

PRESS RELEASE



THE McCORD MUSEUM FEATURES A RICH OUTDOOR PROGRAM

Montreal, July 11, 2018 - Once again this year, the McCord Museum offers an exciting program of outdoor activities. Take in the joys of summer: attend concerts and yoga workshops in the *Urban Forest*, or participate in our *Historic Outdoor Tours*, including the new tour ***Ville-Marie: Montreal's Business District***. It's a great time of year to explore the city using MTL Urban Museum—available with the Museum app—or see our new exhibition *Montreal Storefronts* on McGill College Avenue. We have many new activities, and most of them are free.

"We are pleased to offer a diverse and captivating outdoor program throughout the summer season which perfectly complements our outstanding indoor exhibitions. Visitors will discover Montreal and the places that have shaped its history from a new perspective," says Suzanne Sauvage, President and CEO of the McCord Museum.

The McCord Museum's Urban Forest

Until September 30, 2018, the McCord Museum's *Urban Forest*, now in its eighth year, welcomes visitors and downtown workers free of charge for a pleasant break at any time of day. Various activities are offered regularly on Victoria Street, between Sherbrooke Street and President Kennedy Avenue. Decorated in green, blue and purple, Victoria has become a pedestrian mall for the summer furnished with picnic tables, new seats and a piano. The space was designed by Paula Meijerink of WANTED Paysage.

The *Urban Forest* program:

Music: *Shalom Montreal* concerts

Wednesdays, July 4 to August 29, from 12:30 p.m. to 1:30 p.m.

These concerts are offered by *Suoni Per Il Popolo*, featuring Jewish performers from the indie scene, and KlezKanada, which presents Jewish and klezmer music by various artists from the Jewish community. The performances are offered as part of the exhibition *Shalom Montreal: Stories and Contributions of the Jewish Community*. This music series is a presentation of the Federation CJA.

Concerts will be cancelled in the event of rain, unless otherwise indicated.

For more information:

<http://www.musee-mccord.qc.ca/en/activities/> or the McCord Museum Facebook page.

<http://klezkanada.org/>

<https://suoniperilpopolo.org/>



The Urban Forest
© Marilyn Aitken - McCord Museum



Shalom Montreal Concerts - Ichka
© McCord Museum



The Urban Forest
© Marilyn Aitken - McCord Museum

Morning Yoga

Tuesdays and Thursdays, until August 23, 7:45 a.m.

This free yoga activity, which takes place in the *Urban Forest*, is organized by the Art of Living Foundation and has attracted a regular clientele since its launch. Start your day gently in a relaxed atmosphere practicing poses that facilitate concentration, relaxation, endurance and flexibility. Each participant must bring their own exercise mat.

The activity is part of the Tout le monde yoga event by YogaTribes.

Reservations: <https://www.eventbrite.ca/e/billets-yoga-matinal-avec-lart-de-vivre-morning-yoga-with-the-art-of-living-46015604913>

YogaTribes: <https://www.yogatribes.com/yoga-studio/montreal/25646-musee-mccord/calendar/>

Unless otherwise indicated, classes will be cancelled in the event of rain.

Roulo-Boulo, the job bus

Thursdays, until September 6, from 11:30 a.m. to 2:30 p.m.

Offered by the Carrefour jeunesse-emploi Montréal Centre-Ville, this initiative facilitates meetings between employers and young people looking for work in the greater Montreal region.

For more information: <https://cjemontreal.org/en/the-roulo-boulo/>

Public pianos in unison

Thursday, August 23, from 12:30 p.m. to 1 p.m.

Public pianos in Montreal and the rest of Quebec, including the McCord Museum's *Urban Forest* piano, will all play the same piece precisely at 12:30 p.m.

Street food

Fans of street food are able to savour a variety of culinary delights. This activity is organized in partnership with the Association des restaurateurs de rue du Québec and the city of Montréal.

The *Urban Forest* was created through the generous support of the Ville-Marie borough, Destination Centre-Ville and the Federation CJA. We also thank our other partners, the Art of Living Foundation, KlezKanada, Suoni Per Il Popolo, Roulo-Boulo of CJE Montréal Centre-Ville and Papillon Ribbon & Bow.

Historic Outdoor Tours

Ninety-minute guided tours on Tuesdays and Saturdays, until September 29, 2018, at 10:30 a.m. and 2:30 p.m.

Three historical walking tours provide an opportunity to discover three important downtown districts. A new tour offered by the Museum, *Ville-Marie: Montreal's Business District*, explores one of the city's most vibrant and cosmopolitan sectors, where churches, skyscrapers, shopping malls, cafés and major hotels all rub shoulders, and nearly 500,000 people move about every day. *The Prestigious Golden Square Mile: Yesterday and Today* covers the history of an area synonymous with luxury and status since the 19th century. Participants discover its influential residents, their sumptuous homes and what has become of them today. *Saving an Iconic Neighbourhood: Milton Park* always surprises participants as they learn about the fate almost suffered by this charming neighbourhood, populated by many students. In danger of disappearing in the 1970s, the neighbourhood was saved by popular outcry.



Yoga in the Urban Forest
© McCord Museum



Historic Outdoor Tours
© McCord Museum



Montreal Storefronts
© McCord Museum



Montreal Storefronts
© McCord Museum

The area's architectural ensemble is unique in Montreal, with many large 19th century family homes.

Reservations: <https://www.eventbrite.ca/e/historic-outdoor-tours-2018-tickets-45076847063>

Montreal Storefronts

A new outdoor exhibition on McGill College Avenue Until October 14, 2018

Twenty-two photographs, taken between 1892 and 1987, have been selected from the McCord Museum's rich collection for this exhibition on McGill College Avenue. The photographs, displayed on large panels, are from well-known studios such as Wm. Notman & Son. The exhibition shows the work of well-established photographers, including Élie Tremblay, Denis Plain and David W. Marvin as well as talented amateurs, such as Edith H. Mather, but also anonymous photographers. The images bring to life the atmosphere of Montreal during the late 19th and 20th centuries through the storefronts and commercial signs of various city neighbourhoods.

The photographs show small businesses, including newsstands, which disappeared during the 1960s. Grocery stores, butcher shops, and fashion boutiques, such as the elegant stores Hamilton and John Murphy & Co., as well as pharmacies and restaurants charging ridiculously low prices are all shown in rich detail bearing witness to the trends of another era. Brands also disappeared, including Duchess shoes, manufactured on Beaudry Street between 1916 and 1931. Occasionally, the reflection of the photographer appears in the shop window. Visitors will discover an urban commercial environment that is very different from the one we have today as downtown Montreal and Sainte-Catherine Street continue to undergo changes.

Presented by BMO in collaboration with Astral.

Mobile Application

The McCord Museum's *MTL Urban Museum* tours, created in collaboration with Ivanhoé Cambridge, offer a unique opportunity to discover the city's history as you stroll along with your smartphone. At a time when Sainte-Catherine Street is receiving a makeover, the new *Shopping in the 19th and 20th Centuries* tour allows visitors to extend their McGill College Avenue experience and relive the atmosphere of Montreal's past through photographs, archives and objects from the Museum's collection that reflect period fashions. The tour includes 14 outdoor stops, covering a distance of two kilometres, and takes about one hour. Two other tours, *Ivanhoé Cambridge: Downtown and Old Montreal* as well as the *Golden Square Mile* are also available. The application is free with the Museum app and at the App Store (also on the Museum website).

About the McCord Museum

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum produces exciting exhibitions and offers educational and cultural activities that engage visitors from Montreal, Canada and beyond by offering a contemporary perspective on history. Over time, it has amassed over 1.5 million artefacts, one of the largest historical collections in North America, organized into the following categories: Dress, Fashion and Textiles, Photography, Indigenous Cultures, Paintings, Prints and Drawings, Decorative Arts and Textual Archives. **McCord Museum: Our People, Our Stories.**

Interviews may be arranged with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum; H el ene Samson, Curator, Photography; and Maria Luisa Romano, Project Manager, Cultural Programs.

Photographs available

Source and information:

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THE URBAN FOREST



MONTREAL STOREFRONTS ON MCGILL COLLEGE AVENUE

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MTL URBAN MUSEUM APPLICATION

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