



From June 24 to October 18, 2009

PRESS RELEASE - FOR IMMEDIATE RELEASE

Montreal, June 1, 2009 – On **June 24, 2009**, the McCord Museum will inaugurate its new exhibition on **McGill College Avenue**. Entitled **1 image 2 eyes 3D**, this outdoor exhibition is all about **discovery and experimentation**. The McCord has selected a number of **stereoscopic photographs** from the Notman Photographic Archives to allow spectators to discover the origins of **3D vision**, which was developed in the 19th century. Using an inventive approach that sees vision panels placed between image panels, 12 scenes of the Montreal and Quebec of yesteryear will come to life in 3D along this major downtown artery. Against a backdrop of the public's current fascination with 3D and the recent technological innovations made in this domain, the exhibition will link past and present in a way that is both enjoyable and accessible.

Stereoscopic photography has made 3D viewing accessible since 1850. The process consists of producing a **stereogram** composed of two photographs of the same subject taken from slightly different angles and positioned side by side. When the two photos are viewed through a stereoscope, the brain merges them into one image that appears in three dimensions. Today, digital technology has transformed the stereogram into a single image known as an **anaglyph**. Observing such a photo through a different **coloured filter** (red and blue) for each eye brings depth perception and creates the 3D effect.

For three years, the McCord Museum has produced outdoor exhibitions that offer the public free access to many of the treasures in its collection and thus a better understanding of our historical heritage. The 2008 series drew **more than 2.5 million spectators**—proof not only of the public's appreciation of the initiative but also of the McCord's relevance “at street level.”

Notman Photographic Archives

Institutions and researchers from all over the world consult the Notman Photographic Archives. Through its thousands of images—landscapes, well-known people, families, places, events, activities—these historically invaluable Archives provide a visual history of Montreal, Quebec and Canada from the 1840s to the present. As well as the iconographical data bank of some 1,250,000 photographs, the Archives include various items of early photographic equipment and accessories. More than 80,000 photos can be viewed on the McCord Museum's Web site at www.mccord-museum.qc.ca.

The McCord Museum wishes to thank our major partners, Rio Tinto Alcan and Borough of Ville-Marie for their generous support, without whom this series of exhibitions would not have been possible. We also wish to thank our Associate Partner BMO Financial Group as well as our McGill College Corporate Partners, Bell Canada, Busac Immobilier, Cominar, Place Bonaventure and Polaris for their generous support of this exhibition.

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Images available on request.

For more information about the exhibition or to arrange an interview with the curator of the Notman Photographic Archives, please contact:

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