

PRESS RELEASE

HOLIDAY SEASON



EXPLORATION AND TRADITION WITH THE McCORD MUSEUM OVER THE HOLIDAYS

Montreal, November 30, 2020 – The holidays are just around the corner and, despite having to remain closed until January 11, the McCord Museum is offering a variety of safe activities to meet current health measures that provide a brief escape to a world of magic. Until January 10, 2021, young and old are invited to discover or (rediscover!) Ogilvy's traditional mechanical holiday window display, free of charge outside the Museum, or virtually tour our exhibitions with a member of our mediation team. The Museum is also launching a new challenge for culinary enthusiasts: prepare recipes taken directly from its Archives collection.

"The holidays are a magical time of year for sharing memorable moments with family and friends. In spite of the many public health measures currently in place to protect our loved ones, culture remains very important; in fact, it is essential when one seeks well-being and comfort," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

OGILVY'S MECHANICAL WINDOW DISPLAY

Outdoors, until January 10 (Free)

Thanks to Holt Renfrew's donation of their iconic mechanical window displays to the McCord Museum in 2018, visitors of all ages can enjoy *The Mill and the Forest* on the corner of Sherbrooke and Victoria streets (safe outdoor access). This display, a holiday tradition that dates back to 1947, features handmade animals that come to life in a Bavarian setting to the delight of onlookers. Originally commissioned by the owner of Ogilvy's, John Aird Nesbitt, the display was made by German stuffed toy manufacturer Steiff, who designed displays for stores wishing to entertain children and attract shoppers. Similar to those found in other major department stores around the world like Macy's in New York City and the Galeries Lafayette in Paris, this animated window display is one of the last of its kind in North America.

WHAT'S COOKING IN OUR ARCHIVES!

The public is invited to prepare traditional recipes from the past

With a collection of approximately 1,000 cookbooks and recipe pamphlets produced between the mid-18th and early 21st centuries, the Museum is inviting the public to don an apron. The idea is to have fun trying out recipes from the past during this period when so many people are focussing on home cooking. From handwritten traditional family recipes to promotional booklets from specific organizations, the collection offers a surprising variety of flavours. Vegetable aspics or breads and sandwiches are just a few examples of the special selection of holiday recipes available on our [Website](#).

A NEW WAY TO VISIT THE MUSEUM

Following the success of its online tours for groups, the McCord Museum is now offering culture seekers a chance to virtually tour its exhibitions in the company of a Museum mediator. The number of participants is limited to 20 per tour to facilitate interaction, and the price is \$5 by participant. All registration information is available on our [Website](#).

CHRISTIAN DIOR

Presented by Holt Renfrew Ogilvy

Virtual tours, Sunday, December 6, 13, 20 and 29 at 11:30 a.m. in French and 1 p.m. in English.

This major exhibition on Christian Dior explores the brilliance behind Dior's dramatic creations that revived the entire Parisian haute couture industry after the devastation of the Second World War. In 1947, the opening of the new couture house and its revolutionary "New Look" swept away the wartime masculine silhouette of women. Featuring pieces drawn from the Royal Ontario Museum's extensive collection of Christian Dior couture, complemented by a dozen garments from the McCord Museum's Dress, Fashion and Textiles collection and loans from Dior Héritage, Paris, the exhibition focusses on the period from 1947 to 1957, offering a captivating insight into the creative process and the mechanics of the Parisian haute couture industry during the 1950s. The exhibition was produced by the Royal Ontario Museum, Toronto.

CHAPLEAU, PROFESSION: CARTOONIST

Presented by *La Presse*

Virtual tour, Sunday, December 20, at 10 a.m. in French.

With his incisive pen and devilishly sharp strokes, Chapleau shows us the hilarious side of Quebec society. Politicians, celebrities and other public figures—everyone is fair game for the Montreal cartoonist's scathing humour. The exhibition, which features over 150 original cartoons, sketches and illustrations, reveals unknown facets of this multidisciplinary artist. With the focus inevitably on satire, the exhibition looks back at 50 years of Quebec popular culture and current affairs.

WEARING OUR IDENTITY – THE FIRST PEOPLES COLLECTION

Virtual tours, Sunday, December 13, at 10 a.m. in French and 4 p.m. in English.

The permanent exhibition invites visitors to discover the heritage of the First Peoples of Canada and appreciate the richness of their cultures through clothing and accessories. The exhibition also features three works by Nadia Myre, a contemporary artist and member of the Kitigan Zibi Anishinabeg Nation.





The Mill and the Forest



What's on your mind?



Robin Hood Flour Mills Limited, extract from the booklet *Réception des Fêtes par Robin Hood*, about 1960. Gift of Catherine Charlebois, Recipes and Food Collection C265, M2008.126.1 © McCord Museum



Welcome! Want to play? © MikaelTheemer

ONLINE FAMILY WORKSHOP: WHAT'S ON YOUR MIND?

Sunday, December 27 and January 3rd, about the exhibition *Enchanted Worlds* (free)

The Museum presents a new workshop that invites children ages 7 to 12 to explore one of our exhibitions, virtually. Accompanied by a cultural mediator from the Museum and a leader from Les Têtes bien faites, an organization specialized in Philosophy for Children, participants will be encouraged to reflect, draw on their inner resources, listen to each other, and discuss a theme chosen by the group itself.

Musée
STEWART
Museum ■ ■ ■
ILE SAINTÉ-HELENE

The Stewart Museum is also organizing virtual guided tours of its permanent exhibition *History and Memory – From the discovery of the new world to the birth of a country*. This historical exhibition is full of objects and images that bear witness to our multi-faceted collective past. Tours are available as of December 6, in French only, on Wednesdays at noon and Sundays at 11:00 am. For more information or to register, visit the [Museum's Website](#).

WELCOME! WANT TO PLAY?

**In collaboration with the Centre social d'aide aux immigrants (CSAI)
Until January 5**

Despite the Museum's closing, the McCord is once again inviting Montrealers to donate a new or used toy to a family that has recently settled in Montreal. In 2019, the second edition of this toy drive collected over 500 toys. To participate, simply drop off your donation, along with a note recounting a memory associated with the object, in the *Welcome! Want to play?* box at the Museum security desk located at 2175 Victoria Street. All the items collected will be given to newly arrived Montreal families who are registered with the CSAI.

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 presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles; Photography; Indigenous Cultures; Documentary Art; Material Culture; and Archives.

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Interviews may be arranged with Pascale Grignon, Director, Marketing, Communications and Visitor Experience.

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