

PRESS RELEASE

This summer, the McCord Museum is taking it to the streets!

Montreal, June 17, 2011—The McCord Museum has a varied and original program in store for the lazy, hazy days ahead. The summer program features two major attractions: *Pieces of Pictures*, the sixth edition of its outdoor exhibition on McGill College, and *The Urban Forest*, to be installed on Victoria Street, which will become a pedestrian thoroughfare.

An eagerly awaited exhibition on McGill College Avenue

As it has every year for the past six years, the McCord Museum will treat Montrealers and tourists to the riches of the Notman Photographic Archives, the jewel of its collection. This exhibition is presented by Rio Tinto Alcan and BMO Financial Group. It is also made possible by the support of Astral, Ivanhoe Cambridge, SITQ, Arrondissement de Ville-Marie, Fonds Immobilier Homburg Canada et Les Halles de la Gare and BUSAC Real Estate.

This new exhibition, *Pieces of Pictures*, which will run from June 17 to October 16, 2011, will present a series of glass-plate photographs of various Montreal neighbourhoods, taken between 1860 and 1930, and displayed in large reproductions for the public to enjoy.

“Each photo is accompanied by an enlargement of a detail that is sometimes hard to discern with the naked eye,” says H el ene Samson, Curator of the Notman Archives. *“Visitors will enjoy delving into the images to discover unexpected elements in these archival photographs.”* With a little imagination, there’s no limit to the stories they can tell!

In connection with this exhibition, visitors are invited to enter the contest *The McCord Museum Open Air*. Entry forms are available at the Museum’s ticket counter or on the McCord Museum’s website (www.mccord-museum.qc.ca). The grand prize is a Devinci aluminum bicycle, courtesy of **Rio Tinto Alcan**. There will also be 10 other prizes, including an annual Museum membership, a meal for two at the Museum’s Caf e Bistro and a gift certificate valued at \$100 for the Museum boutique.

The Urban Forest

This summer, the McCord Museum, a history museum that bridges Montreal’s past and present, will take over Victoria Street to treat Montrealers to a new experience. Designed by Paula Meijerink, a landscape architect from the Netherlands and visiting professor at McGill University’s Faculty of Architecture, *The Urban Forest* will stretch from Sherbrooke Street down to President-Kennedy Avenue. From June 23 to September 5, the public will discover an environment that is both surprising and fun, featuring sculptural metal trees festooned with colourful ribbons that reflect the Museum’s new identity. Every day from noon to 3 p.m., a variety of activities will be presented there to enable passersby and visitors to explore the Museum’s collections.

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Tramway crossing under construction, Ste. Catherine and St. Lawrence St., Montreal, QC, 1893
Wm. Notman & Son
1893, 19th century



Ward M, Montreal General Hospital, Montreal, QC, 1910
Wm. Notman & Son
1910, 20th century



S.S. "Montreal" at the wharf, Quebec City, QC, 1915 (?)
Wm. Notman & Son
Probably 1915, 20th century

A place for relaxation and exploration, this will be the perfect spot to enjoy a lunch-hour picnic or tasty dishes from the McCord's Café Bistro on its new terrace, open from 11 a.m. to 5 p.m. on weekends, and 11 a.m. to 3 p.m. and 5 to 7 p.m. during the week.

The creation of the Urban Forest on Victoria Street has been made possible with the support of Destination Centre-Ville, the Borough of Ville-Marie, and the City of Montréal.

The McCord Museum has plenty of other surprises in store, so check back daily!

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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Photographs available upon request. Possibility of interviewing Suzanne Sauvage, President, Hélène Samson, Curator of the Notman Archives, and Cynthia Cooper, Curator, Collections and Research.

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*Dominion Square, Montreal, QC,
1915
Wm. Notman & Son
1915, 20th century*

