

# PRESS RELEASE

OUR PEOPLE OUR STORIES  
690 SHERBROOKE STREET WEST  
MONTREAL (QUEBEC) H3A 1E9  
T. 514 398 7100 F. 514 398 5045  
WWW.MCCORD-MUSEUM.QC.CA



## THE McCORD MUSEUM DAY CAMP 2017: ARCHITECTURE AND MAGIC, TWO PASSIONS TO DISCOVER!

Registration begins February 6.

Montreal, January 24, 2017 – The McCord Museum day camp 2017, planned for July 3 to August 25, is aimed specifically at children aged 5 to 10. The camp stands out for its attention to what children need on vacation: to play, create, discover, go outdoors and have fun in everything they do. Our counsellors are bilingual, speaking French and English.

"The McCord Museum's day camp program combines historical discovery with fun. Children enjoy a variety of activities that allow their imaginations to run wild and are linked to the collection and exhibitions of the McCord Museum," says Dominique Trudeau, Head, Education Programs.

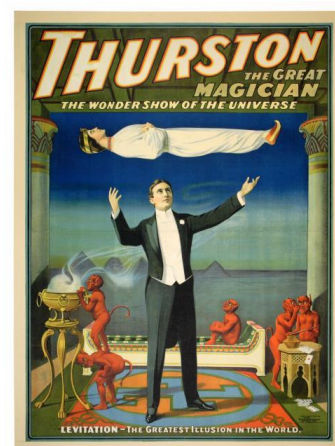
This summer, the day camp program will be tied to exhibitions presented at the McCord Museum: ***Fashioning Expo 67*** and ***ILLUSIONS – The Art of Magic***. For its 2017 edition, the day camp will offer two themes inspired by the richness of its collections and the current exhibitions.

■ **Dreaming Architecture** will allow children to discover how design and creativity were celebrated throughout the Montreal world's fair in 1967. Design was expressed in the layout of the site and innovative exhibitions as well as the uniforms of the Expo 67 hostesses. By visiting the *Fashioning Expo 67* exhibition at the McCord Museum and *Expo 67 – A World of Dreams* at the Stewart Museum on St. Helen's Island, young campers will discover different aspects of design. The children will then transpose their discoveries by building a large modular model of a Montreal world's fair that could take place in 2050.

■ The second theme of the camp, **Abracadabra!**, will transport young participants to a world where reality and illusion are merged. Guided by a professional magician and assisted by a team of camp counsellors, the children will master a few tricks they'll proudly demonstrate during a show at the McCord Museum for parents and friends. They'll also create a promotional poster for their magic show inspired by those displayed at the exhibition *ILLUSIONS – The Art of Magic*. It goes without saying that campers will discover plenty about the history of Montreal at the turn of the 20th century, considered to be the golden age of the great magicians.



View of the Canadian Pavilion  
1967  
© McCord Museum  
M2015.34.6



Thurston  
*Levitation – The Greatest Illusion in the World*  
Strobridge Lithographing Co., 1914  
© McCord Museum  
M2014.128.542

### **About the Museum day camp**

The McCord Museum day camp is certified by the Association des camps certifiés du Québec. Day camp programs are offered to children ages 5 (who have completed kindergarten) to 10. Day camp groups are formed as follows: ages 5 to 7 and ages 8 to 10. Daycare service is offered at no extra charge from 7:30 a.m. to 9 a.m. and from 4 p.m. to 6 p.m. Please note that certain reductions are applied when a second child from the same family is enrolled or when the same child is enrolled for a second day camp week. McCord Museum Members rate is \$185. This same rate will apply to early reservations, made between February 6 and March 20.

For more information about the McCord Museum's day camp program, including rates and reservations, visit the Museum's website as of February 6, 2017: [www.musee-mccord.qc.ca/en/day-camp/](http://www.musee-mccord.qc.ca/en/day-camp/)  
Online reservations: [campdejour@mccord-stewart.ca](mailto:campdejour@mccord-stewart.ca)  
By phone: 514-861-6701, poste 1276

### **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. 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.**

-30-

Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Dominique Trudeau, Head, Education Programs.

### **Photographs available at:**

*Fashioning Expo 67*: <http://ow.ly/iibF301V3L0>

*Illusions – The Art of Magic*: <http://ow.ly/r4hb301V3Dw>

Day Camp: <http://ow.ly/dveh308j4YU>

### **Source and information:**

Catherine Guex, Marketing-Communications Officer, Public Relations,  
McCord Museum

514 861-6701, ex. 1239

[catherine.guex@mccord-stewart.ca](mailto:catherine.guex@mccord-stewart.ca)

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*, The Gazette and La Vitrine Culturelle.



© McCord Museum