

# PRESS RELEASE

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## PHOTOGRAPHY, MAGIC AND FAIRY TALES ARE ON THE MCCORD MUSEUM'S CULTURAL CALENDAR THIS FALL

**Montreal, August 17, 2017** – Fall is in the air, which means it's time for the McCord Museum to unveil its 2017 cultural calendar! The activities start with contemporary photography exhibitions that will reveal new works and a technique from a bygone era. As we head into September, the Museum will present an installation by **Jayce Salloum** – *location/dis-location(s): beyond the pale* presented by MOMENTA | Biennale de l'image. In December, renowned Montreal photographer **Gabor Szilasi** will present a series of unpublished photos taken at the openings of exhibits and other artistic events in Montreal between 1960 and 1980. An exhibition devoted to well-known Montreal photographer **Michel Campeau** will inaugurate the 2018 season starting in February.

November will mark the arrival of our annual toy exhibition, which is always highly anticipated by children. **The Topsy-turvy Storyland** will get visitors to put back the characters and objects of classic fairy tales that have been mixed up by a wicked fairy godmother. This exhibition promises to be a fun, participatory and educational experience for everyone!

Starting November 2, visitors will have just a few days to take in the impressive fresco **Québec** by American artist Adam Miller that was commissioned by Montreal businessman Salvatore Guerrera to celebrate Canada's 150th anniversary. This nearly 9-square-metre canvas evokes the history of Quebec and its place in Canada.

This fall will also be an opportunity for the public to relive or discover exhibitions for the celebrations of Montreal's 375th anniversary and the 50th anniversary of Expo 67. **La ville suspendue: The McCord Museum Tells the Stories of Montreal** is a travelling installation that shows how the city has transformed throughout history. It has just five more boroughs to visit before ending its run on September 17, 2017. **Fashioning Expo 67** and its iconic and timeless uniforms will run until October 1, while the magnificent shots from **Expo 67: The Place to Be**, taken by Jean-Louis Frund, can be viewed along McGill College Avenue until the symbolic date of October 29, or the date the Expo closed in 1967.

Finally, magnificent advertising posters of the golden age of magic (1880-1930) come together in **Illusions: The Art of Magic**, presented until January 7, 2018.

A rich program of activities, lectures, meetings, film screenings, a storytelling festival and concerts will have something for everyone to enjoy. **See enclosed for the full schedule and exhibition descriptions.** Visit the Museum's website ([mccord-museum.qc.ca](http://mccord-museum.qc.ca)) and consult the events calendar for more information.



Jayce Salloum,  
*location/dis-location(s): beyond the pale*,  
2017, Photo installation, Courtesy of  
Camera Austria (Graz) and MKG127 Gallery  
(Toronto)



Hand painted glass lantern slide,  
*The Red Riding Hood*, 1855-1860.  
M22391.84.1-3  
© McCord Museum



"PAS-Foto", Copenhagen, DNK, c. 1956,  
anonymous, slide 35 mm, collection of  
Michel Campeau



Gabor Szilasi, Armand Vaillancourt,  
John Max and (the hands of) François  
Dallegrètat the opening of the  
pharmacie-boutique Le Drug, Montreal,  
May 1965. Gelatin silver print, 24 x 35 cm

## UPCOMING EXHIBITIONS

(See links at the end of the press release for photographs)

### **JAYCE SALLOUM**

*location/dis-location(s): beyond the pale*

**September 8 to November 12, 2017**

With the theme *What Does the Image Stand For?* proposed by guest curator Ami Barak, MOMENTA | Biennale de l'image presents *Jayce Salloum – location/dis-location(s): beyond the pale*, in collaboration with the McCord Museum.

A continuation of the photo archive that Jayce Salloum has been building since 1979 from his world travels, this subjective encyclopedia of personal and public images organized by theme raises questions around disputed borders, nationalism, social integration, and crises of identity. The artist positions himself as an anthropologist of the present who analyzes our environment, near or far, and its representations, revealing the many facets of so-called reality. This project also functions like a personal attempt to rationalize the outside world.

An artist of Lebanese origin who lives in Vancouver, Jayce Salloum (1958) has been developing multimedia works since the end of the 1970s that challenge audiences and get them to ask questions and doubt their received notions of such burning issues as disputed borders, ruins, identity, nationalism and social integration.

### **THE TOPSY-TURVY STORYLAND**

**November 19, 2017 to March 11, 2018**

This McCord Museum exhibition invites visitors to an amazing universe of the fairy tales that have continued to enchant generation after generation: *Little Red Riding Hood, Hansel and Gretel, Jack and the Beanstalk, The Little Mermaid* and *Cinderella*. These stories have been reinterpreted in an immersive and fun space, where young visitors can roam a world turned upside down by a spell cast by an evil fairy godmother who has mixed up the characters and objects from different fairy tales—and caused quite a conundrum in the process! To break the spell, children must draw upon their keen observation skills through various activities to find ten lost characters or objects in the different spaces. To reward their hard work, their visit will end in the “enchanted library,” where they will dive into fascinating fairy tales from here and around the world. With extraordinary stage craft that will delight young and old alike, the exhibition will contain nearly 150 decorative art objects and toys from the McCord Museum collection. For this exhibition, a trove of varied family activities will also be organized on weekends, during the end-of-year holidays, and for March break.

### **GABOR SZILASI: THE ART WORLD**

***Photographs of Montreal Art Openings, 1960-1980***

**December 7, 2017 to April 8, 2018**

This exhibition includes about forty mostly unpublished photographs that Gabor Szilasi (1928) took at art openings and other artistic events in Montreal between 1960 and 1980. Shot in a spontaneous documentary style, they immortalize the people, places and vitality of Montreal's art scene at a time of social and cultural upheaval. The exhibition will present the photos in chronological order to provide a timeline of transformation over these two decades, from the start of the 1960s, when the art scene was dominated by a conservative society, to the 1970s, when attitudes towards art production and presentation became more relaxed. Visitors can also enjoy a video of interviews with personalities from the Montreal art scene at the time. Gabor Szilasi is one of Quebec's most renowned living photographers.

**MICHEL CAMPEAU: LIFE BEFORE DIGITAL PHOTOGRAPHY** (temporary subtitle)

**February 16 to May 6, 2018**

The Montreal photographer Michel Campeau (1948) offers a subjective and sentimental perspective of the material culture of photography before digital. His pictures of darkrooms and his collections of anonymous photographs from the fifties pay tribute to the big family of amateur photographers, in which viewers will recognize themselves.

## CURRENT EXHIBITIONS

### **LA VILLE SUSPENDUE: THE McCORD MUSEUM TELLS THE STORIES OF MONTREAL**

**Official programming for Montreal's 375th anniversary**

**Until September 17, 2017**

This travelling installation, which has been visiting all of Montreal's nineteen boroughs since May 12, will soon see its journey come to an end. The exhibition shows residents and visitors a slice of the city's incredible past along with the unique history of each borough and moving stories from Montrealers. Old and contemporary photos along with personal narratives of residents change to highlight the specific characteristics of each borough the exhibition stops at. The rich neighbourhood life that the city is known for and its development are captured in the chapters of the larger story of this installation. The concept of the "clothes line"—an emblem of Montreal neighbourhoods—is used as a unifying narrative thread for fixed images and texts. This project was designed and produced by the McCord Museum in collaboration with the Society for the Celebration of Montréal's 375th Anniversary.



### **FASHIONING EXPO 67**

**Until October 1, 2017**

Expo 67 was a memorable event in Quebec's and Canada's history. Organized fifty years ago for the 100th anniversary of Canadian Confederation, it attracted over 50 million visits to Île Notre-Dame and Île Sainte-Hélène. The entire world looked to Montreal as Montreal opened up to the world in a feeling of festivity and euphoria. Expo 67 offered Montreal designers and the Canadian fashion milieu the perfect opportunity to shine on the international fashion stage through futuristic fashion magazine spreads shot on the site, locally designed uniforms for hostesses, and live fashion shows, a show with music and even roller skating models. This exhibition captures the essence of this incredible moment characterized by modernity, exuberance, and widespread creativity. It also showcases the McCord Museum's rich collection of clothing and accessories from Expo 67 and from the Museum's archive collection. The exhibition features about sixty costumes, hostess uniforms from different pavilions, clothing by Quebec designers Marielle Fleury, Michel Robichaud, Jacques de Montjoye, Serge & Réal and John Warden, along with accessories, sketches, spectacular photos taken at the site, film excerpts and stories from people who were there to share in the experience. The Palace of Monaco also loaned the Museum a dress worn by Princess Grace during her visit to Expo 67.



### **EXPO 67: THE PLACE TO BE**

**Until October 28, 2017**

This twelfth exhibition of photographs along McGill College Avenue hearkens back to Expo 67 fifty years later. On large panels, 24 colour photographs chosen from over 1,000 slides created by Jean-Louis Frund for Expo 67 are now part of the McCord



Museum collection thanks to a donation from the artist himself. In 1966 and 1967, he photographed the construction of Montreal's Universal Exposition. He captured the bold shapes and colours of the pavilions as well as the atmosphere that permeated Île Sainte-Hélène and Île Notre-Dame and the immense crowds that flowed over the site throughout the summer. A native of Lac-Saint-Jean, Jean-Louis Frund made a name for himself as a documentary filmmaker. His body of work of nearly 50 films has been widely screened and earned him many honours, such as the Chevalier medallion from the French government's Ordre des Arts et des Lettres.

### **ILLUSIONS: THE ART OF MAGIC**

**Until January 7, 2018**

Appearance and disappearance, decapitation, levitation, escapes, and mental phenomena: Houdini and the great magicians of the golden age of magic are on stage in Montreal! For the first time in Canada, this exhibition takes on the period of magic shows' golden age and the phantasmagoric imagery of its advertising and promotional tools. A selection of 75 beautiful posters, most of which date back to the end of the 19th century and the start of the 20th century, and which are in remarkable condition, trace a social history of this phenomenon that we can still feel today. These posters, halfway between art and advertisement, are magnificent, large format chromolithographs that immortalize the most popular magicians of the era as well as the acts that marked the world of modern magic. The spectacle evokes a magic show from the golden age of this period and leads visitors from room to room in a sequence of "performances" starring renowned magicians. With this exhibition, the McCord Museum wanted to showcase part of its extraordinary collection of posters and documents on the theme of magic. Acquired in 2015 thanks to La Fondation Emmanuelle Gattuso, the Allan Slaight Collection is the only one of its magnitude in Canada; it comprises 600 posters and more than 1,000 documents and rare books. The collection was named in honour of Canadian businessman and magic enthusiast Allan Slaight. To complement this exhibition, a rich program, including a Halloween weekend, movie screenings, and a family Sunday featuring I Musici de Montreal, are other activities that will add to the magic.

### **PERMANENT COLLECTION**

#### **WEARING OUR IDENTITY – THE FIRST PEOPLES COLLECTION**

This permanent exhibition enables the public to explore the complex heritage of the First Peoples of Canada and learn more about how their dress has helped define their rich cultures and identities. It will also help visitors learn about the importance of clothing in the development, preservation and communication of the social, cultural, political and spiritual identities of the First Nations, Inuit and Métis. Each season is an invitation to discover or rediscover this exhibition, as nearly 85% of the objects are regularly updated. Contemporary art works also complement all of the Native art from our collection and presented in the exhibition. This season, the exhibition will include videos, photographs and sculptures by contemporary artiste Mike Patten. The restoration of exhibition artefacts was made possible thanks to the generosity of the Molson Foundation. The Museum also wants to thank the Ministère de la Culture et des Communications du Québec for its financial contribution to this project.

### **TEMPORARY PRESENTATION**

#### **QUÉBEC**

**By New York artist Adam Miller**

**November 2 to 5, 2017**

Entitled *Québec*, this large-scale neo-realistic fresco by New York artist Adam Miller will be on display in the McCord Museum Atrium. The piece was commissioned for

Canada's 150th anniversary by Montreal businessman Salvatore Guerrero, President and Founder of SAJO. The work was inspired by the 1770 painting "The Death of General Wolfe" by Anglo-American artist Benjamin West that depicts the famous Battle of Quebec. Reminiscent of the academic style of classical 19th-century painters, Miller's work reinterprets Wolfe's painting with over one hundred historical, social and political figures from the province, such as René Lévesque, Jacques Parizeau, Lucien Bouchard, Pierre and Justin Trudeau, and Brian Mulroney, all of whom crowd onto a cloud-filled background in a sort of lyrical flight. This work was unveiled at a Manhattan gallery in June and will be on display in Montreal at the McCord Museum for a few days only.

### **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 1,451,000 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.**

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Interviews possible with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Sylvie Durand, Director, Programs.

### **Photographs**

#### *Upcoming Exhibitions*

[\*Jayne Salloum – location/dis-location\(s\): beyond the pale\*](#)

[\*The Topsy-turvy Storyland\*](#)

[\*Gabor Szilasi: The Art World\*](#)

[\*Michel Campeau: Life Before Digital Photography\*](#) (temporary subtitle)

#### *Current exhibitions*

[\*Illusions: The Art of Magic\*](#)

[\*La ville suspendue: The McCord Museum Tells the Stories of Montreal\*](#)

[\*Fashioning Expo 67\*](#)

[\*Expo 67: The Place to Be\*](#)

For more information about the exhibitions:

<http://www.musee-mccord.qc.ca/en/press-room/>

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