

PRESS RELEASE

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REDISCOVER OUR CITY THROUGH McCORD MUSEUM'S NEW PERMANENT EXHIBITION: *MONTREAL – POINTS OF VIEW*

Montreal, August 30, 2011 – Starting September 16, the McCord Museum will present its brand-new permanent exhibition, *Montreal – Points of View*, a must-see for discovering, or rediscovering, our city and our stories.

Highlighting 10 facets of the city's history, from its first occupants before the arrival of Europeans to the modern metropolis with its métro system and skyscrapers, the exhibition will provide the public with an insight into the city's noteworthy neighbourhoods, key moments in its history and the people who have marked its development.

Moving from past to present, visitors will set off to conquer a city that's constantly changing, like the exhibition itself. Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, remarked: *"We wanted to present our city's history in a resolutely modern and contemporary light in order to speak directly to visitors and help them more easily make the link between our past and our present."* She continued: *"This exhibition also gives us the opportunity to show Montrealers magnificent and unique artefacts from our collections that document the history of our city in an extraordinary way, including Expo 67 hostesses' uniforms, items made by Montreal's manufacturing industry, as well as artefacts from the Dawson excavation site."*

Montreal – Points of View, with its original set design by architect Annie Lebel of Atelier In Situ and the graphic art firm Uniform, will plunge visitors into the very heart of the city. The exhibition includes an immense recomposed panorama of Montreal.

The exhibition will also include touch-screen terminals where visitors can listen to historians' thoughts. They can also record their own reflections about the city. In addition, the McCord Museum's iPod application will offer a unique complement to any visit, providing access to the museum's resources from anywhere. The application will let people watch theme videos, comment on the objects displayed, and create a list of favourite items which they can then send by e-mail.

This project is made possible through a financial contribution from the program Appel de projets pour le soutien des expositions permanentes, part 4 of the Fonds du patrimoine culturel québécois of the ministère de la Culture, des Communications et de la Condition féminine du Québec.



Washing machine
1920, 20th century
Gift from Eaton Canada
M999.38.1
© McCord Museum



Photograph
Red and White Review, Montreal, QC, 1932
Wm. Notman & Son
1932, 20th century
Purchase from Associated Screen News Ltd.
II-301746
© McCord Museum

Also, many of these objects are available to be “adopted” by visitors. To express their attachment to the city and to our heritage, visitors will be invited to “adopt” an artefact from among the selection presented in the exhibition through the McCord Museum Foundation’s *Adopt an Artefact* program. Every year, the program selects for sponsorship 25 exceptional objects that are representative of the richness of the Museum’s permanent collections. The donations will contribute to the conservation and restoration of the Museum’s collections.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal’s history, as recounted by its people, artists and communities living in the city’s past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1.4 million artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum also offers educational and cultural activities, as well as innovative projects on the Internet. ***McCord Museum: Our People, Our Stories.***

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Photos are available upon request, as are interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Isabelle Corriveau, Project Manager, Exhibitions.

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Photograph
The Capitol Theatre, Ste. Catherine St.,
Montreal, QC, about 1925
Anonyme - Anonymous
About 1925, 20th century
Purchase from Mr. Fritz Arnold
MP-0000.587.144
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