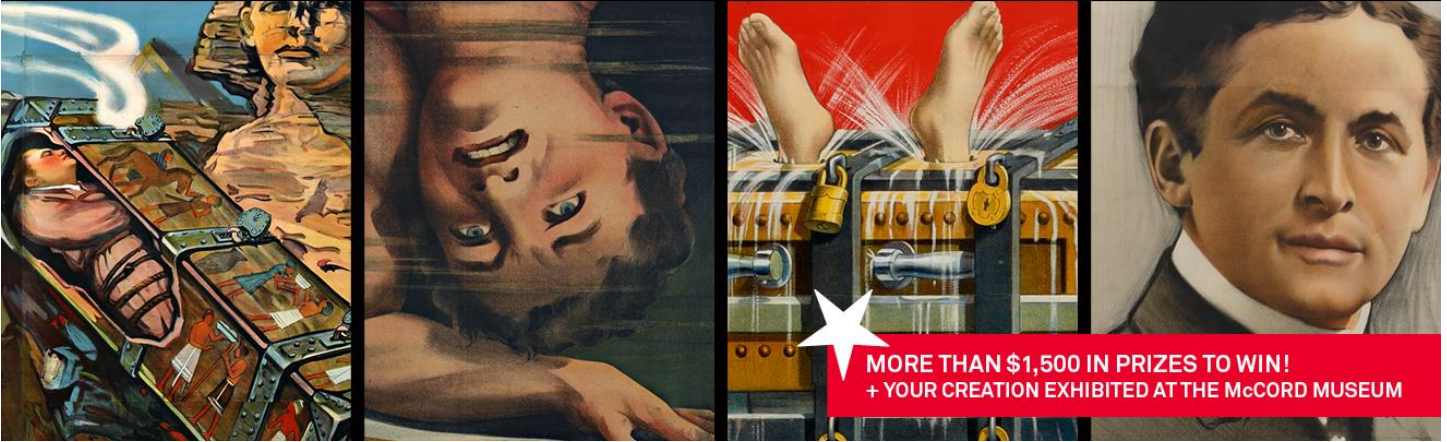


POSTER CONTEST ★ HOUDINI — THE LAST SHOW



On October 22, 1926, master magician Harry Houdini gave the last of a week of performances at Montreal's legendary Princess Theatre. Nine days later, he died of a ruptured appendix in Detroit. Mysteriously, there were no promotional posters created for this 1926-1927 tour.

We're inviting all graphic designers, illustrators, digital artists and anyone interested in poster art to take part in a competition. Prepare your digital pencils and graphic tablets, and let your imaginations run wild. Take inspiration from the exhibition [Illusions: The Art of Magic](#). Create a poster for Houdini's last show!

THE CONTEST IN 5 STEPS:

1. Find inspiration by visiting the exhibition [Illusions: The Art of Magic](#) for inspiration and [check out the portfolio](#).
2. Create your masterpiece!
3. Send your poster (low-resolution – 5 MB) in **portrait format 24 x 36 inches** format to communications@mccord-stewart.ca **before midnight November 12**. Only finalists will be required to submit their posters in a high-resolution PDF file with crop mark, CMYK, ready for printing.
4. Selection of finalists and the Grand Prize Winner: A **jury** of experts from the arts and graphic design community will select **four finalists**, including a Grand Prize Winner. The selection will be announced on **our Facebook page** at noon on November 24.
5. Will you be the **Public's Favourite**?
If your poster was preselected on November 24, invite your friends to vote for your picture on **our Facebook page**.

Finalists and their friends and families will be invited to the McCord Museum to attend the unveiling of the Grand Prize Winner on Friday, December 8, 2017.

Credits in order of appearance:

Master Mystifier Houdini (détail), The Otis Lithograph Co., 1926, M2014.128.221
Houdini Upside Down In the Water Torture Cell (détail), The Dangerfield Printing Co. Ltd, 1913, M2014.128.229
Houdini Presents His Own Original Invention (détail), The Strobridge Litho. Co., 1916, M2014.128.223
Harry Houdini (détail), The Strobridge Litho. Co., 1911, M2014.128.224.

SELECTION CRITERIA

Theme: Magic show posters in keeping with today's graphic trends and with a nod to the golden age of magic (19th and 20th century).

Dimension: 24 x 36 inches

Your poster must include:

- **Name of the magician:** Houdini
- **Title of the show:** Coast to Coast
- **Date:** October 18 to 22, 1926
- **Location:** Princess Theater
- **Address:** 290 St. Catherine West, Montreal
- The official logo of the McCord Museum

THE PRIZES

In addition to being exhibited at the McCord Museum, the **Grand Winner** chosen by the Jury will be awarded:

- \$500 gift card at **DeSerres**
- \$250 gift card at **L'Affichiste – Montreal's only vintage poster gallery**
- A silkscreen course offered by **UNIKPrintshop**
- Two tickets for the **Luc Langevin's** Montreal premiere
- A book *Illusions* and a McCord Museum Member +1 card

The other **three finalists** chosen by the Jury will receive:

- Their poster displayed at the McCord Museum
- An annual Member+1 membership to the Museum

The **winner of the public's favorite prize**, which will be selected from among the finalists, will receive:

- \$100 gift card at **L'Affichiste – Montreal's only vintage poster gallery**
- Two tickets for **Luc Langevin's** Montreal premiere
- A book *Illusion*

JURY MEMBERS

- **Christian Vachon**, Curator, Paintings, Prints and Drawings
- **Marc H. Choko**, Professor Emeritus, School of Design, UQAM
- **Laurent Pinabel**, Graphic Designer
- **Isabelle Jalbert**, Director, Publicité Sauvage

SELECTION CRITERIA

- Respect of the theme and the criteria of the contest
- Visual impact
- Quality of typography
- Quality of illustration
- Harmonious integration of illustration and typography
- Spatial composition

[View the contest rules.](#)

