scholastic* collaborated in the presentation of the *Much More Munsch* exhibition. *Being Irish O'Quebec* was presented in collaboration with the St-Patrick's Society and the *Irish Protestant Benevolent Society*. *Le Devoir*, *La Presse* and *The Gazette* partnered in the virtual exhibition *Where to Draw the line*, which was also supported by the *Museums Assistance Program*. The *Costume Society of America* was our principal partner in the McCord Colloquium *Bodies on Display*, and *Château Versailles* was the official hotel of the Colloquium.

DONORS TO THE COLLECTIONS

34 Combat Engineer Regiment
 Samuel T. Adams
 Mrs. Susan Alain
 Ms. Phyllis Amber
 Estate Frederick Forbes Angus
 Mr. Herbert C. Auerbach
 Mme Louise Ayotte
 Dr. William P. and Mary Baker
 Mrs. W. K. W. Baldwin
 Mme Lucie Beaupré
 Succession Claire Bélanger
 M. Michel Bellemare
 Bens Realty Inc.
 Mrs. Trina Vineberg Berenson
 Mme Jeannette Biondi
 Mme Mireille Sarra-Bournet
 Mrs. Nelly MacLean Burke
 Ms. Jean Cameron
 M. Armand Cellard
 Centre national du costume
 Le Cercle des Gourmets International
 Mr. Timothy Chiu Man Chan
 Mrs. Jean K. Chaplin
 Mme Catherine Charlebois
 Mme Louise Chevrier
 Mr. Barry Cole and Mrs. Sylvie Plouffe
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