

McCord Museum 100 Years Young

In collaboration with the SAQ



PRESS RELEASE

McCord Museum celebrating its centenary with free admission for 100 days



October 7, 2021. – The McCord Stewart Museum has announced that the celebrations marking the McCord Museum's 100th anniversary will officially launch on October 13. As of this date, visitors can enjoy free admission to the McCord Museum for 100 days, thanks to the support of BMO Financial Group. The public is thus invited to visit (or revisit) Montreal's museum of social history and its exhibitions, completely free of charge, until January 19, 2022.

"To mark the Museum's 100th anniversary, we wanted to offer Montrealers of all backgrounds and all visitors a gift. For the duration of these 100 days of free admission, our exhibitions and activities will be available to a wider audience. In addition, the Museum's centenary is an opportunity for us to look to the future, reflect, exchange points of view and forge bonds with diverse communities while using our collection to recount history in a critical and inclusive manner," noted Suzanne Sauvage, President and Chief Executive Officer. The McCord Museum's 100th anniversary celebrations are being produced in collaboration with the SAQ.

Inaugurated in 1921, the McCord embodies the vision of a passionate collector, David Ross McCord, whose abiding wish was to shed light on the history and cultures of his country and thus bring its people together. Administered by McGill University when it first opened, the McCord Museum became a self-governing, private museum with an independent board of trustees in 1987, thanks to the generous support of the J. W. McConnell Family Foundation. Initially housed in "Dilcoosha," a building belonging to McGill University, the McCord went on to occupy several locales before moving to its current location on Sherbrooke Street West in 1971. After being closed for three years to undergo a major expansion, the Museum reopened in 1993. Since then, it has mounted numerous exhibitions, including the highly popular *Montreal, That's Hockey*, *Wearing Our Identity: The First Peoples Collection*, *Notman: Visionary Photographer* and *Fashioning Expo 67*. In the past decade or so, the Museum has merged with both the Stewart Museum and the Fashion Museum, working to preserve, restore, catalogue and disseminate their respective collections. As Montreal's social history museum, the McCord Museum has constantly adapted to the society in which it operates, most notably engaging in a process of indigenization and decolonization.

"Though celebrating its centenary, the Museum is more contemporary than ever. This landmark anniversary is enabling it to not only continue, but accelerate the pace of its decolonization process to become more relevant to all Montrealers and reflect the concerns of visitors of all backgrounds," stated Ghislain Picard, Chair of the McCord Stewart Museum Board of Trustees and Chief of the Assembly of First Nations Quebec-Labrador.

MUST-SEE EXHIBITIONS DURING THE 100 DAYS OF FREE ADMISSION

Indigenous cultures and artists, 1980s fashion and subculture, gender identity, photography, discoveries, discussions, encounters and exchanges are hallmarks of this programming.



INDIGENOUS VOICES OF TODAY: KNOWLEDGE, TRAUMA, RESILIENCE Since September 25, 2021

The Museum's new permanent exhibition bears witness to the still unrecognized knowledge of Indigenous peoples as well as the deep wounds they carry and their incredible resilience. The exhibition presents visitors with about one hundred objects accompanied by numerous personal stories, which enable them to learn more about the reality experienced by members of Indigenous nations.

This exhibition was produced with funding from the Québec Cultural Heritage Fund's Aide aux projets pour le soutien des expositions permanentes program of the Ministère de la Culture et des Communications du Québec.

EXQUISITE SCORE Until February 27, 2022

In collaboration with  **MOMENTA**
BIENNALE DE L'IMAGE

This exhibition, presented as part of the MOMENTA Biennale de l'image, invites visitors to immerse themselves in a world that blends the sounds of Laura Ortman, a musician of White Mountain Apache descent living in New York, with the images of Caroline Monnet, an artist of Anishinaabe and French heritage who lives in Montreal. They present the installation *From My House To Yours*, the result of correspondence from their respective homes in Montreal and New York over several months.

CHAPLEAU, PROFESSION: CARTOONIST Until January 9, 2022

Presented by 

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 includes more than 150 cartoons, sketches and original illustrations, reveals new 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.



© Marilyn Aitken – McCord Museum



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Bobby Sheehan, Promotional photograph of Amanda Coulson, John Agosto and models in Queens, New York, 1983. Lent by Nicola Pelly. © Bobby Sheehan



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PARACHUTE: SUBVERSIVE FASHION OF THE '80s November 19, 2021, to April 24, 2022

Presented by **ELLE**
Q U E B E C

This fashion exhibition will explore Parachute's androgynous, provocative clothing, along with the company's transformation from subcultural New Wave beginnings to influential designer brand with concept stores in cities like Montreal, New York and Los Angeles. Parachute translated the cultural anxieties of the early beginnings of the digital age into avant-garde clothing that aspired to change people's perspectives and shake up the status quo.

ENCHANTED WORLDS December 3, 2021, to January 2, 2022

Presented by **iöco nano**

Thanks to Holt Renfrew's donation of its iconic holiday window displays in 2018, the McCord Museum is once again pleased to invite visitors of all ages to discover (or rediscover!) *The Mill in the Forest* on Victoria Street and *The Enchanted Village* inside the Museum.

OPENING HOURS

Tuesdays, Thursdays and Fridays, 10 a.m. to 6 p.m. | Wednesdays, 10 a.m. to 9 p.m.
Saturdays and Sundays, 10 a.m. to 5 p.m.

COVID-19: NEW MEASURES FOR A SAFE VISIT

The Museum follows strict hygiene measures to ensure a safe and pleasant visitor experience. To visit the Museum, people must first reserve a spot by purchasing a ticket online, even though these tickets are free of charge for 100 days as of October 13. While Quebec's vaccination passport is not currently required to visit the Museum's exhibitions, it must be presented, along with photo ID, by those ages 13 and up who wish to take part in cultural activities held in the Theatre. For more information about the measures in effect, see the [Museum's Website](#).

ABOUT THE McCORD MUSEUM

The McCord Museum celebrates life in Montreal, its people and communities, past and present. Reaching beyond the city to the wider world, the Museum creates and presents engaging exhibitions, educational programming and cultural activities with a critical and inclusive take on social history. It is renowned for its collections of Archives, Documentary Art, Dress, Fashion and Textiles, Indigenous Cultures, Material Culture and Photography, which comprise 200,000 objects and works of art, 2.15 million photographs, 3,500 rare books and 340 linear metres of textual archives. Founded on October 13, 1921, the Museum is celebrating its 100th anniversary with special programming until fall 2022. McCord Museum: Our People, Our Stories.

ABOUT THE McCORD STEWART MUSEUM

Created in 2013 when the McCord Museum and the Stewart Museum joined forces, then enriched by its merger with the Fashion Museum in 2017, the McCord Stewart Museum is the administrative entity in charge of managing and preserving its rich historical collections.

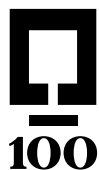
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PRESS KIT AND PHOTOGRAPHS

Source:
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