



Press release

## McCord Museum 100 Years Young



### QUEER PHOTOGRAPHS, SUBVERSIVE FASHION, AND INDIGENOUS CULTURES: McCORD MUSEUM'S WINTER 2022 PROGRAMMING IS BOTH INCLUSIVE AND DIVERSE

**Montreal, January 12, 2021.** – This winter, the McCord Museum shines a light on Montreal and different faces of its people and communities, past and present, with inclusive programming that covers Indigenous cultures, fashion, and photography. Four exhibitions will be on display this winter at the Museum, which is celebrating its 100<sup>th</sup> anniversary until next September. A wide array of activities inspired by these exhibitions will teach Montrealers more about several topics and enable them to reflect on what they have learned.

### MUST-SEE EXHIBITIONS

***PARACHUTE: SUBVERSIVE FASHION OF THE '80s***  
Until April 24, 2022

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

This exhibition will explore Parachute's androgynous and provocative clothing, and the company's transformation from its subcultural New Wave beginnings to a designer brand with concept stores in cities including 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 challenge the status quo.

Activities related to the exhibition:

*Fashion at the Museum Series – Parachute: A brand* [Online](#)

A conversation with Nicola Pelly and Alexis Walker

Wednesday, February 23, at 6 pm in English

*Fashion from all Perspectives Series – Who owns streetwear?* [At the Museum](#)

A discussion with the collective Never Was Average

Wednesday, March 16, at 6 pm in French



© Marilyn Aitken – McCord Museum



© Roger Aziz – McCord Museum

## JJ LEVINE: QUEER PHOTOGRAPHS

Du 18 février au 18 septembre 2022

Presented by  **TD READY  
COMMITMENT**

This exhibition will present a selection from JJ Levine's principal photo projects *Queer Portraits*, *Alone Time*, and *Switch*. Levine's work questions the representation of traditional binary gender roles through staged photographs of queer subjects in intimate, domestic settings.

## ARTIST IN RESIDENCE: NIAP

March 25 to August 21, 2022

An Inuit artist from Kuujuaq, Nunavik, Niap (Nancy Saunders) is inspired by objects in the Museum's collection to create art installations in the gallery.

This exhibition is presented as part of the Indigenous Artist-in-Residence program, offered in collaboration with the Conseil des arts de Montréal.



## INDIGENOUS VOICES OF TODAY: KNOWLEDGE, TRAUMA, RESILIENCE

Permanent exhibition

The exhibition bears witness to the still unrecognized knowledge of Indigenous peoples in Quebec and Canada as well as the deep wounds they carry and their incredible resilience. Carefully selected objects from the Museum's Indigenous Cultures collection are combined with powerful inspiring stories from members of the 11 Indigenous nations of Quebec, shedding light on their knowledge and philosophies.

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



Miwa 2021 © JJ Levine



© Marilyn Aitken - McCord Museum

## CULTURAL ACTIVITIES

The McCord Museum offers many cultural activities free of charge. Lectures, film screenings and engaging talks developed around the Museum's exhibitions and collections will be added to the schedule. Please note that the activities planned indoors will be postponed or offered virtually if public health guidelines do not allow them to be carried out at the Museum.

### A SERIES OF ROUND TABLE DISCUSSIONS: CITY TALKS

For a 10<sup>th</sup> year, the *City Talks* series brings urban thinkers and builders together to discuss current practical issues related to urban planning and the city, subjects that are relevant to Montrealers. The talks are moderated by Dinu Bumbaru, Policy Director at Héritage Montréal.

*Densifying Montreal: Is There a Balance Between Utopia and Necessity?* [Online](#)  
Wednesday, January 26, at 12 noon in French

*Stagnation: Abandoned Heritage Buildings* [At the Museum](#)  
Wednesday, March 23, at 6 pm in French

### McCORD DISCOVERIES

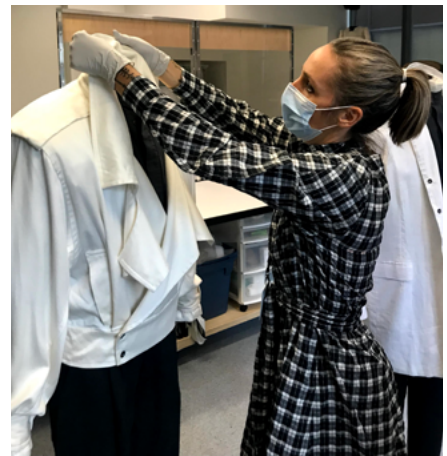
The *McCord Discoveries* lecture series is for anyone who is curious to learn more about the Museum's various collections and about history in general. Museum experts will share their recent discoveries about the collections and archives and answer your questions.

*Behind the Scenes with Parachute* [Online](#)  
Friday, March 18 at 12 noon, in English

The subcultural 1980s brand Parachute was renowned for its dynamic fashion and striking high-tech store spaces, which are brought to life in the exhibition *Parachute: Subversive Fashion of the '80s*.

This presentation will explore the extensive object-based research done for the exhibition and the collaborative approach to mannequin styling undertaken by Parachute designer Nicola Pelly and exhibition curator Alexis Walker. It will also highlight the innovative mounting solutions and technical expertise of the McCord's conservation and exhibitions teams.

Speaker: Alexis Walker, Associate Curator, Dress, Fashion and Textiles, McCord Museum



© McCord Museum, 2021

*Trancestors: Challenging the gender binary in the 19<sup>th</sup> century* [Online](#)  
Friday, April 8, at 12 noon, in French

Although there is a lot of talk today about gender fluidity and identity performance, this talk investigates the past to spotlight cases of gender change documented in 19<sup>th</sup> century photographs. An examination of the McCord Museum's Photography collection has located at least five such portraits, notably one entitled "Gent for Mrs. Austin," found in the Notman Photographic Archives. Researching these extraordinary portraits includes acknowledging the context in which photographs were produced and used.

The discovery of such portraits reveals the diversity of representation found in the Photography collection and suggests that the collection be explored for other non-traditional social models.

Speaker: Hélène Samson, Curator, Photography



William Notman, *A Gent for Mrs. Austin*, 1889, II-90236, McCord Museum



## WORKSHOPS LET'S TALK!

Every last Sunday of the month, the Museum and Les têtes bien faites invite Montrealers to take part in an intergenerational citizens discussion workshop to exchange ideas and reflect on a theme stemming from one of the current exhibitions.

*Clothing, the power of the individual* At the Museum

*Parachute: Subversive Fashion of the '80s* exhibition

Sunday, February 27, at 1 pm in French

## ACTIVITIES FOR FAMILIES

### Free admission for teens 13 to 17 years old **NEW!**

New, starting January 20: thanks to the support of the Rossy Foundation, teens ages 13 to 17 can visit the Museum free of charge for the next 12 months. Admission is also free at all times for children 12 and under.

## SPRING BREAK

During the week of spring break, which will take place from Saturday, February 26, to Sunday, March 6, the McCord Museum invites children and their families to connect with Indigenous peoples by participating in several activities inspired by the new permanent exhibition *Indigenous Voices of Today: Knowledge, Trauma and Resilience*.

*Natu-natshishkueu: The Adventure of Connection* At the Museum

Activity for children ages 6 to 11

Presented by Hydro-Québec, this activity invites families to team up and discover the new permanent exhibition *Indigenous Voices of Today: Knowledge, Trauma and Resilience*. Through observation, imagination and discussion, children and adults learn about Indigenous nations by exploring the Museum's Indigenous Cultures collection and the many stories it holds. Each child will receive a free bag to set off on their adventure. An exploration booklet will help families enjoy a memorable visit.

*Films for Young People: Introduction to Indigenous Worlds with the NFB* At the Museum  
(If public health guidelines permitting)

Activity for children ages 5 to 10. On-site at the Museum, space is limited, reservations required. From Monday, February 28, to Friday, March 4, at 10:30 am. Activity lasts approximately 55 minutes.

The McCord Museum and the National Film Board present a program of ten short films by Indigenous filmmakers that use magic, humour and warmth to teach children more about Indigenous and Inuit peoples.

Details on all of the aforementioned activities are available on our [Website](#).



*The Mountain of Sgaana*  
© 2017 National Film Board of Canada. All rights reserved.



*Vistas - Little Thunder*  
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## OPENING HOURS AND FEES

Tuesday, Thursday and Friday from 10 am to 6 pm | Wednesday from 10 am to 9 pm  
Saturday and Sunday from 10 am to 5 pm

Until January 19, 2022

Free, thanks to the support of BMO Financial Group.

From January 20, 2022

Adults: \$19 | Seniors: \$17 | Students (18-30): \$14 | 17 and under: free | Indigenous people: free  
Wednesday evenings: free and \$9.50 for major temporary exhibitions

The McCord Museum sincerely thanks BMO Financial Group for free admission on Wednesday evenings, the Fondation J. A. DeSève for free admission for children 12 and under, and the Rossy Foundation for free admission for teens ages 13 to 17 for the next 12 months.

## 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, when they are permitted. 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. Its collections of Archives, Documentary Art, Dress, Fashion and Textiles, Indigenous Cultures, Material Culture and Photography 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 100<sup>th</sup> anniversary with special programming until fall 2022. McCord Museum: Our People, Our Stories.

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## PRESS KIT AND PHOTOGRAPHS

Source:  
McCord Museum

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LA  
PRESSE

MONTREAL  
GAZETTE

CONSEIL  
DES ARTS  
DE MONTRÉAL

Montréal

Québec