

McCoRD
STEWART
MUSEUM

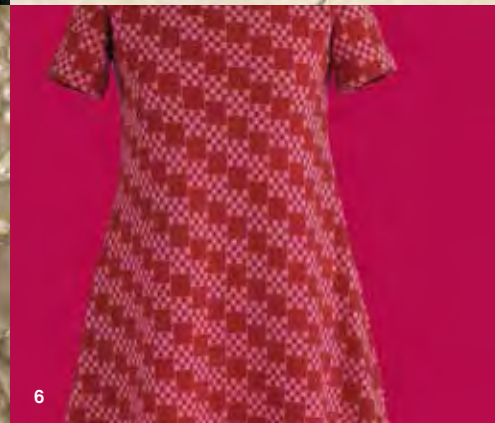
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McCoRD STEWART MUSEUM

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Adolph Friedländer,
Comedians de Mephisto Co. Allied with Le Roy - Talma - Bosco Worlds Monarchs of Magic (detail), 1905.
Purchased with funds graciously donated by La Fondation Emmanuelle Gattuso, M2014.128.318 © McCord Museum

McCord Stewart Museum RECOGNIZED FOR ITS VALUE

Although the McCord Stewart Museum's future may have seemed uncertain last year, this year we have cause for confidence and optimism. The Government of Québec has, in fact, recognized that the Museum plays a vital role in Montreal culture by preserving and disseminating our heritage and has committed to ensuring the sustainability of our institution. This decision is, of course, excellent news for the Museum, for Montrealers and for all Quebecers, since it enables us to fulfil our mission and continue expanding the Museum's reach. On behalf of myself, our Board of Trustees and every member of the Museum's incredible team, I would sincerely like to thank the Government of Québec, and the Ministère de la Culture et des Communications in particular, for being so attentive to our needs. I would also like to thank the Conseil des arts de Montréal for its unwavering support as well as our generous donors, sponsors and partners, who enable us to be the vibrant, innovative institution we are.

Thanks to the generosity of La Fondation Emmanuelle Gattuso, a Toronto-based philanthropic organization, in February 2015 the Museum acquired an extraordinary collection of posters and documents about magic. The Allan Slaight Collection, which features over 600 magnificent posters from the Golden Age of Magic in the 19th and early 20th centuries, is the largest such collection in Canada and considered one of the top five private collections in the world on the subject. La Fondation Emmanuelle Gattuso's generous donation will also enable us to digitize this incredible collection and make it accessible to researchers and fans of magic by the end of 2015.



MONIQUE JÉRÔME-FORGET
CHAIR OF THE BOARD
McCord Stewart Museum

Monique Jérôme-Forget

MESSAGE FROM THE CHAIR OF THE BOARD

McCord
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I am proud to announce that, for the fifth year in a row, the Museum has successfully maintained a balanced budget. Our President and Chief Executive Officer, Suzanne Sauvage, and her team are to be commended not only for their disciplined management of the Museum, but for successfully merging the two institutions and creating increasingly innovative programming that is attracting more and more visitors. I would also like to thank my colleagues on the Board for their remarkable work.

We sadly learned of the death last July of Mr. Roméo Vézina, who served for over 20 years on the boards of the Stewart Museum and the McCord Stewart Museum. Four trustees left the board in the last year: Ms. Lorna Telfer and Ms. Manon Vennat became members of the McCord Museum Foundation board, while Mr. René Godbout and Mr. Marcel Caron completed their mandates. We would like to sincerely thank all four of these trustees for their dedicated contributions to the Museum's evolution. I would also like to welcome Ms. Anne-Marie Boucher, who has joined the Board, and Mr. Daniel Fournier, who was named Chair of the Foundation board and ex-officio member of the Museum board.

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AN EXCEPTIONAL YEAR IN ALL RESPECTS

The first full year of operations since the merger of the McCord and Stewart museums was an especially successful one, and we are very proud. In addition to smoothly and efficiently combining their teams and programs, notably educational activities, both institutions experienced record attendance levels in 2014-2015. Furthermore, we are pleased to report that all the goals of our 2010-2015 five-year plan were achieved and, in some cases, surpassed: attendance, Museum membership, revenues and recognition as a leading museum and cultural institution.

The McCord Stewart Museum presented eleven exhibitions in the past year, including *Music – Quebec: From Charlebois to Arcade Fire*, which attracted over 50,000 visitors to the McCord Museum, *Bens*, *The Legendary Deli*, which brought back vivid memories of this iconic institution for many Montrealers, and the fifth edition of our increasingly popular *Toys* exhibition, which has now become a veritable tradition. The Stewart Museum, for its part, increased attendance by 20% by presenting the exhibitions *Santas Are Taking Over the Stewart Museum* and *D'Artagnan, Al Capone and the Others* and organizing a number of successful activities in its courtyard.

We are pleased to have added two major acquisitions to our collection: the extraordinary Allan Slaight Collection of magic memorabilia, generously provided by La Fondation Emmanuelle Gattuso, and *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, a work created by Canadian artist Kent Monkman as part of our Artist in Residence program. This large-scale painting, acquired thanks to generous donors,



SUZANNE SAUVAGE
PRESIDENT AND CHIEF EXECUTIVE
OFFICER, McCORD STEWART MUSEUM

MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

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now holds a place of honour in our permanent exhibition *Montreal – Points of View*.

Donors of objects are increasingly recognizing the Museum's vital role in preserving and disseminating the history of Montrealers, and this year our collection grew by more than 8,000 artefacts, many of which came from donors living outside the country.

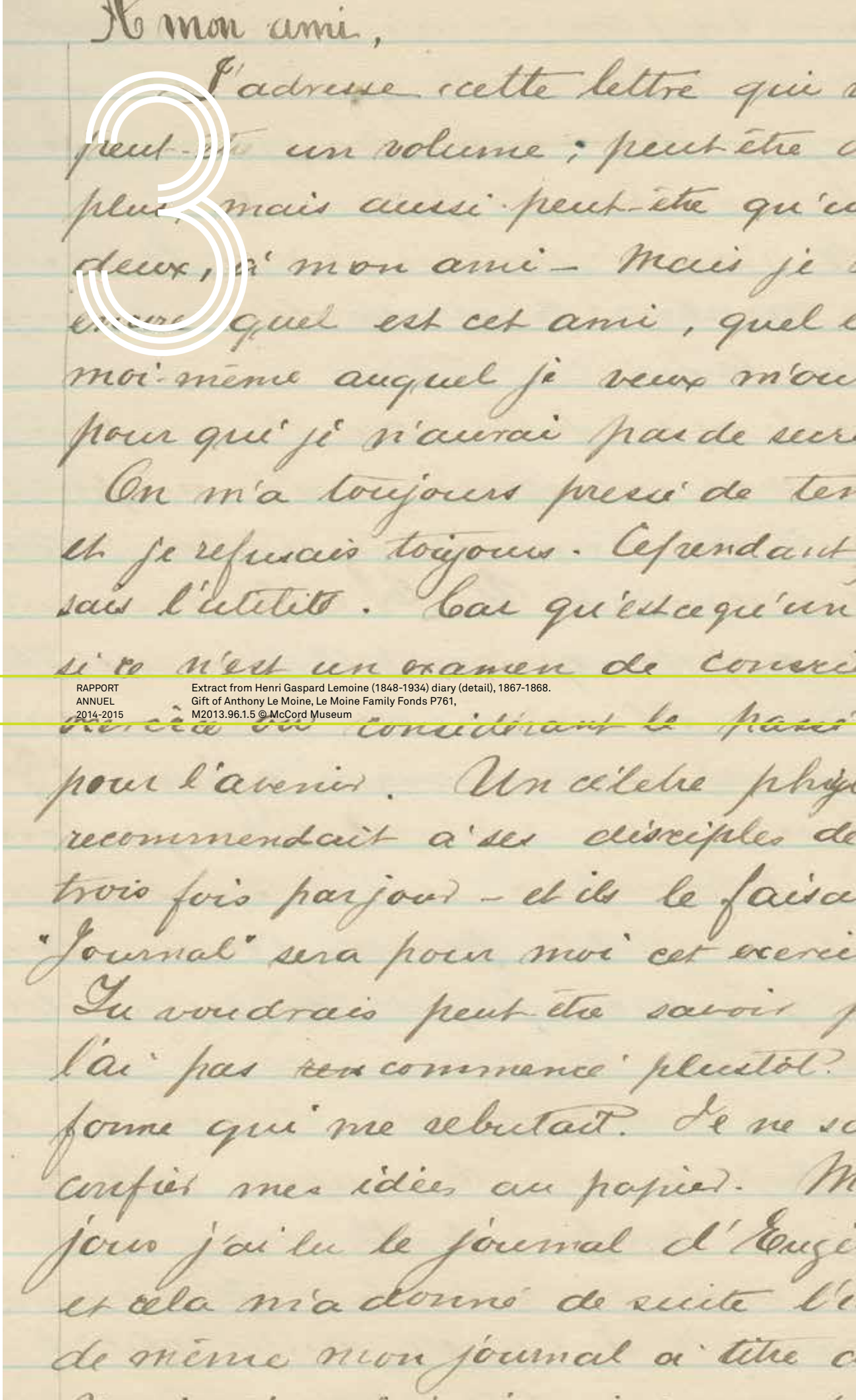
In short, the future of the McCord Stewart Museum looks bright. Our collection is growing, our educational programs are increasingly popular and, most importantly, as our Chair of the Board highlighted in the preceding pages, the Government of Québec has recognized the crucial role played by our institution and committed to ensuring its future. Of course, we are still unable to exhibit but a small portion of our collection and we lack the space needed to offer more activities and meet our needs, but we are confident of eventually finding a larger facility that will enable us to better fulfil our mission.

Obviously, none of our 2014-2015 achievements would have been possible without the hard work, passion and expertise of all our team members. Thank you, everyone, for your valuable contributions. I would also like to thank the Chair of the Board and our trustees for their advice and for greeting our initiatives with such confidence and openness.

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Basil Zarov, *Bens' new dining room seen from the street (detail)*, 1952.
Bens Delicatessen Collection in Honour of its Founders: Ben & Fanny Kravitz, Irving Kravitz, Al Kravitz and Solie Kravitz,
M2008.8.2.1.62.12 © McCord Museum





NEW ACQUISITIONS

The McCord Stewart Museum’s collection of social history is unique in North America. In 2014-2015, this constantly expanding collection was enhanced by 124 donations and 2 purchases, for a total of 8,384 artefacts and 6.42 linear metres of textual documents.

Acquisitions in 2014-2015

CATEGORIES	DONATIONS/PURCHASES	ARTEFACTS/DOCUMENTS
ICONOGRAPHIC ARCHIVES (CARTOONS)	8	1,923
PHOTOGRAPHIC ARCHIVES	15	4,341
TEXTUAL ARCHIVES	14	2 ARTEFACTS AND 6.42 LINEAR METRES
DECORATIVE ARTS	16	373
COSTUME AND TEXTILES	29	885
ETHNOLOGY AND ARCHAEOLOGY	5	40
PAINTINGS, PRINTS AND DRAWINGS	10	820
INTERCOLLECTIONS	29	(SET OUT ABOVE)
TOTAL	126	8,384 AND 6.42 LINEAR METRES

COLLECTION AND ACQUISITIONS

McCord
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MONTREALERS MOBILIZE TO ACQUIRE A KENT MONKMAN WORK

Thanks to the generous contributions of several benefactors who wish to remain anonymous, the McCord Museum acquired *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, a work by Canadian artist Kent Monkman. Produced in 2014 as part of the Artist in Residence program, this acrylic on canvas measuring 7.3 m by 1.8 m was created in homage to Montreal and the Notman photography studio, whose archives belong to the museum. The work also refers to the celebrated painting by Gustave Courbet *The Painter’s Studio. A Real Allegory of a Seven-Year Phase in My Artistic and Moral Life* (1855). It has been displayed in the Museum’s permanent exhibition since its acquisition.

Kent Monkman, *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, 2014. M2014.110.1.1-3 © Kent Monkman Studio

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Extract from Henri Gaspard Lemoine (1848-1934) diary (detail), 1867-1868.
Gift of Anthony Le Moine, Le Moine Family Fonds P761, M2013.96.1.5 © McCord Museum



Allan Slaight Collection poster:
The Strobridge Litho Co., *Thurston The Great Magician, The Wonder Show of the Universe* (detail), 1915.
Purchased with funds graciously donated by La Fondation Emmanuelle Gattuso,
M2014.128.557 © McCord Museum

THE ALLAN SLAIGHT COLLECTION: ONE OF THE WORLD'S LARGEST COLLECTIONS OF MAGIC POSTERS AND MEMORABILIA

Thanks to a donation from La Fondation Emmanuelle Gattuso, a philanthropic foundation based in Toronto, in 2014 the McCord Museum acquired an outstanding collection of magic-related posters and documents. The only one of its size in Canada, it is considered one of the world's five largest private collections on the subject. Valued at approximately \$3 million, this acquisition contains over 600 posters from the Golden Age of Magic in the 19th and early 20th centuries. The Allan Slaight Collection also includes 200 rare books and some 700 documents, programs, handbills, photographs, souvenirs, correspondence, autographs, ephemera and objects connected to or having belonged to the famous magician Harry Houdini (1874–1926), the ultimate reference for all collectors of objects from the world of magic.

LOANS TO OTHER MUSEUMS

The McCord Museum processed, made or renewed 14 loans in 2014-2015, for a total of 36 objects in circulation. Among the museums to benefit were the Musée St-Romain-en-Gal, in France, the Canadian Museum of History, the National Gallery of Canada and the Montreal Museum of Fine Arts.

For its part, the Stewart Museum made or renewed 8 loans, for a total of 91 objects in circulation. Several institutions, including the Montreal Museum of Fine Arts, the Rio Tinto Alcan Planetarium, Fort Chambly, the Canadian Railway Museum and the Canadian Museum of History, have displayed these loans.



Object lent to the National Gallery of Canada:
Silver shoe buckle,
Laurent Amiot, 1780-1800.
Gift of Mabel Molson,
M18566.2 © McCord Museum



Object lent to the Rio Tinto Alcan Planetarium:
Sun dial,
Thomas Wright, 1719.
1997.12 © Stewart Museum

CULTURAL PROPERTY

During the year 2014-2015, seven donations were recognized by the Canadian Cultural Property Export Review Board as being of outstanding significance and national importance. These donations included the André Cornellier fonds, a collection of 6,151 photographs and documents created and put together by André Cornellier to produce and document a composite panorama of Montreal in 1996; the fonds of photographer Harry Sutcliffe (1878-1942), made up of 1,953 prints and 385 negatives; and additions to the fonds of editorial cartoons by Aislin (*The Gazette*), Chapleau (*La Presse*), Pascal (*The Gazette*) and R. Pier (*Journal de Montréal*).



Certified Cultural property:
S. Chapleau, *The Coronation* (inspired by the work of Jacques-Louis David, 1805) (detail),
La Presse, September 19, 2012. Gift of Serge Chapleau,
M2014.7.1 © McCord Museum

BORROWED OBJECTS

For the presentation of the exhibition *Music – Quebec: From Charlebois to Arcade Fire*, held May 30 to October 13, 2014, the McCord Museum borrowed 210 objects and documents from 62 different individuals and institutions. Among the lenders were the Bibliothèque et Archives nationales du Québec, the Musée de la civilisation, the Musée des ondes Émile Berliner, Diane Dufresne, Rufus and Martha Wainwright, Daniel Bélanger, Richard Desjardins, Richard Séguin, Louis-Jean Cormier, Claude Dubois, Anna McGarrigle, Pierre Flynn and the Estate of André Fortin. The list of borrowed items included 20 musical instruments, over 60 costumes, articles of clothing and accessories, 15 electronic devices and 40 documents, manuscripts and posters.

COMBINED COLLECTIONS

One of the most important stages in the merger of the McCord and Stewart museums is incorporating these collections into the McCord Stewart Museum's computerized catalogue. Time-consuming but essential, this ongoing operation is scheduled to be completed and accessible (through The Museum System, a collections management software program for museums) by the end of 2015.



"The Guitar: An Instrument for dreams and Protest" showcase of
Music – Quebec: From Charlebois to Arcade Fire exhibition
© McCord Museum



THE ARCHIVES AND DOCUMENTATION CENTRE PROVIDES ACCESS TO THE McCORD STEWART MUSEUM'S COMBINED COLLECTIONS

Researchers from all fields can access the McCord Stewart Museum's collections in two ways: by consulting the online database or by using The Museum System, an even more complete computerized catalogue available on-site at the Museum. Users of the Archives and Documentation Centre also have access to a library of 8,000 reference works, specialized periodicals and the over 2,000 titles in its rare book collection. In addition, researchers can consult more than 765 archival fonds and collections comprising more than 277 linear metres of textual documents and 1.31 million images.

The Centre is certified by the Bibliothèque et Archives nationales du Québec (BANQ) and as such receives an annual grant to support its efforts to develop archival collections and make them accessible to a wide public.

Over the year 2014-2015, the Centre's staff welcomed 400 researchers on-site for a total of nearly 700 research visits and answered approximately 1,900 requests by telephone, email or mail. The staff also led several guided tours of the Centre and made its resources available to a number of researchers, notably from universities, First Nations communities and the Communauté métropolitaine de Montréal (CMM).

SHARING OUR EXPERTISE PUBLICATIONS, CONFERENCES AND PARTNERSHIPS

The McCord Museum is always proud to share its staff's knowledge and expertise with other institutions and the public. This can take many forms, notably the publication of studies and articles, the presentation of conferences and lectures and participation in colloquia, workshops and various other activities.

Conferences

Cynthia Cooper, Head, Collections and Research, and Curator, Costume and Textiles: *The McCord Museum, Repository for Montreal's Fashion History*, a presentation given at the Canadian Fashion Scholars' Workshop, held at the McCord Museum, October 25, 2014. This workshop was co-hosted and presented by the Museum.

Guislain Lemay, Curator, Ethnology and Archaeology: lecture entitled *Wearing our Identity and the First Peoples Collection at the McCord Museum* and presentation of the panel *Activating the Archive, as Artists/as Museums*, at the Aboriginal Curatorial Collective lakwe: lahre Colloquium, held at Concordia University, October 16-18, 2014.

Anne MacKay, Head, Conservation: presentation entitled *The Frame in Context: The Seagram Cities of Canada Collection at the McCord Museum*, at the colloquium *Frame and Framing in Canada: Functions and History*, held at the Montreal Museum of Fine Arts, October 23 and 24, 2014.

Christian Vachon, Curator, Painting, Prints and Drawings: *De la main à l'écran : Les différents états de la caricature actuelle*, a presentation at the study day devoted to art history and satire, organized in Montreal by UQAM and the Centre de recherche interuniversitaire sur la littérature et la culture québécoises (CRILCQ), April 22 and 23, 2014.

Uncle Sam and the McCord Museum, a presentation at the 2014 annual convention of the Association of Canadian Editorial Cartoonists held in Havana, Cuba, May 9-14, 2014.

Partnerships

Céline Widmer, Curator, History and Archives: partnership with Montréal en Histoire to film a video promoting the McCord Museum's collection of textual archives, with Martin Landry, January 21, 2015.

Publications

Hélène Samson, Curator, Notman Photographic Archives: contribution to "The Journal of Benjamin F. Baltzly," prefaced by Elizabeth Cavaliere, in the *Journal of Canadian Art History/Annales d'histoire de l'art canadien*, Vol. XXXV: 1, 2014.

KNOWLEDGE AND RESEARCH

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Harry Sutcliffe, *Dominion Square and Windsor Station in background* (detail), about 1930.
Gift of Peter, Paul, Robert and Carolyn Sutcliffe,
M2011.64.2.2.354 © McCord Museum





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Wedding dress (detail), 1927.
Gift of Mrs. Martin Burkelman,
M966.55 © McCord Museum



André Bieler, Painted folding screen, about 1935.
Gift of Ann McCall,
M988.178 © McCord Museum

CONSERVATION

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The Conservation Department oversees all preventive conservation activities related to the Museum's collections, notably environmental monitoring and the handling, storage and transportation of objects. In addition, the Department's conservators undertake treatment on objects from the Museum's collections for special projects, exhibitions and loans to other institutions as well as conducting research on conservation issues.

Thanks to generous gifts from Mr. Miles Price and Mr. Marc Bieler, the Museum was able to undertake an in-depth study of and conservation treatments on a rare screen by Canadian painter André Bieler (1896-1989). This screen, which dates from the mid-1930s, consists of four canvases mounted on an articulated frame held together with metal hinges; silver and aluminium leaf create a checkered pattern on which the image of a landscape is delicately painted in a transparent glaze of green, brown and black.

The Conservation Department also lent its expertise to the planning and mounting of the Museum's recent exhibitions, treating more than 550 objects for *Music – Quebec: From Charlebois to Arcade Fire*, *The Island of Toys*, *Love in Fine Fashion* and *The End of the Beginning*, and for the rotation of artworks, artefacts and costumes for the permanent exhibition *Wearing Our Identity – The First Peoples Collection*. The Conservation Department continued to play an important role in the acquisitions process and whenever objects are loaned to other institutions, notably by ensuring that the highest conservation standards are maintained at all times.



Dress, Rudi Gernreich, about 1969.
Gift of Elizabeth Lewis, M976.36.2
© McCord Museum

EXHIBITIONS AT THE McCORD MUSEUM

MONTREAL – POINTS OF VIEW

PERMANENT EXHIBITION – SINCE SEPTEMBER 2011

Montreal – Points of View explores 10 different facets of Montreal's history, from its earliest residents (before the arrival of Europeans) to the city of today with its metro and skyscrapers. Visitors are invited to discover iconic districts, pivotal moments in the city's history and the people who marked its development. The exhibition, which makes use of new media, offers a contemporary look at a fascinating multi-faceted city.

Welcome to the Studio: An Allegory for Artistic Reflection and Transformation, an imposing work created by internationally renowned contemporary artist Kent Monkman as part of the Museum's 2013-2014 Artist in Residence program, is now an integral part of the exhibition; this contemporary work is inspired by the McCord Museum's Notman Photographic Archives collection.



Purse, Mandalian Mfg Co., about 1920.
Gift of Therese Van Grimbergen Handfield,
M982.9.2 © McCord Museum

EXHIBITIONS

WEARING OUR IDENTITY. THE FIRST PEOPLES COLLECTION

PERMANENT EXHIBITION – SINCE MAY 2013

Created in a close partnership with First Nations communities, this exhibition invites visitors to reflect on clothing as a means of identity affirmation. For the First Nations, Métis and Inuit, dress does not serve solely utilitarian purposes; it also helps quickly differentiate between allies and enemies and keep the latter at bay, demonstrate the power of spiritual leaders like shamans and, in the case of finely decorated clothing, express the respect that hunters have for the animals that enable their families to survive. As a major symbol of First Peoples, clothing contributes to the development, preservation and communication of their social, cultural, political and spiritual identities.

Contemporary works are added to the exhibition twice a year. Chosen by curator Nadia Myre, a member of the Algonquin Nation in the Kitigan Zibi Anishinabeg community, these works enable First Peoples to demonstrate their desire to preserve and revive their ancestral cultural values while continuing to create and innovate. This year, contemporary artists Mary Longman, Marcella Ernest, Amelia Winger-Bearskin, Da-ka-xeen Mehner and Marc Sioui were invited, in turn, to exhibit works that reflect their respective identities.

Amauti (detail),
Iglulingmiut, Aivilingmiut, 1925-1935.
ME937.3 © McCord Museum





**WELCOME TO THE STUDIO:
AN ALLEGORY FOR ARTISTIC REFLECTION
AND TRANSFORMATION**

JANUARY 30 TO JUNE 1, 2014

As part of the second edition of the Museum's Artist in Residence program, internationally renowned contemporary artist Kent Monkman presented a work inspired by the McCord Museum's collection. This original installation, which focusses on the relationship between photography and painting, simultaneously immerses visitors in the world of photographer William Notman and the world of painter Gustave Courbet, leader of the Realism movement. Entitled *Welcome to the Studio*, the work is a composite of over 30 portraits by Notman in a setting inspired by the celebrated Gustave Courbet painting *The Artist's Studio. A Real Allegory of a Seven-Year Phase in My Artistic and Moral Life* (1855). The work is now displayed in the Museum's permanent exhibition *Montreal – Points of View*.

Wm. Notman & Son,
Joe Downs, tightrope walker, 1885.
II-76189.1 © McCord Museum

BENS, THE LEGENDARY DELI

JUNE 19 TO NOVEMBER 23, 2014

A mythical institution frequented by both ordinary and famous customers, Bens Delicatessen closed in 2006 after nearly a century in business. Founded in 1908 by Benjamin Kravitz (1883-1956), this Montreal landmark was the place where people from all walks of life rubbed elbows at the same table. The exhibition *Bens, The Legendary Deli* brought together some one hundred objects, including posters, architectural plans, photos, dishes, menus, recipes and testimonials recounting the history of this restaurant, the very first of Montreal's famous smoked meat palaces.



Basil Zarov, Fanny and Ben Kravitz with their children planning the new Bens, 1952.
Bens Delicatessen Collection in Honour of its Founders: Ben & Fanny Kravitz, Irving Kravitz, Al Kravitz and Sollie Kravitz, M2008.8.2.1.61.9 © McCord Museum



TOYS - MISSION COSMOS

NOVEMBER 16, 2013, TO APRIL 21, 2014

The fourth edition of the *Toys* exhibition, subtitled *Mission Cosmos*, invited children on a fun, interactive journey to rescue the charming character of Professor Copernoc who was stranded on the planet Quartz. The exhibition featured nearly 200 toys and artefacts from the Museum's collection, including many on display for the first time.

Claire Beaugrand-Champagne,
Mrs. Thérèse Mac Guire and Her Kitten, 1974.
© Delphine Delair Photographie © Claire Beaugrand-Champagne

**CLAIRE BEAUGRAND-CHAMPAGNE.
TOUCHING REALITY –
PHOTOGRAPHS FROM 1970 TO 2013**

DECEMBER 5, 2013, TO APRIL 21, 2014

This exhibition, which included over one hundred photos by the Quebec photographer, documented a unique journey in the history of documentary photography in Canada. Her work can be found in private international collections and major Canadian museums. In 2004, she published *Des gens de mon quartier* with Les Éditions Libre Expression. The McCord Museum exhibited several photographic series by the artist on the elderly in 1977, as well as some on Vietnamese immigrants in 1984.



**MUSIC – QUEBEC:
FROM CHARLEBOIS TO ARCADE FIRE**

MAY 30 TO OCTOBER 13, 2014

The 1960s were a turning point in the history of pop music; in Quebec, this international movement took shape in a society ripe for change and ready to reject old symbols of authority.

In the exhibition *Music – Quebec: From Charlebois to Arcade Fire*, visitors were invited to learn how musical artists, through their songs, costumes and performances, became, sometimes in spite of themselves, the standard-bearers for society's demands, the driving force behind popular passions, symbols of various eras and ambassadors of various musical genres.

Presented by Sony and ICI Musique in co-operation with Le Lait, the exhibition gave visitors a unique opportunity to discover or relive some of the pivotal moments and music that marked Quebec over the past 50 years.

John Taylor, *Saint-Jean-Baptiste festivities* (detail), 1976.
Gift of Nathalie Taylor,
MP-1999.5.1.5010.15 © McCord Museum





LOVE IN FINE FASHION – WEDDING DRESSES
FROM THE McCORD MUSEUM

NOVEMBER 21, 2014, TO APRIL 12, 2015

Built around some 30 elegant wedding dresses and accessories from the McCord Museum’s Costume and Textiles collection that date from the 19th, 20th and 21st centuries, *Love in Fine Fashion* recounted a boy-meets-girl story using 63 popular expressions from French and English, all involving clothing. As visitors were introduced to details in a wedding dress or accessory from the last two centuries, they learned about the love stories of real couples.

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Wm. Notman & Son Ltd., *Madeleine Beaubien*,
Mrs. Denis John Black, in wedding dress (detail), 1947.
II-339042 © McCord Museum

EXHIBITIONS
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THE ISLAND OF TOYS

NOVEMBER 16, 2014, TO APRIL 6, 2015

The fifth edition of the highly anticipated annual family event *Toys, The Island of Toys* exhibition offered children ages 3 to 9 an opportunity for adventure and new experiences in the company of some 170 toys. Asked to look for the missing members of a crew of monkeys stranded on an island full of toys, children had to make their way through the fairy forest, the garden of the giant and the land of Lancelot the Crab, use their powers of observation and participate in games in each of the exhibition's four zones. There was also a reading corner that offered parents and children alike a place to take a break and share a story.

Model ship, 1875-1900.
Gift of Dr. Gordon Byers,
M19000 © McCord Museum

FRÉDÉRIC LAVOIE –
THE END OF THE BEGINNING

DECEMBER 12, 2014, TO MARCH 15, 2015

As part of the third edition of the McCord Museum's Artist in Residence program, artist Frédéric Lavoie created a video work using objects and images selected from the Museum's collection. The installation looked at the strange nature of our relationships with objects from the past through a fictional account of the end of the world—an apocalyptic rereading of the history of North America and Montreal. The presence of the objects from the collection that inspired the video added a key element to the experience of exhibition visitors, who were surrounded not only by these objects, but also by a powerful soundtrack and a bold and imaginative narration.



Painted wooden sculpture,
Sacred Heart, 1875-1900.
M978.66 © McCord Museum



STUDENT POSTERS FROM THE SOCIÉTÉ
DES DESIGNERS GRAPHIQUES DU QUÉBEC
DESIGN COMPETITION

FEBRUARY 8 TO MARCH 12, 2015

Ten posters selected from among the submissions to the inaugural Société des designers graphiques du Québec (SDGQ) design competition for the Marc H. Choko Scholarships were exhibited at the McCord Museum before being added to the heritage collection of the Bibliothèque et Archives nationales du Québec. This competition is open to students registered in a Quebec CEGEP or university graphic design program; its aim is to develop their skills and interest in poster design, while at the same time promoting a cause for the common good. The theme chosen for the competition's inaugural edition was soil conservation around the world.

OUTDOOR EXHIBITION
HARRY SUTCLIFFE –
STROLLING THROUGH MONTREAL

JUNE 13 TO OCTOBER 19, 2014

The ninth edition of the McCord Museum's annual exhibition on McGill College Avenue presented the images of British-born Canadian photographer Harry Sutcliffe (1878-1942), whose postcards were among the most beautiful of the 1920s and 1930s. Although the era was marked by the Great Depression and the spectre of the Second World War, the keen-eyed Sutcliffe captured the spontaneous spectacle of life in the city's squares and parks and his photographs depicted an atmosphere of tranquillity and joie de vivre. The exhibition was presented by BMO Financial Group.



Harry Sutcliffe
Path along Beaver Lake in Mount Royal Park (detail), about 1939.
Gift of Peter, Paul, Robert and Carolyn Sutcliffe,
M2011.64.2.3.177© McCord Museum



Orrery, Robert Brettell Bate,
England, 1808-1847.
1992.7 © Stewart Museum

EXHIBITIONS AT THE STEWART MUSEUM

HISTORY AND MEMORY

PERMANENT EXHIBITION – SINCE 2011

The permanent exhibition *History and Memory* illustrates the influence of European civilizations in New France and North America using over 465 artefacts, images, archival documents and old maps from the Museum's vast collection. The historical eras represented range from when Aboriginals occupied the land to the present day.

20,000 LEAGUES OVER LAND AND SEA – EXPLORING SIX CENTURIES OF CARTOGRAPHY

JUNE 12, 2013, TO APRIL 13, 2014

This exhibition featured approximately one hundred maps from the Stewart Museum's collection, which is the largest, most consistent and most comprehensive collection of ancient cartography and cosmography found in a private Quebec museum.

SANTAS ARE TAKING OVER THE STEWART MUSEUM

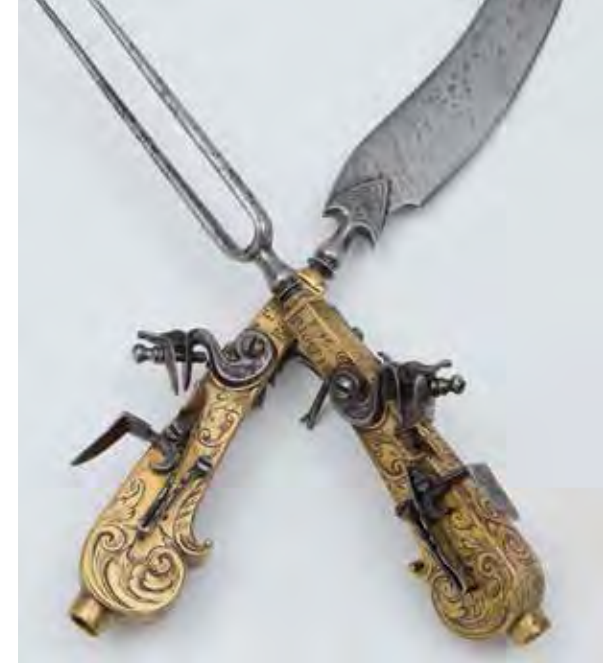
NOVEMBER 14, 2014, TO JANUARY 4, 2015

This free holiday exhibition featured some 40 Santa figurines, most of them handmade by Canadian and American artists, in a variety of settings. The exhibition was accompanied by crafts, storytelling and films about this popular character.

D'ARTAGNAN, AL CAPONE AND THE OTHERS

FEBRUARY 25 TO NOVEMBER 1, 2015

The Stewart Museum has an incredible collection of weapons. This exhibition, organized around historical figures and fictional characters like Don Quixote, Lucky Luke, Blackbeard, James Bond and Che Guevara that have inspired the collective imagination, featured weapons similar to those used by these figures. An entertaining depiction of history from the 13th to the 20th centuries, the exhibition encouraged visitors to reflect on the connections between weapons, violence and justice.



Knife and fork pistols set,
F.H. Richter, Austria, about 1750.
1974.17.1 & 2 © Stewart Museum

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EXHIBITIONS
STEWART
MUSEUM

McCord
STEWART
MUSEUM



THE NAVY – A CENTURY IN ART

MAY 25, 2014, TO JANUARY 25, 2015

This travelling exhibition was organized by the Canadian War Museum to mark the 100th anniversary of the founding of the Canadian Navy. From dramatic depictions of the Battle of the Atlantic to intimate portraits of life at sea and on land, great artists have painted Canada's naval reality in times of war and peace.

To complement the exhibition, the Stewart Museum selected 40 objects from its extensive collections: uniforms, weapons, toys, photographs of naval vessels and everyday items.

Donald C. Mackay,
Signal Flag Hoist (detail), 1943.
Beaverbrook Collection of War Art,
19710261-4251 © Canadian War Museum

OUTDOOR EXHIBITION ST. HELEN'S ISLAND – ILLUSTRATED CHRONICLES

JULY 10 TO OCTOBER 13, 2014

For the first time in its history, the Stewart Museum offered visitors an outdoor exhibition in the Museum's courtyard. This exhibition of vintage prints recounted the various functions of St. Helen's Island, which, thanks to its strategic location, has played an important role in the history of Quebec. Originally occupied by Aboriginals, over the years it has been a family estate, a military fort and, for the past 140 years, a park for residents of Greater Montreal. The 16 prints from the Stewart Museum's collection originally appeared in period newspapers such as the *Canadian Illustrated News*, the *Dominion Illustrated* and *L'Opinion publique*. These illustrations are a key source of images depicting Montreal.



W. Scheuer,
The Island Park – Pleasure grounds on the southern part of the island (detail),
Canadian Illustrated News, August 5, 1876.
1970.586 © Stewart Museum



McCord Museum

Education Programs

In 2014-2015, the Education Program team at the McCord Museum focussed on developing outreach projects to attract potential visitors less familiar with the Museum. Access for students from schools in underprivileged neighbourhoods and individuals with diminished autonomy remained a priority and was reflected in the training received by facilitators. The Education team worked with nearly 20,000 visitors at the museum and through its outreach programs, including 2,861 high school students, an increase of 28%, and 6,865 elementary students.

Vest, France, 1740-1750. 2002.5 © Stewart Museum

Educational and Cultural Mission

McCord Stewart Museum

School programs

The Museum's school programs receive financial support from two loyal donors, the J. Armand Bombardier Foundation and the Great-West, London Life and Canada-Life group, which enables student visitors to continue enjoying thematic tours of the permanent exhibitions and customized tours of all the temporary exhibitions.

Since January 2015, *Montreal Soundscape* has offered visitors a sensory experience of the exhibition *Montreal – Points of View* with the help of an audio game on an iPad created with the financial support of the TELUS Community Investment Committee.

Students ages 5 to 9 years old can enjoy special tours of exhibitions like *The Island of Toys* and *A Little History*, which have been enhanced with entertaining additions like storytelling and pantomime activities.

Approximately 1,500 underprivileged students took part in three cultural mediation projects under a joint initiative with *A Montreal School for All*. Their Museum tour continued beyond its walls with innovative projects like the

creation of a collaborative story or the design of a classroom totem pole. As part of another project, one group even attended school at the Museum for an entire week.

Outreach programs — A time of consolidation

The well-established intergenerational project *Partageons notre mémoire et nos histoires* is broadening its scope to include residents from other neighbourhoods. Last year, nearly 40 enthusiastic young volunteers ages 12 to 17 met with 150 seniors from the Centre d'hébergement de Saint-Michel, the Centre hospitalier de l'Université de Montréal (CHUM university hospital) and Little Brothers, a support group for lonely elders. These meetings to discuss objects from the Museum's educational collections receive material support from the Foundation of Greater Montréal and assistance from the CHUM. In May 2014, *Partageons* received the "innovation project award" from the L'Amitié n'a pas d'âge association.



© McCord Museum

Family activities

The Adventure at the Museum, presented by Hydro-Québec and motherforlife.com, has become very popular among Montreal families. More than 3,200 backpacks containing treasure hunts, jigsaw puzzles and various other items for family activities were distributed to these visitors.

Last year, *Sunday Workshops* attracted 2,500 individuals, the day camp welcomed 185 campers, half of whom attended both thematic weeks—*Objects in the Limelight* and *The Musical Museum*—and 220 children attended birthday parties celebrated at the Museum. *Parents and Tots*, the monthly get-together for parents of children 18 months old and younger, enabled 400 young parents to share a special moment at the Museum with their little ones. The 2015 spring break activities were inspired by the exhibitions *The Island of Toys* and *Wearing Our Identity – The First Peoples Collection*; 2,353 participants took part in story hours, treasure hunts, crafts and a chance to play vintage board games as part of the Festival Montréal Joue.

CULTURAL ACTIVITIES

Each year, the McCord Museum's program of cultural activities for adults is enhanced by the addition of new partnerships. Created with partners like Heritage Montreal, the Blue Metropolis International Literary Festival, the International Festival of Films on Art, the Montreal First Peoples Festival, the Université de Montréal and McGill University faculties of continuing education, the Fantasia International Film Festival and Montreal Digital Spring, each initiative encourages the broader dissemination of knowledge, as evidenced by the following examples.



© Delphine Delair Photographie



© Exeko

Citizenship Programs

Guided tours and activities adapted for visitors learning French or English attracted many new arrivals, a population that continues to grow.

In addition, idAction Mobile, an initiative of the Native Friendship Center of Montreal and EXEKO, an organization specialized in the management of socio-cultural projects, is a cultural mediation project that encourages homeless Aboriginal youth in Montreal to share their knowledge about First Nations objects in the educational collection.

Lectures / Conversations

LES MUSÉES À L'ÈRE NUMÉRIQUE

JUNE 11, 2014

Quebec museum professionals shared their experiences of implementing digital applications at their institutions. A co-production with the Société des musées québécois.

CITY TALKS

OCTOBER 2014 TO MAY 2015

Organized in partnership with Heritage Montreal for the 3th year in a row, this four-part series of talks looking at Montreal's evolving urban landscape once again attracted a large audience.

L'HISTOIRE D'UNE SOCIÉTÉ SE RACONTE EN MUSIQUE

SEPTEMBER 24, 2014

Two guest speakers, Sébastien Desrosiers, art historian, and Jocelyn Létourneau, an expert in economic and social history, discussed Quebec's recent history through popular music. A presentation of Les Belles Soirées de l'Université de Montréal.



© McCord Museum



The Urban Forest
© McCord Museum

Film Screenings

Once again, the J.A. Bombardier Theatre was transformed into a movie theatre to present public screenings of films associated with the subjects of the Museum's exhibitions.

MUSIC – CHARLEBOIS TO ARCADE FIRE

SEPTEMBER 10, 17 AND 21, 2014

Presented in co-operation with the National Film Board of Canada, these screenings featured films about prominent Quebec singers and a discussion by three guest lecturers.

LOVE IN FINE FASHION

DECEMBER 3, 2014, JANUARY 14
AND MARCH 25, 2015

Three feature films on the theme of marriage were chosen for having marked the collective imagination.

TEA AT THE McCORD

DECEMBER 2, 2014, AND
JANUARY 13 AND MARCH 17, 2015

This free activity, presented several times a year on Tuesday afternoons, is a special opportunity for Museum members and donors to meet with the Museum's curators and guest speakers. Last year, the following topics were discussed: Harry Sutcliffe: A Life in Postcards, The Case of the Missing Bride and Montreal before photography.

STEWART MUSEUM

EDUCATIONAL PROGRAMS

The Stewart Museum continues to enhance its educational programs by entering into partnerships and increasing its profile among teachers. To this end, the Museum produced a flyer for teachers that describes its educational activities. Entitled *A Journey through History*, it was the subject of a mass mailing to schools and was distributed at the Quebec Provincial Association of Teachers convention and the Alliance des professeures et professeurs de Montréal conference.

School Programs

Last year, the Stewart Museum organized four activities for elementary students, including a new program for pre-schoolers, four activities for high school and college students and, for the first time, two activities for students learning French. All these activities meet the requirements of the *Quebec Education Program* and showcase the Museum's collection or the heritage of St. Helen's Island.



Interactive model *Fortified city of Montreal*
(Montréal, ville fortifiée)
© Claude Roy Photographie

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SPECIAL EVENTS

THE URBAN FOREST

MAY 25 TO SEPTEMBER 28, 2014

For its fourth edition, the Urban Forest dressed its trees of multicoloured ribbons and grasslike carpets in shades of orange to transform Victoria Street into a downtown oasis. Created with the help of landscape architect firm WANTED, this incredible relaxing retreat is eagerly awaited and increasingly popular every year. With its food trucks, musical performances arranged by the Festival de la chanson de Granby and Rouge FM, and piano for passing musicians, the Urban Forest welcomed 207,000 visitors in 2014.

Shoes, La Gioconda, about 1935.
Gift of Mrs. Thain W. MacDowell,
M965.150.13.1-2 © McCord Museum



ARTIST TOUR GUIDE

OCTOBER 18, 2014

A performance by Maria Hupfield, a contemporary artist invited as part of the First Peoples exhibition in co-operation with the Aboriginal Curatorial Collective.

SAVOIR FAIRE, LES ATELIERS DU LUXE

FEBRUARY 4, 2015

Presented to promote the McCord Museum's Costume and Textiles collection, this documentary explores the world of artisans who produce luxury objects. The screening was introduced by Cynthia Cooper, Curator, Costume and Textiles.

NUIT BLANCHE – TAMIAMGRAM

FEBRUARY 28, 2015
CULINARY ARCHITECTURE WORKSHOPS

As part of its platform of gastronomy and spotlight on the city, the 2015 edition of Nuit Blanche invited visitors to the McCord Museum to construct an edible architectural creation. By helping to build a TAMIAMGRAM, a creative and environmentally friendly combination of different geometric shapes, participants could have fun and feast on their creations.

Several partnership agreements were signed, including one between the McCord Museum and storyteller Jean-Marc Massie for the presentation of *Voyages historiques et contes fantastiques*, a project suggested by *A Montreal School for All* and presented to 271 underprivileged students. Other agreements were maintained with the Commission scolaire de Montréal, Collège Lionel-Groulx and UQAM, who thus enjoyed special tours adapted to their needs.

Activities for the general public

Museum Courtyard

The activities in the Museum's courtyard changed with the seasons: in the summer, the courtyard hosted the magnificent exhibition of 19th century prints, *St. Helen's Island – Illustrated Chronicles*, as well as places to relax and play games, while during the winter, it featured a curling rink that was enjoyed by children and adults alike.



Stewart Museum's courtyard
© Claude Roy Photographie



British Military Depot guided tour
© Stewart Museum

Activities for day camps

During the summer of 2014, 1,174 young people from day camps took part in various fun activities associated with the heritage of St. Helen's Island. The activities *Discovery Rally* and *Little Soldiers of New France* were also offered as part of a full-day package with the Aquatic Complex of Parc Jean-Drapeau.

Activities and self-guided tours for families

To complement its exhibitions, the Museum offered families self-guided tours: two for *History and Memory* and one for *Santas Are Taking Over the Stewart Museum*. In addition, it organized a treasure hunt activity for the exhibition *D'Artagnan, Al Capone and the Others*. The Christmas exhibition alone attracted some 3,600 visitors.

Guided tours

The Museum offers year-round guided tours of its exhibitions, St. Helen's Island and the military depot.

SPECIAL EVENTS

INSURRECTION AT THE STEWART MUSEUM

MAY 18, 2014

For National Patriots Day, in co-operation with the Mouvement national des Québécoises et Québécois, the Museum offered a guided tour of its collection and the role played by the British military depot on St. Helen's Island at the time of the Rebellions.

FÊTE DES ENFANTS DE MONTRÉAL

JULY 19 AND 20, 2014

Under a partnership with Parc Jean-Drapeau, entrance to the Museum and the *Discovery Rally* were offered free of charge to families.

ALL ABOARD:
NAUTICAL KNOTS WORKSHOP

SEPTEMBER 27, 2014

This family workshop on how to tie nautical knots was offered as part of Les Journées de la culture.



Nautical knots workshop, Journées de la culture 2014
© Stewart Museum

CULTURAL ACTIVITIES

The Stewart Museum held several cultural activities related to its exhibitions in 2014-2015; some were presented in co-operation with Parc Jean-Drapeau, others with the Montréal Architectural Heritage Campaign and, for the first time, some with Les Belles Soirées de l'Université de Montréal.

Lectures

AU-DELÀ DU TRAIT CARTOGRAPHIQUE :
LES INSTRUMENTS SCIENTIFIQUES ET
LA MESURE DE L'ESPACE ET DU TEMPS

MAY 4, 2014

Presented by Jean-François Gauvin in conjunction with the exhibition *20,000 Leagues Over Land and Sea*, this lecture focussed on instruments used for mapping.

D'UNE ÎLE À L'AUTRE : L'INTERNEMENT
DES ITALO-BRITANNIQUES À MONTRÉAL

OCTOBER 5, 2014

Presented in partnership with the Montréal Architectural Heritage Campaign, "From one island to the other: Internment of British-Italians in Montreal" examined S/43, an internment camp located on the island during the Second World War, and included a guided tour given by Maryse Bédard.

DOUBLE BILL FOR WOMEN'S HISTORY MONTH,
IN CONJUNCTION WITH LES BELLES SOIRÉES
DE L'UNIVERSITÉ DE MONTRÉAL

OCTOBER 22, 2014

Le costume féminin au temps des
Patriotes 1835-1837

The role of women during the Patriot Rebellions of 1837-1838, as seen by writer Anne-Marie Sicotte.

Le costume féminin au temps

Fashion and the clothing worn by women during the Patriot Rebellions, presented by historian Évelyne Bouchard.

REMEMBRANCE DAY

NOVEMBER 8, 2015

Remembrance Day ceremony co-produced with the Royal Canadian Navy and presentation of a special display of a poppy made after the First World War and an exploded rifle.

OLD-FASHIONED CURLING

EVERY WEEKEND, JANUARY 17 TO FEBRUARY 8, 2015

As part of the Fête des Neiges de Montréal and in co-operation with Parc Jean-Drapeau, the Museum provided facilitators for an old-fashioned curling rink for four weekends.

SPRING BREAK

FEBRUARY 28 AND MARCH 1 AND MARCH 4-8, 2015

This special family programming included films, crafts, a treasure hunt and storytelling as part of the exhibition *D'Artagnan, Al Capone and the Others*.

IXE-13 AT THE STEWART MUSEUM

MARCH 26, 2015

In conjunction with the exhibition *D'Artagnan, Al Capone and the Others*, the film IXE-13 was screened in the presence of special guest André Dubois, a member of the group Les Cyniques who played the title role of Agent IXE-13, 'the best spy in Canada.'



Old-fashioned curling
© Stewart Museum



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Wm. Notman & Son,
Morgan Boulevard looking at market, Maisonneuve (detail), 1916.
VIEW-16185 © McCord Museum

A REMARKABLE SURGE IN ATTENDANCE

The McCord Museum welcomed over 130,000 visitors in 2014-2015, its second highest attendance in the past ten years. Its outdoor activities were also very popular: 731,000 people viewed the exhibition on McGill College Avenue and over 207,000 visited the *Urban Forest*. For its part, the Stewart Museum recorded its highest attendance since re-opening in 2011, an increase of 20% over last year.

BOUTIQUE AND ROOM RENTALS

The McCord Museum Boutique developed a number of tie-in products for its exhibitions, including its first CD, and generated revenues of \$225,000. The Stewart Museum re-opened its gift shop and added a small snack bar.

Room rentals brought in revenues of over \$60,000 to the McCord Museum. The Stewart Museum's room rentals attracted large corporate clients like Ubisoft.

MEMBERSHIP

Membership at the McCord Museum continued to grow, reaching its 2014-2015 objective of 2,000 members, an increase of 29%. Young adults accounted for a large part of this increase.

MARKETING AND COMMUNICATIONS

COMMUNICATIONS

Supported by a major promotional campaign, *Music – Quebec: From Charlebois to Arcade Fire* attracted 50,000 visitors to the Museum. This exhibition's partnership with Sony, ICI Musique and Le Lait helped its visibility in the Montreal market.

The Museum's other exhibitions also benefited from major communication campaigns, particularly *The Island of Toys* and *Love in Fine Fashion*, with its *Runaway Bride to Be* contest.

The Stewart Museum carried out a number of large-scale projects, notably the installation of new signage, a remodelled ticket counter and coat check, and the creation of new flyers aimed at schools and educational activities. Promotional campaigns were designed for the outdoor programming in the courtyard and the exhibitions *The Navy: A Century in Art* and *Santas Are Taking Over the Stewart Museum*; the latter exhibition attracted more than 3,000 visitors over the holidays, an 18% increase in attendance over last year. In addition, the opening of the exhibition *D'Artagnan, Al Capone and the Others* generated a lot of attention.



Luc Plamondon signing a Godin guitar
© McCord Museum

SOCIAL MEDIA AND THE WEB

Nearly three million interactions were recorded across the various digital platforms.

	McCORD MUSEUM	STEWART MUSEUM
MUSEUM WEBSITE	1,096,250 VISITS	43,434 VISITS
NEWSLETTER	13,000 SUBSCRIBERS	1,000 SUBSCRIBERS
FACEBOOK PAGE	8,020 FOLLOWERS	1,644 FOLLOWERS; RATING OF 4.4 OUT OF 5
TWITTER ACCOUNT	21,800 FOLLOWERS	517 FOLLOWERS
FLICKR PAGE	1,498,310 VISITS	N/A
YOUTUBE CHANNEL	92,366 VIEWS	1,191 VIEWS SINCE OCTOBER 7
TRIP ADVISOR	VOTED NUMBER 71 OUT OF 655 ATTRACTIONS IN MONTREAL RATING 4 OUT OF 5 2015 CERTIFICATE OF EXCELLENCE	VOTED NUMBER 139 OUT OF 655 ATTRACTIONS IN MONTREAL RATING OF 4 OUT OF 5
MTL URBAN MUSEUM APP	2,845 VISITS AND 1,578 DOWNLOADS	N/A

SPONSORSHIPS

The McCord Museum and Stewart Museum both enjoyed the invaluable support of loyal partners:

McCORD MUSEUM	
HYDRO-QUÉBEC (PRESENTING SPONSOR), MOTHERFORLIFE.COM (COLLABORATING SPONSOR)	THE ADVENTURE AT THE MUSEUM
BMO FINANCIAL GROUP (PRESENTING SPONSOR), RIO TINTO ALCAN, ARRONDISSEMENT VILLE-MARIE, BUSAC, THE GAZETTE, ASTRAL	ANNUAL EXHIBITION ON MCGILL COLLEGE
SONY AND ICI MUSIQUE (CO-PRESENTING SPONSORS), LE LAIT (COLLABORATING SPONSOR), ELLE QUÉBEC, SOFITEL MONTREAL GOLDEN MILE, FESTIVAL MODE & DESIGN, ROUGE FM, MONTREAL INTERNATIONAL JAZZ FESTIVAL, THE FRANCOFOLIES DE MONTRÉAL	EXHIBITION MUSIC – QUEBEC: CHARLEBOIS TO ARCADE FIRE
STM, DESTINATION CENTRE-VILLE, GALLIMARD	EXHIBITION TOYS-MISSION COSMOS
RITZ-CARLTON MONTREAL, SALON MARIONS-NOUS	EXHIBITION LOVE IN FINE FASHION
ARRONDISSEMENT VILLE-MARIE, DESTINATION CENTRE-VILLE, FIRST CAPITAL REALTY, FESTIVAL DE LA CHANSON DE GRANBY, ROUGE FM, PAPILLON	URBAN FOREST ON VICTORIA STREET
IVANHOÉ CAMBRIDGE (COLLABORATING SPONSOR)	MTL URBAN MUSEUM (APPLICATION)
NATIONAL BANK (PRESENTING SPONSOR), ICI MUSIQUE, SONY, SOFITEL MONTREAL GOLDEN MILE, LA PALETTE GOURMANDE, INTERMEZZO, QUESTOLOGY	McCORD AFTER HOURS
STEWART MUSEUM	
SOCIÉTÉ DE LA COMPAGNIE FRANCHE DE LA MARINE, GALLIMARD, JABS	EXHIBITION D'ARTAGNAN, AL CAPONE AND THE OTHERS



MEDIA PARTNERSHIPS

The McCord Museum and Stewart Museum’s media profile and visibility have increased significantly, thanks to the following valuable partners: Le Journal 24h, The Gazette, Le Devoir, motherforlife.com, Cogeco Métromédia, Vie des Arts, La Vitrine, Tourisme Montréal, Urbania, Zoom Media and Newad.

McCORD AFTER HOURS

The McCord Museum launched a series of after-hours events at the Museum that attracted thousands of young professionals to five different thematic evenings associated with its exhibitions. *After Hours at the McCord* was presented by the National Bank.

TOURISM DEVELOPMENT

The Museum once again took part in *Bienvenue Quebec*, the annual trade show for members of the Quebec tourism industry. New partnerships with the hospitality sector were developed, namely for the sale of tickets and packages associated with Museum programming, while Aéroports de Montréal displayed an exhibit of photos from the McCord’s collection and the Museum was added as a stop on the Gray Line Hop-On Hop-Off Double-Decker Tour. The Museum was once again a finalist for Tourist Attraction of the Year at Tourisme Montréal’s Ulysse Awards.

SUSTAINABLE DEVELOPMENT

Every year, the Museum welcomes several young people for supervised work experiences or internships. In 2014, for the second year in a row, it was recognized with an award for the most rewarding job offered to young immigrants new to the job market, given by Intégration jeunesse du Québec; more specifically, this award recognizes the quality of the training and work experience provided, as well as the satisfaction expressed by the young participants following their experience.



Neck lace (detail), Nêhiyawak, 1895-1905
Gift of Mrs. J. B. Learmont
M4912 © McCord Museum



Created three years ago, the McCord Museum Foundation already enjoys a solid footing; we have a dynamic team of professionals, dedicated volunteers, trustees devoted to our cause and generous, loyal donors.

Our financial results are a testament to the high-quality work accomplished. It was, in fact, a remarkable fiscal year and the Foundation contributed the sum of \$4,254,947 to the Museum, which came from the following sources: \$1,005,007 (about 16%) from fundraising events and the Annual Fundraising Campaign; \$587,400 generated by the endowment fund, which was very skilfully managed by our investment committee; and \$3,171,549 from major gifts, including over \$2 million from La Fondation Emmanuelle Gattuso, a philanthropic foundation based in Toronto. We also received a substantial donation of \$475,000 from Standard Life following the sale of its Canadian companies, a gift that created the Standard Life-Notman Fund. This ongoing source of revenues will enable the Museum to preserve and disseminate for future generations our substantial collection of over 400,000 photos from the Notman Photographic Archives. Also of note was Stratton Stevens' generous donation of \$150,000 to the Foundation's endowment fund.

In addition to its mandate to develop fundraising initiatives, the Foundation's mission is to provide sound management and impeccable governance. To this end, we would like to thank the members of our Board of Trustees, whose ongoing involvement and expert advice has enabled us to surpass our objectives.



DANIEL FOURNIER
CHAIR OF THE BOARD

Daniel Fournier



NATHALIE LÉVESQUE
EXECUTIVE DIRECTOR

Nathalie Lévesque

MESSAGE FROM THE FOUNDATION'S CHAIR OF THE BOARD AND EXECUTIVE DIRECTOR

McCord
Stewart
Museum

Special thanks go to Manon Vennat, the Interim Chair of the Board, for her steadfast dedication, notably during the transition process that followed the arrival of the new *Canada Not-for-Profit Corporations Act*.

In closing, we would like to express our sincere appreciation to all the businesses, individuals and private foundations that provide us with unwavering support. Their contributions in time and money are essential to the sustainability of our Museum, an institution noted for its high-quality programming and innovative activities. Thanks to all of you, the social history of Montreal comes alive each and every day.

FUNDRAISING ACTIVITIES

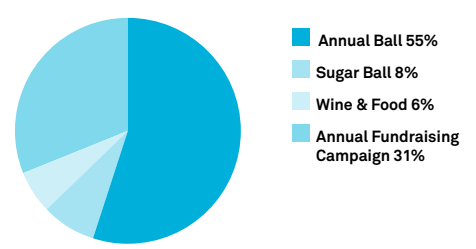
The Foundation's various fundraising initiatives enable it to support the Museum's current activities and exhibitions, as well as its numerous educational and cultural programs.

FUNDRAISING EVENTS

Our three annual fundraising events – the Annual Ball, the Sugar Ball and the Wine and Food – generated a little over \$766,509.

ANNUAL FUNDRAISING CAMPAIGN

The 619 donations, totalling \$238,498, received as part of the Annual Fundraising Campaign represent an increase of 9% over last year; we are pleased to note that more and more donors are giving to the Museum.



MAJOR GIFTS

Major gifts represent an increasingly substantial part of our funding, totalling \$3,145,000 over the last fiscal year. In addition to the donation from La Fondation Emmanuelle Gattuso, the Foundation received several major gifts, which specifically enabled the Museum to:

- _ acquire the Kent Monkman painting *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, created as part of the second edition of the Artist-in-Residence program and now displayed in the Museum's permanent exhibition
- _ offer free Museum admission to children 12 and under
- _ maintain free Museum admission on Wednesday evenings
- _ partially fund the preparations associated with the major exhibition *Notman*, scheduled for the fall of 2016
- _ develop a unique and innovative interactive tour involving a treasure hunt for children
- _ continue the intergenerational program *Partageons notre mémoire*
- _ restore several artefacts, including the André Biéler screen
- _ digitize various elements, including those in the May and Jack Cole Collection

VOLUNTEER PROGRAM

The Foundation is fortunate to count on a team of over 53 volunteers who work tirelessly on various committees to help the Foundation maximize revenues during fundraising activities. These volunteers also facilitate meetings with potential donors and encourage the next generation of philanthropists, notably through the Young McCord Council.

BOARD OF TRUSTEES

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CHAIR OF THE BOARD
(SINCE JANUARY 1, 2015)
CHAIRMAN AND CHIEF EXECUTIVE OFFICER
IVANHOÉ CAMBRIDGE

MANON VENNAT
CHAIR OF THE BOARD
(UNTIL DECEMBER 31, 2014)
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VANESSA COITEUX
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2014 McCord Museum Annual Ball

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ANNE-MARIE TRAHAN

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Museum

2014 Annual Ball Committee: Carolina Gallo (co-chair), Nathalie Lévesque (Executive Director, McCord Museum Foundation), Anne-Marie Trahan, Bente Christensen, Christiane Langevin, Angéline Fournier (co-chair), Bita Cattelan

2015 Wine and Food Committee: Jessica Harding, Tracy Chehab, Annie Lapointe and Elaine Barsalou (co-chairs), Marianne Ratté, Vanessa Coiteux, David Millette, Catherine Patry, Karine Dion, Adèle Lasne (representative of the McCord Museum Foundation)
Missing from the photo: Azita Taravati, Frédéric Lévesque, Nathalie Lévesque (Executive Director, McCord Museum Foundation)

2014 Sugar Ball Committee: Back row: Florence Bienvenu, Jessica Starck, Brahm Mauer (co-chair), Stephanie Rassam, Brigitte Lenis, Alexandra Schwarz
Seated: Hardip Manku, Jordana Loporcaro, Lisa Reitman, Christine Lenis (co-chair), Melissa Tehrani, Adamo Mariani





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Harry Sutcliffe,
Beach on Saint Helen's Island, looking toward Montreal harbour (detail), about 1936.
Gift of Peter, Paul, Robert and Carolyn Sutcliffe, M2011.64.2.2.243 © McCord Museum



THE McCORD MUSEUM OF CANADIAN HISTORY AND THE DAVID M. STEWART MUSEUM
COMBINED STATEMENT OF FINANCIAL POSITION YEAR ENDED MARCH 31, 2015 (UNAUDITED)

	McCORD MUSEUM (\$)	STEWART MUSEUM (\$)	2015 TOTAL (\$)	2014 TOTAL (\$)
Revenue				
Government of Quebec	4,095,633	–	4,095,633	2,147,679
Government of Quebec - loan repayment	26,740	9,701	36,441	36,049
Government of Canada	19,457	15,000	34,457	83,786
Other grants	32,039	10,212	42,251	56,734
The Montreal Arts Council	79,563	22,000	101,563	113,446
Ville de Montréal	42,000	2,505	44,505	52,598
Contributed services	70,560	–	70,560	66,480
Grants from the Stewart Foundation	1,300,000	–	1,300,000	1,300,000
Grants from the McCord Museum	–	1,685,000	–	–
Grants from the McCord Foundation	1,364,437	–	1,364,437	1,225,216
Grants from the McCord Foundation - acquisitions	2,775,252	–	2,775,252	39,000
Investment income	504,320	–	504,320	259,731
Auxiliary services	287,834	3,242	291,076	307,681
Admissions	464,903	49,601	514,504	779,872
Fundraising	150,000	1,870	151,870	204,611
Sponsorship	208,929	–	208,929	195,427
Rental	81,507	21,485	102,992	101,606
Autres	157,646	400	158,046	394,766
	11,660,820	1,821,016	11,796,836	7,364,682

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McCORD
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MUSEUM

Expenses				
Administration	1,280,816	251,692	1,532,508	1,901,284
Visitor services	396,868	36,793	433,661	358,913
Interest on long-term debt	26,740	9,701	36,441	36,049
Building and security	1,075,057	412,520	1,487,577	1,418,747
Collections	1,019,246	307,601	1,326,847	1,221,953
Collections - acquisitions	2,775,752	–	2,775,752	26,176
Education programs	558,388	226,979	785,367	998,093
Exhibitions	1,507,346	197,979	1,705,325	1,767,651
Development, marketing and communications	803,158	183,943	987,101	908,068
Amortization of capital assets	300,303	12,775	313,078	295,447
Contributions	1,835,000	–	150,000	–
	11,578,674	1,639,983	11 533 657	8,932,381
Excess (deficiency) of revenue over expenses before the following	82,146	181,033	263,179	(1,567,699)
Change in fair value of investments	739,121	–	739,121	1,042,288
Sale related to collection	–	–	–	1,700,000
Excess of revenue over expenses	821,267	181,033	1,002,300	1,174,589
Fund balances, beginning of year	15,261,917	55,138	15,317,055	14,142,466
Fund balances, end of year	16,083,184	236,171	16,319,355	15,317,055

THE McCORD MUSEUM OF CANADIAN HISTORY AND THE DAVID M. STEWART MUSEUM
COMBINED STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2015 (UNAUDITED)

	McCORD MUSEUM (\$)	STEWART MUSEUM (\$)	2015 TOTAL (\$)	2014 TOTAL (\$)
Assets				
Current assets				
Cash	523,556	123,488	647,044	180,834
Amounts receivable	270,852	161,036	431,888	296,626
Grants receivable	1,206,263	110,512	1,316,775	1,610,146
Due from the McCord Foundation	81,603	–	81,603	79,747
Due from the McCord Museum	–	97,466	–	–
Inventory	135,428	–	135,428	126,500
Prepaid expences	53,977	5,830	59,807	70,764
	2,271,679	498,332	2,672,545	2,364,617
Restricted investments	73,886	–	73,886	73,886
Grants receivable	469,062	106,854	575,916	473,301
Investments	13,140,059	–	13,140,059	12,474,433
Capital assets	4,062,678	41,179	4,103,857	4,082,567
Collections	–	1	1	1
	20,017,364	646,366	20,566,264	19,468,805

THE McCORD MUSEUM FOUNDATION
STATEMENT OF FINANCIAL POSITION YEAR ENDED MARCH 31, 2015

	2015 (\$)	2014 (\$)
Revenue		
Investment income	1,625,956	1,981,757
Fundraising		
Annual campaign	238,498	251,499
Major gifts	396,297	248,201
Major gifts for acquisitions	2,775,252	39,000
Fundraising events	766,509	547,915
Other revenue	–	10,000
	5,802,512	3,078,372
Expenses		
Investment management fees	56,970	55,503
Administration	269,656	243,690
Fundraising		
Annual campaign	20,988	20,280
Fundraising events	268,348	190,957
Donor recognition	14,271	2,076
Capital campaign	106,072	148,963
Contributions made to the McCord Museum of Canadian History		
Annual grant	1,479,695	1,208,140
Major gifts for acquisitions	2,775,252	39,000
	4,991,252	1,908,609
Excess of revenue over expenses		
	811,260	1,169,763

Liabilities				
Current liabilities				
Bank overdraft	177,778	–	177,778	9
Accounts payable and accrued liabilities	667,915	154,208	822,123	836,224
Government remittances	152,863	43,821	196,684	165,370
Due to the Stewart Museum	97,466	–	–	–
Deferred revenue	335,830	2,000	337,830	215,228
Current portion of long-term debt	1,148,462	103,312	1,251,774	1,497,622
	2,580,314	303,341	2,786,189	2,714,453
Long-term debt	469,062	106,854	575,916	473,301
Deferred contributions	884,804	–	884,804	963,996
	3,934,180	410,195	4,246,909	4,151,750
Fund balances				
Externally restricted	10,813,034	–	10,813,034	10,813,034
Invested in capital assets	3,181,060	41,179	3,222,239	3,118,571
Internally restricted	1,851,703	–	1,851,703	1,272,986
Unrestricted	237,387	194,992	432,379	112,464
	16,083,184	236,171	16,319,355	15,317,055
	20,017,364	646,366	20,566,264	19,468,805

THE McCORD MUSEUM FOUNDATION
STATEMENT OF CHANGES IN NET ASSETS YEAR ENDED MARCH 31, 2015

	INTERNALLY RESTRICTED (\$)	UN- RESTRICTED (\$)	ENDOWMENTS (\$)	2015 (\$)	2014 (\$)
Balance, beginning of year	25,000	14,152,362	–	14,177,362	13,007,599
Excess of revenue over expenses	–	811,260	–	811,260	1,169,763
Endowment contributions	–	–	625,000	625,000	–
Balance, end of year	25,000	14,963,622	625,000	15,613,622	14,177,362

THE McCORD MUSEUM FOUNDATION
STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2015

	2015 (\$)	2014 (\$)
Assets		
Current assets		
Cash	90,223	124,542
Accounts receivable	409	1,375
Sales taxes receivable	78,137	48,130
Prepaid expenses	71,350	42,607
	240,119	216,654
Investments	15,633,713	14,102,757
	15,873,832	14,319,411
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	28,766	40,602
Due to the McCord Museum of Canadian History	81,603	79,747
Deferred revenue	149,841	21,700
	260,210	142,049
Commitments		
Net assets		
Internally restricted	25,000	25,000
Unrestricted	14,963,622	14,152,362
Endowments	625,000	–
	15,613,622	14,177,362
	15,873,832	14,319,411

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THE McCORD MUSEUM FOUNDATION
STATEMENT OF CASH FLOW YEAR ENDED MARCH 31, 2015

	2015 (\$)	2014 (\$)
Operating activities		
Excess of revenue over expenses	811,260	1,169,763
Adjustments for		
Realized gains and losses in investments	(596,640)	136,831
Unrealized change in fair value of investments	(564,130)	(1,383,071)
	(349,510)	(76,477)
Changes in non-cash operating working capital items		
Accounts receivable	966	(1,375)
Sales taxes receivable	(30,007)	(22,221)
Prepaid expenses	(28,743)	36,221
Accounts payable and accrued liabilities	(11,836)	4,449
Due to the McCord Museum of Canadian History	1,856	2,200
Deferred revenue	128,141	(13,300)
	(289,133)	(70,503)
Investing activities		
Purchase of investments	(2,580,186)	(14,196,999)
Disposal of investments	2,210,000	14,166,512
	(370,186)	(30,487)
Financing activities		
Direct increase in net assets	625,000	–
Net decrease in cash	(34,319)	(100,990)
Cash, beginning of year	124,542	225,532
Cash, end of year	90,223	124,542

MUSEUM DONORS AND PARTNERS

Donations to the Collections	Estate of Nora Miles Munro Luc Normandin Louise O'Donnell Louise Paré François Pesant Denise Philippon Nicole Phillips Roland Pierre Denis Plain David Powell Derek A. Price Jeanne Renaud Lorna Bethell Family of Nicholas McNevin Roberts Alana von Blerk Mrs. John A. Rolland Sylvie Bourbonnière Renée Rouleau Raymonde Chevalier Bowen Danièle Roy Florent Boyer Hélène Samson Ken Bresnen Heather Adair Shaw Christine Brodhead Lorne Shields Tim Brodhead Estate of Mary Frances Dominique Brossard Hornor Myers Sladen Amelia and Edward Browell Canadelle Limited Baudoin Burger Partnership Lisa Jane Callow Richard N. Strong Serge Chapleau Lauren Sullivan Marie Chevrier Richard Tétrault Katherine Cleaver Jérémie Tremblay Barry Cole and Sylvie Plouffe Pierre Tremblay Huguette Desjardins Marc-Olivier Trépanier Pierre Dessaulles Raymond Trudeau Marie-Andrée Dorais Andrée Vaillancourt Martine Dozois Sandra Veillette Barbara Dylla Clermont Vermette Helen Dylla Ronald Indell Waddell Senator Nicole Eaton Gail Watt Pascal Élie Helen and Alfred Folsom History Museum Wettermark Mary Deirdre Ann Foucauld Anne Wonham Carol Anne Frappier Claude Gagnon Gabrielle Giasson and Georges-Henri Gagné L'Islet Family Cynthia Gordon Nicole Goulet Ann Grace Lilli Greiner Andrée Grimard Nora Hague Anne Hale Martha Hallward Anne Brown Harris Jill den Hertog Cynthia Munster Hewitt Mary Hughson-Mosher Cynthia Hyndman Hélène Jutras Sheila M. Kerr Judith Alison Kyle Jacques Lalonde Jeanne Pleau Lavoie Anthony G. Lemoine Family Andrée Lefebvre Linda M. Leus Carl Levasseur Kathleen Levasseur Lyse L'Hostie Katia Mayer Peter and Claudette Mayers Yves Meloche Françoise Métivier Claire Dubé Montpetit Montreal Camera Club Luc d'Iberville Moreau Joanne Morgan Terry Mosher	Curator's Circle \$2,500 – \$4,999 Anonymous Pierre Desmarais Belvédère Foundation Cynthia Gordon Eric and Jane Molson Provencher Roy + Associés Architectes Deirdre and Robert Stevenson Transforce Benefactor's Circle \$1,000 – \$2,499 Anonymous (4) Jean and Cynthia Aucoin Grégoire Baillargeon Frederic Beauchemin BFL CANADA Simon Blais J.R. André Bombardier Janine Bombardier Anne-Marie Boucher Canderel Management Jean-Jacques Carrier Marc Choko Richard and Sylvia Cruess CSL Group Deloitte Foundation Canada Douglas and Diane Deruchie Desjardins Group Josée Dupont Michael Fortier and Michelle Setlakwe Scott Fraser Mark W. Gallop David Gawley and Linda Leith Robert Graham Richard M. Hart Salvatore Iacono Joan F. Ivory Monique Jérôme-Forget Michal Kuzmicki and Angèle Martineau Elisa Labelle-Trudeau Lallemant Céline and Jacques Lamarre Foundation Roger Laporte and Monique Choquette-Laporte Suzanne Legge and R. Jeffrey Orr Anne-Marie MacLellan and Serge Lenis René Malo Michael A. Meighen Stephen and Nancy Molson François Ouimet Mariella Pandolfi Robert Paré Robert and Monique Parizeau Judy Patton Hamilton Rosalind Pepall Robin B. Pitcher D. Miles Price Paul Raymond Richard Renaud Line Rivard François R. Roy Suzanne Sauvage Guy Savard Marie Sénécal-Tremblay / Drummond Foundation	Paul Simard Hay Foundation Stratton D. Stevens Lorna J. Telfer Pierre Trahan / Cedarome Canada Jean Turmel Manon Vennat Patron's Circle \$500 – \$999 A. Lassonde Susan Aberman and Louis Dzialowski Derek Anderson Anonymous (12) Karen Aziz Michèle and James Beckerleg John and Diana Bennett Birinco Holdings Inc. John and Janet Blachford Barbara and James Brodeur Michel Brutti Mazel Caya Gretta Chambers Simonne Clarke John and Pattie Cleghorn Cogeco Cable Barry Cole and Sylvie Plouffe John Collyer Marvin Corber Cossette David Culver Elizabeth Danowski Louise Drouin François Duffar Maurizio Favretto Financière Mazarin Susan Fitzpatrick Michael Harrison N.E. Anne Hyde and Peter B.M. Hyde Gail and Peter Johnson Robert Johnson Helen R. Kahn Eric Klinkhoff David Laidley Louise Langelier Biron Claire Léger Linda and Peter Leus Location Bench & Table Rents Inc François Longpré Macroy Investments Nicholas Maris Susan McGuire Entreprises Denis Melançon Katharine Mills Andrew T. Molson François L. Morin Wakeham Pilot Richard Pound Cecil Rabinovitch Anne Raby Dorothy Reitman Jeremy Reitman Joseph Ribkoff and Natalie Michaud James and Katherine Robb Miriam Roland Louise Roy Guy and Francine Saint- Pierre Sarah Ste-Marie Recochem
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	<p>Tracy Chebab Wajih Chemali Cogeco Métromédia Martine Couillard François Debroux Deloitte Foundation Canada Louise Denis Armand Des Rosiers Thierry Detroz Martin Deziel Sylvie Drouin François Duffar Éric Dunberry Max Dunberry Mélanie Dunn Sylvie Durand Kyle Falconi Vincent Forbes Denis Gascon Michael Ghaleb Judy Giachetti Tom Godber Patrick Chen Pascale Grignon Richard Grignon Micol Haimson Alexandre Huot Louis-Denis Laberge Nadine Lahoud Salim Lahoud Laurentian Bank Gabriel Laurin Frédéric Lecoq Andrew Lee François Legault Hugues Lepage Frédéric Lévesque Robert Lévesque Vincent Longpré-Croteau Geneviève Maltais-Boisvert Sophie Marquis Clemens Mayr Michèle Moisan Elias Nohra Norton Rose Fulbright Canada Osler, Hoskin & Harcourt François Ouimet Alana Parry Richard Payette Geneviève Pépin Pierre-Olivier Perras Pierre Plourde Dominique Poulin-Gouin Jean-Denis Proulx PSB Boisjoli Marianne Ratté Paul Raymond Line Rivard Sylvie Robillard Miriam Roland Alexandre Ruel Walid Safi Saint-Jacques Vallée Y&R Hélène Samson Olivier Sanschagrín Suzanne Sauvage Scotiabank SNC-Lavalin Marc St-Arnaud Charles St-Germain Stikeman Elliott Geneviève Tanguay Louis Tassé Pier-Luc Therrien-Péloquin Sandra Tittlit Dominique Trudeau WSP Global</p>	<p>Generous Donations Anonymous Fiera Capital Ivanhoé Cambridge</p> <p>Sponsors 13th Street Winery Bachelder biobio Classe 3 Domaine des Salamandres ELLE traiteur Eska Flat Rock Cellars Gattuso Inc. Itsi Bitsi Julien Leblanc Traiteur La Mer Léon Courville Vigneron Osoyoos Larose Pas d'cochon dans mon salon Pâtisserie Rhubarbe Première Moisson Queylus Restaurant Cirkus Restaurant Leméac Rougié SÉBASTIEN FORAND ÉVÈNEMENTS Vinum Design</p>	<p>GRANTING ORGANIZATIONS</p> <p>Arrondissement Ville-Marie, Ville de Montréal</p> <p>Association des musées canadiens</p> <p>Bibliothèque et Archives nationales du Québec</p> <p>Collège Montmorency</p> <p>Conseil des arts de Montréal</p> <p>Emploi-Québec</p> <p>Forum des équipements culturels</p> <p>Intégration Jeunesse du Québec inc.</p> <p>Ministère de la Culture et des Communications du Québec</p> <p>Ministère de l'Éducation, du Loisir et du Sport du Québec</p> <p>Mouvement national des Québécoises et Québécois</p> <p>Patrimoine canadien</p> <p>Ressources humaines et Développement des compétences Canada</p> <p>Service de la diversité sociale et des sports, Ville de Montréal</p> <p>Service Canada</p> <p>Université Concordia</p> <p>Université McGill</p>	<p>2014-2015 BOARD OF TRUSTEES OF THE MCCORD STEWART MUSEUM</p> <p>Honorary Co-Chair Derek A. 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McCORD STEWART MUSEUM TEAM

McCORD MUSEUM
TEAM

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Chief Executive Officer
Suzanne Sauvage

Assistant to the President
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(maternity leave)
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Network Administrator
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Coordinator, Security and Facilities
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Mechanical Technician
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Camille Mathon

Rentals Officer
Vincente Lhoste

Manager, Admissions and Boutique
Sylvia Sorbeli

Supervisor, Admissions
Katerine Genest

Clerks, Admissions and Boutique
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Tiffany Le
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Arifa Hussein
Maria-Alexandra Munoz Gonzalez
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Dermai Darragi

Coordinator, Donor Relations and
Annual Campaign
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Coordinator, Education and
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INTERNS AND VOLUNTEERS

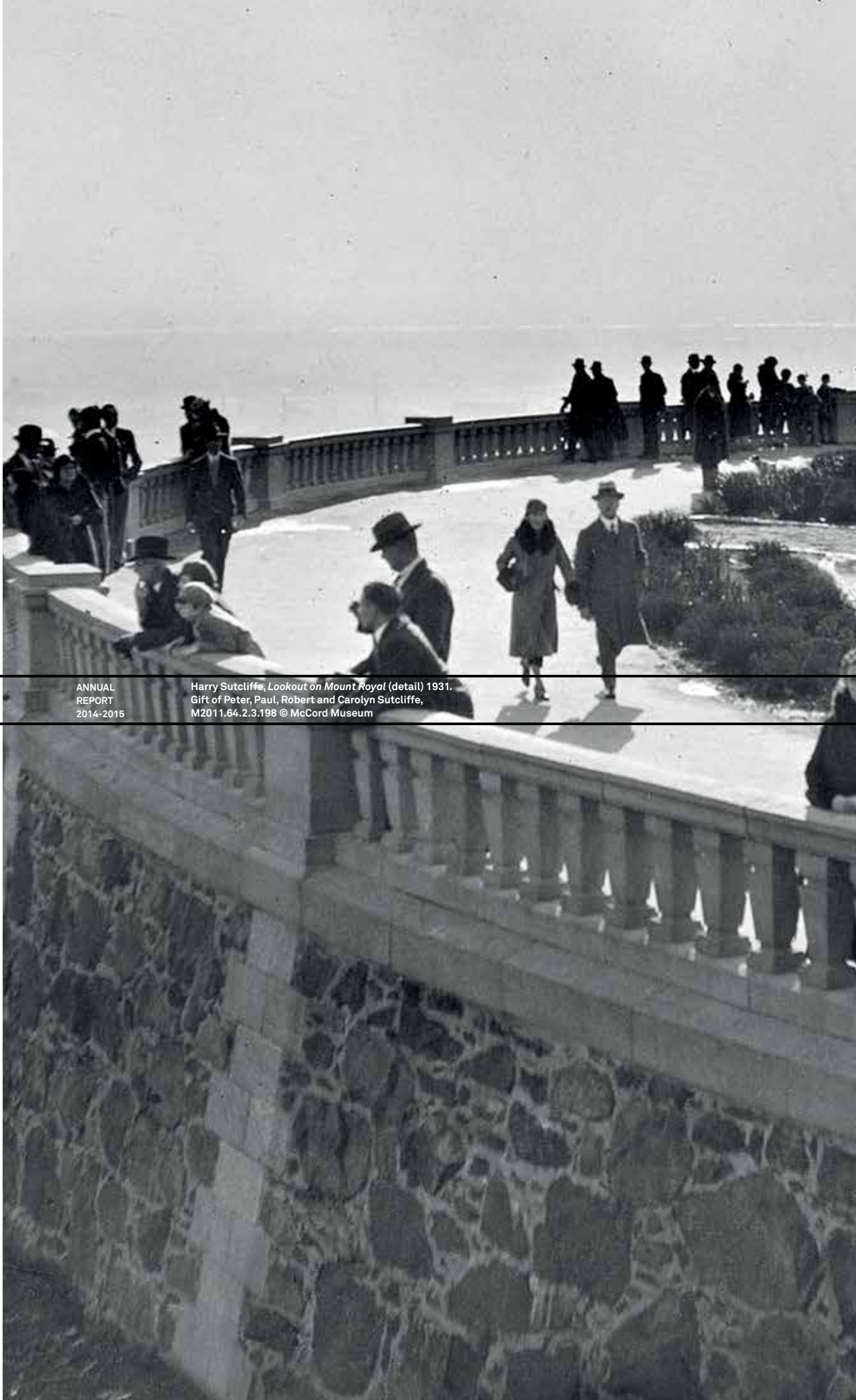
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