

PRESS RELEASE

REOPENING OF THE MUSEUM



MCCORD MUSEUM REOPENING ON FEBRUARY 11: CHRISTIAN DIOR BACK ON DISPLAY

Montreal, February 4, 2021 – Starting Thursday, February 11, the McCord Museum is welcoming visitors once again to a safe environment and pleasant experience of the world of haute couture. The *Christian Dior* exhibition will open to allow more people to admire the sumptuous creations of the brilliant Paris couturier.

CHRISTIAN DIOR

Drawing capacity crowds before the Museum's temporary closure due to the pandemic, which happens only five days after its opening, the popular *Christian Dior* exhibition featuring 51 garments from the eponymous couturier is once again open to the public. Montrealers can now explore the iconic lines of the «New Look,» along with the luxury textiles and romantic embroideries that made Dior's reputation, in an elegant—and safe—setting. Produced by the Royal Ontario Museum and presented by Holt Renfrew Ogilvy, the exhibition covers the first 10 years of the House of Dior, from its founding in 1947 by Christian Dior to his death in 1957.

Displayed in seven distinct areas, extraordinary outfits and numerous objects enable visitors to explore every step of the creative process, from the sketch to the final dress. After introducing the man and his fashion house, the journey begins with a look at the haute couture ateliers, where the various stages of creating a garment are illustrated in drawings, photographs and patterns. This is followed by three areas devoted, in turn, to daytime outfits, late afternoon dresses, and evening wear. Finally, one area is dedicated to the craftspeople who worked with Dior and another to all the accessories designed by the couturier, like perfume, shoes and jewellery, loaned by the Dior Héritage archival collection.



Name: *Delphine*
Collection : *Aimant* Autumn-Winter 1956
ROM 961.87.3 - © Laziz Hamani



Name: *Avril*
Collection : *A Spring-Summer* 1955
ROM 962.18.A-B - © Laziz Hamani



Name: *Pondichéry*
Collection : *Zig-Zag and Envol* Spring-Summer 1948
ROM 2010.38.1 - © Laziz Hamani

ALSO TO BE SEEN AT THE MUSEUM

CHAPLEAU, PROFESSION: CARTOONIST

Presented by *La Presse*

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.

GRIFFINTOWN – EVOLVING MONTREAL – LAST CHANCE!

As seen through the lens of Montreal photographer Robert Walker, known for his colour street photographs, *Griffintown* reveals the radical changes that have been wrought on this neighbourhood's urban fabric. With its display of some 20 large-format photographs, enriched by a projection of about 100 others from the same series and historical photographs from the Museum's collection, the exhibition invites visitors to reflect on the tension between the rapid growth of real estate development in Griffintown and the preservation of its heritage.

WEARING OUR IDENTITY – THE FIRST PEOPLES COLLECTION

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.

Tickets are on sale now on the [Museum website](#).



Chapleau, Profession: Cartoonist ©Laura Dumitriu



Chapleau, Profession: Cartoonist ©Laura Dumitriu



Griffintown – Evolving Montreal © Robert Walker



Wearing our Identity – The First Peoples Collection © SMQ

COVID-19: PROVEN MEASURES FOR A SAFE VISIT

The Museum adheres to strict hygiene measures to ensure a safe and pleasant visitor experience. In order to secure a spot, since tickets are limited, it is strongly recommended to reserve your visit to the Museum by purchasing tickets online. For more information on the safety measures in place, please visit the [Museum Website](#).

TOUR THE MUSEUM VIRTUALLY!

Visitors can still enjoy our virtual guided tours of the Museum's main exhibitions in the company of a mediator. Available through Zoom, these 45-minute tours enable participants to explore an entire exhibition while discussing a variety of topics with a member of the Museum team. The *Christian Dior*, *Chapleau, Profession: Cartoonist* and *Wearing Our Identity – The First Peoples Collection* exhibitions will

be available for tours on Sundays, and also on Thursdays for *Christian Dior*. This initiative is designed to replace the interactive tours usually offered on-site at the Museum.

The detailed schedule is available on the [Museum Website](#).

OPENING HOURS AND ADMISSION FEES

Tuesdays, Wednesdays, Thursdays and Fridays, 10 a.m. to 6 p.m.

Saturdays and Sundays, 10 a.m. to 5 p.m.

Admission Adults: \$19 | Seniors: \$17 | Students (ages 13-30): \$14 | 12 and under: Free

Indigenous people: Free

*Due to government imposed curfews, Wednesday nights are cancelled until further notice.

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. [Press kit](#)

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Christian Dior:

Exhibition produced by



Presented by



ELLE

AIRFRANCE

Hotel Le Canille Suites

TOURISME /
MONTREAL

MODER
DESIGN

fugues

TV5

Presented by

Chapleau :



L'IN
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Griffintown :



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Museum partners:



MONTREAL
GAZETTE



Montréal

Québec