

# PRESS RELEASE



## EXPO 67 THE PLACE TO BE

### A NEW McCORD MUSEUM EXHIBITION ON MCGILL COLLEGE AVENUE,

Montreal, June 1, 2017 – Until October 29, 2017 (a date not chosen at random), Montrealers and visitors will be able to revisit the festive atmosphere of the Expo 67 site through 24 photographs taken by photographer and documentary filmmaker Jean-Louis Frund. Montreal's Universal and International Exhibition, which ran from April 27 to October 29, 1967, was a unique event in the history of Canada and remains an unforgettable memory for those who saw it. Over these six months, millions shared the heady experience of "Man and His World." People from across the planet flocked to Montreal, and in opening its arms to them, the city – along with Quebec and Canada – redefined its identity. Jean-Louis Frund's photographs capture the spectacular architecture of the various pavilions and conjure the excitement of this magical place, whose islands were summoned out the St. Lawrence for the occasion by the project's engineers.

The exhibition is part of the official program for the 375<sup>th</sup> anniversary of Montreal.

"This photo report by Jean-Louis Frund reflects an exceptional period. Throughout the summer's celebration of our city, our outdoor exhibition in downtown Montreal will bring back a rush of memories for some and be a fascinating discovery for others," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

Jean-Louis Frund, born in Quebec's Lac-Saint-Jean region, is an internationally recognized documentary filmmaker. He was commissioned by *Maclean's* magazine to photograph the Expo site, starting before construction was complete and continuing into the summer. The slides he made, reproduced here, are now part of the photography collection of the McCord Museum.

### About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1,450,000 artefacts.

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Jean-Louis Frund  
*The Place des Nations, Île Sainte-Hélène, Expo 67, Montreal, 1967*  
Gift of Jean-Louis Frund  
© McCord Museum, MP-1994.1.1.4.91



Jean-Louis Frund  
*Detail of the Canada Pavilion: The Katimavik and the People Tree, Île Notre-Dame, Expo 67, Montreal, 1967*  
Gift of Jean-Louis Frund  
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The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum also offers educational and cultural activities, as well as innovative projects on the Internet. **McCord Museum: Our People, Our Stories.**

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Interviews possible with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum and Hélène Samson, Curator, Notman Photographic Archives, McCord Museum.

Photographs available at: <http://ow.ly/NOJs30aKc26>

**Source and information:**

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The exhibition **Expo 67: The Place to Be** is presented by BMO Financial Group in collaboration with Astral Out of Home.  
*Montreal Gazette* and Ville Marie borough are exhibition partners.

The Museum is grateful for the support of the Ministère de la Culture et des Communications du Québec, the Conseil des arts de Montréal, Accès Montréal and the CAA, as well as its media partners, *La Presse*, *Montreal Gazette* and La Vitrine Culturelle.

