

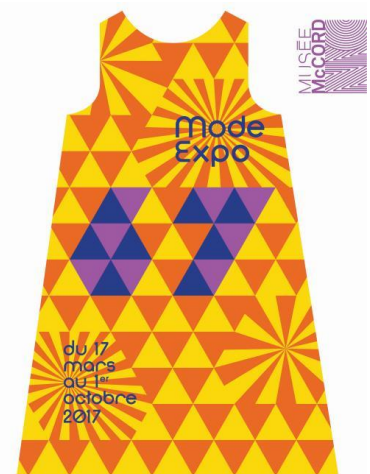
# PRESS RELEASE

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## A RICH SUMMER 2017 PROGRAM AT THE McCORD MUSEUM FIVE EXHIBITIONS AND ACTIVITIES FOR EVERYONE

Montreal, May 4, 2017 – As the celebrations continue for Montreal's 375<sup>th</sup> anniversary, the McCord Museum pays tribute to the city with exhibitions that reflect Montreal each in their own way. At the same time, the Museum celebrates the 50<sup>th</sup> anniversary of Expo 67, one of the most significant events in the history of Montreal and Quebec. Revisit the period through the groundbreaking exhibition **Fashioning Expo 67**, which looks at the event from the perspective of fashion. In June, people will be able to see **Expo 67: The Place to Be** on McGill College Avenue – superb photos taken by Jean-Louis Frund of the spectacular pavilions and bustling crowds on the Expo site. Meanwhile, drawings on display at the Museum in **Aislin: 50 Years of Cartoons** offer a fascinating accelerated course in history from 1967 to today. Ink, a little vitriol, bright colours, a vigilant mind and remarkable talent have made Aislin the chronicler of Montreal, Quebec and Canada over the past 50 years. While travelling back in time, why not return to the golden age of magic in the 19<sup>th</sup> century when Montreal was Canada's economic centre, a city of culture and entertainment. Its many popular theatres were a favourite destination for the international tours of famous illusionists. **Illusions – The Art of Magic** allows visitors to discover for the first time a selection of works from an outstanding collection acquired by the Museum in 2015.



"This highly diverse program, aimed at a wide audience, will certainly further increase attendance at the McCord Museum, which has attracted close to 200,000 visitors since the spring of 2016, a record for the institution", says Suzanne Sauvage, President and Chief Executive Officer of the Museum.

Downtown tours, a mysterious edition of *After Hours at the McCord*, discussions, as well as the *Urban Forest*, which will welcome passersby for a seventh consecutive year, will make the McCord Museum a popular destination in the summer of 2017.

### UPCOMING EXHIBITIONS

**La ville suspendue: The McCord Museum Tells the Stories of Montreal**  
A key event in the official program for the 375<sup>th</sup> anniversary of Montreal  
May 12 - September 17, 2017



As part of La Grande tournée du 375<sup>e</sup> anniversaire de Montréal, the McCord Museum has created an exhibition-installation that will travel to Montreal's 19 boroughs during summer 2017. The exhibition will bring residents and visitors a slice of Montreal's past along with the unique history of each borough and moving stories from Montrealers. Old and contemporary photos

and the personal narratives of residents will change from one borough to the next to highlight the specific characteristics of each. In doing so, the installation will display the city's different faces and its development and will stand as a testament to the richness of neighbourhood life in Montreal. It will also feature the "clothesline" principle – an image typical of the city – creating a one-of-a-kind narrative.

This project, designed and produced by the McCord Museum, was made possible by the Society for the Celebration of Montréal's 375<sup>th</sup> Anniversary, which receives financial support from the city of Montreal, the Quebec government and the government of Canada as well as private funding from 12 Great Montrealers.

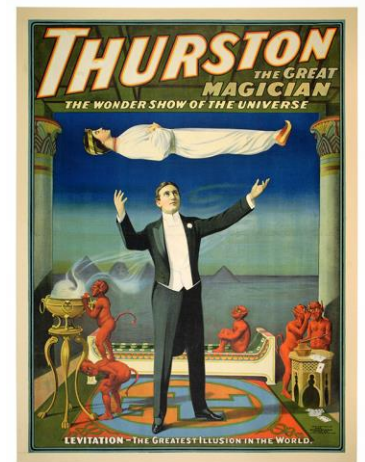
**Illusions: The Art of Magic**

May 26, 2017 – January 21, 2018

The exhibition will take on the period of magic shows' golden age and its advertising and promotional mechanisms, which relied on phantasmagoric imagery. A selection of 75 breathtaking posters, most dating from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, will retrace the social history of this still active phenomenon. These posters, halfway between art and advertisement, are magnificent, large format chromolithographs that immortalize the magicians and acts that marked the world of modern magic. The exhibition will conjure up a magic show from the golden age of the period and draw visitors from room to room in a series of numbers – appearance and disappearance, decapitation, levitation, evasion and mentalism – shining the spotlight on legendary magicians. For this exhibition, the McCord Museum will draw from 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



Anonymous  
Ucal-Henri Dandurand's residence and automobile  
Dorchester Street West, Montreal  
About 1903  
Gift of Mr. Stanley G. Triggs  
MP-0000.1750.18.3  
© McCord Museum



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

**Expo 67: The Place To Be**

June 9 – October 15, 2017



Jean-Louis Frund, a native of Lac Saint-Jean, Quebec, is a distinguished documentary film maker. His some 50 widely distributed films have won him numerous honours, including the Médaille de Chevalier de l'Ordre des Arts et des Lettres from the French government. In 1966 and 1967, he photographed the construction of the Montreal world's fair, capturing the bold colours and architecture of the pavilions and the buoyant mood of the crowds who flocked to St. Helen and Notre-Dame Islands in the summer of 1967. A series of 24 brightly-coloured photographs will be installed on McGill College Avenue. They have been chosen from among more than 1,000 shots taken by Frund at Expo 67 and are part of the McCord Museum collection, acquired through a donation by the artist.



Jean-Louis Frund  
Crowd near the French Pavilion, Expo '67, Montreal, 1967  
Gift of Jean-Louis Frund,  
MP-1994.1.2.576  
© McCord Museum

**CURRENT TEMPORARY EXHIBITIONS**

**Fashioning Expo 67**

Until October 1, 2017



Expo 67 marked a high point in the history of Montreal and Canada. Organized 50 years ago as part of Canada's Centennial, this Universal and International Exposition received over 50 million visits on Notre-Dame and St. Helen islands. The world discovered Montreal, and the city opened up to the world in a euphoric, party-like atmosphere. This event gave Montreal designers and the Canadian fashion milieu the perfect opportunity to shine on the international fashion stage thanks to futuristic fashion magazine spreads shot on the site, locally designed uniforms for hostesses, and live fashion shows, such as *The Great Canadian Fashion Caper*, with music, dancing and roller-skating models. This exhibition, which immerses visitors in the fascinating world of Expo 67, captures the essence of this incredible time during the 1960s 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 archives. The exhibition features about sixty costumes, hostess uniforms from different provinces and countries, clothing by Quebec designers Marielle Fleury, Michel Robichaud, Jacques de Montjoye, Serge & Réal and John Warden, and accessories, along with sketches, spectacular photos taken at the site, and stories from people who were there.

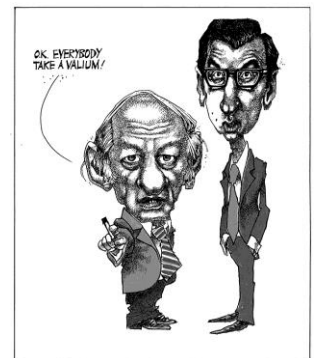


*Expo 67 hostesses Deirdre McIlwraith, Danièle Touchette and Sonia Saumier in the uniform*  
 October 1965  
 ©Government of Canada. Reproduced with the permission of Library and Archives Canada (2016).  
 Library and Archives Canada /Canadian Corporation for the 1967 World Exhibition fonds  
 /e000990867

**Aislin: Fifty Years of Cartoons**

Until August 13, 2017

This exhibition presents a retrospective of the best cartoons created by Aislin over the 50-year course of his far-reaching career. As a result of his long career at the *Gazette* newspaper, his loaded publication history, and his acute perspective on Canadian news, he has become one of the most influential cartoonists in English Canada – past and present. *Maclean's* even called Aislin “probably the best satirist in Canada.” The liveliness, pertinence, and cruelty of his cartoons spare few public personalities and leave no one indifferent. They reflect Canadian society in its beautiful and less glorious moments. In 2017, Aislin presented the McCord Museum with the fiftieth cartoon of the exhibition.



**OK, everyone take a valium!**  
*Montreal Gazette*, November 16, 1976.  
 Gift of Terry Mosher,  
 P090-A/50-1004 © McCord Museum.

**Permanent collection**

***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 annually. 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

**Photos available at:**

- Fashioning Expo 67: <http://ow.ly/iibF301V3L0>
- Aislin: Fifty Years of Cartoons: <http://ow.ly/r4hb301V3Dw>
- Illusions – The Art of Magic: <http://ow.ly/O6TA301V3ES>
- The Suspended City: <http://ow.ly/TD3D30aKc5W>
- Expo 67: The Place to Be: <http://ow.ly/NOJs30aKc26>

**Source and information:**

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

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**SUMMER ACTIVITIES AT THE McCORD MUSEUM**

**THE URBAN FOREST**

**From May 20 to October 1**

Free shows throughout the summer season, delicious street food and a recreation area open to everyone.

The *Urban Forest* is back for a seventh year to welcome the public starting May 20. Victoria Street is closed to cars for the summer season and decked out in shades of red by Paula Meijrink and Thierry Beaudoin of WANTED Paysage. The street will be accessible throughout the day. A space has also been created at the corner of Victoria Street and McGill College Avenue, on the east side, with a magnificent abstract mural by the artist 1010, in partnership with MURAL. For

the first time, the layout will be extended to McGill College to join *La Balade de la paix*, located on Sherbrooke Street, from the McCord Museum and McGill University to the Montreal Museum of Fine Arts and Concordia University.

Passersby will be able to stop and buy delicacies from the food trucks at noon each day, improvise on an open-air piano, take advantage of the picnic tables or carpets for a relaxed lunch or morning yoga, and enjoy the weekly activities. The program offers outdoor musical performances, improvisations, magic shows and sidewalk sales. Once again this year, *Roulo-boulo*, the CJE Montréal Centre-Ville job bus, will be on site every Thursday, from May 22 to October 1.

Schedule: <http://www.musee-mccord.qc.ca/en/urban-forest/>



### **AFTER HOURS AT THE McCORD – ECCENTRIC MONTREAL**

**Thursday, June 1, from 5 p.m. to 9 p.m.**

Organized by the McCord Museum, *After Hours at the McCord – Eccentric Montreal* will immerse participants in a world where appearances are everything. On the program are performances inspired by the world of magic, amazing cocktail potions, surprising discoveries in the exhibitions, the illusions of magic and disillusion of modern politics through cartoons. A live DJ will immerse the audience in the burlesque atmosphere of a Don Mescal set, presented by the Speakeasy Electro Swing collective. TBC National Bank photo booth will allow everyone to capture the magic moments of the evening through a cabaret-style selfie mirror that customizes photos. There will also be a contest in the *Urban Forest*.

The *After Hours at the McCord* series is presented by National Bank.

### **DISCUSSIONS AND LECTURES**

The J.A. Bombardier Theatre at the McCord Museum

#### **■ Linked to the exhibition *Illusions – The Art of Magic***

#### **Wednesday, May 31 at 6 p.m. (in French)**

**Discussion about the exhibition** with Christian Vachon, Curator, Paintings, Prints and Drawings and Olivier Kemeid, Artistic Director and Managing Co-Director of Théâtre de Quat’Sous and writer for the exhibition.

Free admission.

#### **Wednesday, September 13 at 6 p.m. (in French)**

**Women and Magic** with Ery Contogouris, Associate Professor at the UQAM Department of Art History. Free admission.

■ **Linked to the exhibition *Aislin: 50 Years of Cartoons***

**Saturday, April 29 at 11 a.m.**

Conversation between Aislin and Matt Zimbel, Artistic Co-Director of Blue Metropolis. A Blue Metropolis presentation (in English) in collaboration with the McCord Museum. Free admission.

<http://festival.tsharp.xyz/fr/blue/show/215/the-gift-that-keeps-on-giving-50-years-of-aislin-s-political-cartoons>

**Wednesday, July 26, from 6 p.m. to 7:30 p.m.**

Discussion with Aislin, who will present his animation work. A collaboration between the McCord Museum and ANIMAZE (Montreal International Animation Film Festival). Free admission.

**OUTDOOR HISTORICAL WALKS**

<http://www.musee-mccord.qc.ca/en/activities/historic-outdoor-tours/>

■ ***Saving an Iconic Neighbourhood: Milton Park and Notman House***

From May 27 to June 27, and from September 2 to 6, on certain Tuesdays and/or Saturdays, in French and English, at 10:30 a.m. and 2:30 p.m.

The Milton Park neighbourhood has a unique architectural character. The great family homes of the 19<sup>th</sup> century almost disappeared in the 1970s as properties were demolished to build large residential towers. This guided tour allows you to learn more about the architectural heritage of the neighbourhood, its enhancement and the various vocations of its buildings over the course of history. The tour ends at Notman House (51 Sherbrooke Street West), which belonged to the most important Canadian photographer of the 19<sup>th</sup> century: William Notman (1826-1891).

■ ***The Prestigious Golden Square Mile: Yesterday and Today***

From July 4 to August 29, Tuesdays and Saturdays

Take a walking tour outdoors, and travel between the past and the present accompanied by a guide and a tablet with the [MTL Urban Museum](#) application. You'll discover beautiful mansions built by influential figures of the 19<sup>th</sup> and 20<sup>th</sup> centuries and see how the buildings changed over time.

Schedule: <http://www.musee-mccord.qc.ca/en/activities/>

**SELF-GUIDED OUTDOOR TOURS WITH MTL URBAN MUSEUM – IVANHOÉ CAMBRIDGE**

■ Outdoor self-guided tours with *MTL Urban Museum* are now available. Offered in collaboration with Ivanhoé Cambridge, the tours provide a unique way to revisit the history of Montreal landmarks in various areas, such as downtown, Old Montreal, Mount Royal Park and the McGill University campus. There are more than 150 points of interest. These circuits give you the freedom to discover the city in a different way and follow your fancy.

The McCord Museum app. is available for free at the App Store or on the Museum website.

■ *MTL Urban Museum* will offer a new outdoor, self-guided tour at the end of May in conjunction with the exhibition *Illusions – The Art of Magic*. Discover the major

theatres that hosted the Montreal performances of the most celebrated magicians in the world – the Lowes Theatre on Sainte-Catherine, the Imperial Theatre on de Bleury and the Théâtre français (today the Metropolis) on Sainte Catherine.

■ In addition to the Golden Square Mile and the Milton Park-Notman House circuits in June, a tour of major department stores will be offered in August.

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Possibility of interviews Sylvie Durand, Director, Programs, Laure Barrachina, Project Manager, Cultural Programs, and Dominique Trudeau, Head, Education Programs.

**Source and information:**

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