

# PRESS RELEASE

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



## 2015-2016 SEASON AT THE McCORD MUSEUM: A RICH AND VARIED PROGRAM

**In loving (virtual) memory**  
**Graphic works by poster artist Vittorio Fiorucci**  
**A circuitous circus investigation with Mister Rabbit**  
**Nadia Myre, artist-in-residence**  
**Italian fashion that inspires**

**Montreal, August 21, 2015** – Beginning in September 2015, a whole host of exhibitions and activities will await McCord Museum visitors. Starting September 10, Le Mois de la Photo à Montréal will present, in partnership with the Museum, **AFTER FACEBOOK: IN LOVING MEMORY <3**, an exhibition that examines the question of posthumous identity on Facebook. The public is also invited to view works by Italian-born Montrealer and internationally-renowned graphic artist Vittorio Fiorucci at **Montreal through the Eyes of Vittorio: 50 Years of City Life and Graphic Design**, which opens on September 25. And for the 10<sup>th</sup> consecutive year, McGill College Avenue has once again become an extension of the Museum and until October 18 features the outdoor exhibition **David W. Marvin: Street Chronicles 1965-1975**, with 24 oversized photos illustrating the decade from 1965 to 1975.

November heralds in the Museum's 6<sup>th</sup> annual toy exhibition, a Holiday tradition in itself! This year, **Mister Rabbit's Circus** invites children to help this engaging, long-eared character search for circus props that have been spirited away by one or more mysterious thieves. In February 2016, the McCord **Artist-in-Residence** series welcomes **Nadia Myre**, who will find inspiration among the Museum's collections to create a new contemporary installation. Finally, May 27, 2016, marks the opening of **Italian Style: Fashion since 1945**, an international exhibition featuring the creations of some of the world's foremost designers.

The 2015-2016 cultural program also promises numerous activities offered in conjunction with the McCord Museum's temporary and permanent exhibitions. Notable among them is the return of **McCord After Hours**, a popular evening program that heads into its second year with a brand new approach, and **City Talks**, a series of lectures bringing together Montreal thinkers and builders. And the public will not want to miss the new chamber music series, **Schulich@McCord**, which showcases some of the most talented chamber music students from the Schulich School. Also back this fall are the many exceptional family activities offered by the Museum. A calendar and complete description of activities can be found in the appendix to this document. This information is also available on the new McCord Museum website ([mccord-museum.qc.ca](http://mccord-museum.qc.ca)) and in the Museum's Activity Calendar.



After Face00k  
**AFTER FACEBOOK: IN LOVING MEMORY <3**, 2015  
Amreil Watson, 2015, screen capture, digital image, courtesy of the artists  
© After Face00k



Poster of the exhibition *Montreal through the Eyes of Vittorio: 50 Years of City Life and Graphic Design*  
© Paprika 2015



Illustration by Geneviève Després

## **NEW EXHIBITIONS**

### ***AFTER FACEBOOK: IN LOVING MEMORY <3***

**September 10, 2015 to January 10, 2016**

**Presented in conjunction with the 14th annual edition of Le Mois de la Photo à Montréal – *The Post-Photographic Condition***

In partnership with the McCord Museum, Le Mois de la Photo à Montréal presents *AFTER FACEBOOK: IN LOVING MEMORY <3*. The exhibition explores the continuity of life after death on Facebook. It focuses on the economic, political and social issues associated with sharing images on the site as well as the paradigm shift in contemporary photography with the rise of social media. Admission to the exhibition is free during Le Mois de la Photo à Montréal, September 10 to October 11, 2015.

### ***Montreal through the Eyes of Vittorio: 50 Years of City Life and Graphic Design***

**September 25, 2015 to April 10, 2016**

The public is invited to discover works by graphic designer Vittorio Fiorucci, an Italian immigrant and internationally acclaimed poster artist who called Montreal home. Vittorio Fiorucci helped brand the landscape of Montreal for generations, bear witness to almost a half century of life in his adopted city. Vittorio's highly distinguishable art is defined by his simple shapes, vibrant colours, enigmatic characters and playfulness. More than 125 posters, photos, illustrations and comic strips take visitors on a journey through the cultural and social milestones of our city from the 1960s to the end of the 20<sup>th</sup> century.

### ***Mister Rabbit's Circus***

**November 1, 2015 to April 17, 2016**

Winter tradition is alive and well at the McCord Museum as it prepares for its 6<sup>th</sup> annual exhibition of toys, designed for children ages 3 to 9. This year, the Museum is partnering with les éditions Les 400 coups – on the occasion of the publishing house's 20<sup>th</sup> anniversary – and with the popular *Monsieur Lapin* series of books by author Pascal Héroult and illustrator Geneviève Després. Mister Rabbit invites all of his friends to attend a circus performance, but on the evening of the big premiere some of the circus props are missing and must be found in time for the show! Mister Rabbit leads an investigation to unmask the culprits. Why and how did the items disappear? During their exhaustive search, children will delight in discovering some 200 toys and other objects from the Museum's collections.

### ***Nadia Myre, Artist-in-Residence***

**February 4 to May 29, 2016**

Algonquin multidisciplinary artist Nadia Myre explores the subject of water through objects in the Museum's various collections as part of the Artist-in-Residence program. She also opens the door to her sources of inspiration.

### ***Italian Style: Fashion since 1945***

**May 27 to September 25, 2016**

This impressive exhibition, designed and produced by the Victoria and Albert Museum in London, presents the work of the most celebrated Italian designers,

particularly following World War II. In addition to viewing numerous dresses and creations by Valentino, Armani, Fendi, Prada, Dolce & Gabbana and Emilio Pucci, to name just a few, the public will discover pieces by new and emerging designers as well as a range of accessories, photographs, magazines, drawings and film clips: all witnesses to the glamour and influence of Italian fashion from 1945 to today.

## **CURRENT TEMPORARY EXHIBITIONS**

### ***David W. Marvin: Street Chronicles 1965-1975***

**An outdoor exhibition by the McCord Museum on McGill College Avenue  
Until October 18, 2015**

**Presented by BMO Financial Group**

Following Montreal in the 1860s as seen through the lens of Alexander Henderson and the city circa 1930 by Harry Sutcliffe, this year's exhibition focuses on David W. Marvin (1930-1975) and his shots of the decade between 1965 and 1975, while Montreal was undergoing a major transformation in terms of both architecture and urban planning. This 10<sup>th</sup> edition of the Museum's outdoor display on McGill College Avenue brings together 24 oversized photographs by Marvin. In fact, this is the first major exhibition of the photographer, whose archives of some 6,000 35 mm negatives and prints were donated to the McCord Museum in 1978.

## **PERMANENT EXHIBITIONS**

### ***Montreal – Points of View***

The exhibition explores 10 different facets of the history of Montreal, from its earliest residents to the city of today with its metro and skyscrapers. Through objects that bear witness to our past, visitors discover iconic districts pivotal moments in Montreal's history and the people who marked the city's development. The Museum also takes a fresh look at the city in its display of *Welcome to the Studio: An Allegory for Artistic Reflection and Transformation*, a work by contemporary artist Kent Monkman. The project was created with financial support from the Ministère de la Culture et des Communications du Québec.

### ***Wearing our Identity – The First Peoples Collection***

This permanent exhibition enables the public to explore the heritage of the First Peoples of Canada and learn more about how their dress has helped define their rich cultures and identities. It also allows visitors to better understand 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, works by contemporary artists are added to the exhibition, drawing visitors back often, with almost 85% of the objects being changed regularly. Works by artist Rebecca Belmore can be seen until January 2016. Restoration of the artefacts presented in the exhibition has been made possible through the generosity of The Molson Foundation. The Museum also wishes to thank the Ministère de la Culture et des Communications du Québec for its financial support of this initiative.

## **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.***

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Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, Sylvie Durand, Director, Programs, Maria Luisa Romano, Project Manager, Cultural Programs, and Dominique Trudeau, Head, Education Programs.

Photographs available upon request.

### **Source and information:**

Nadia Martineau

Marketing-Communications Officer, Public Relations, McCord Museum

514 398-7100, ext. 239

[nadia.martineau@mccord-stewart.ca](mailto:nadia.martineau@mccord-stewart.ca)

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