

PRESS RELEASE

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MCCORD MUSEUM PRESENTS ITS NEW EXHIBITION *90 TREASURES, 90 STORIES, 90 YEARS*

Montreal, March 16, 2011 — The McCord Museum is proud to present its new exhibition, *90 Treasures, 90 Stories, 90 Years*, in celebration of its 90th anniversary. The exhibition, which will also kick off the festivities for this anniversary year, will run from March 18 to September 11, 2011.

An impressive selection

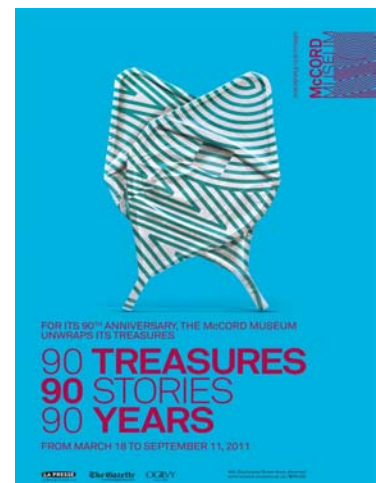
The exhibition presents 90 treasures from the McCord Museum's collection, including some objects that will be exhibited for the first time and many items donated to the Museum by our generous supporters. It features a wide array of fascinating artefacts, including: photographs, costumes and ethnological objects. These treasures, carefully chosen by the curators from our collection of more than 1.4 million artefacts, images and manuscripts, will enable visitors to discover Montreal and learn more about its social history, its people and its influence around the world. Visitors will have a chance to admire the second oldest patchwork quilt in the world, dating from 1726, the headdress of the Shawnee chief Tecumseh, who died in the Battle of Moraviantown in 1813, and the hockey sweater of legendary Canadien Maurice Richard (1921-2000). Whether because of historical value, rarity, composition or beauty, each object in the exhibition will have a unique emotional impact upon the visitor.

Montreal personalities pick their favourites

To enhance the experience of our visitors as they discover the treasures, the McCord Museum has invited nine of Montreal's most creative minds from various fields—including architecture, design, photography, theatre, film, dance, literature, fashion and music—to reflect upon their favourite artefact in video clips presented via iPod in the exhibition. Among those who have picked their favourite objects are **Marie Chouinard**, Executive and Artistic Director of Compagnie Marie Chouinard, **Ricardo Trogi**, filmmaker and screenwriter, and **Helmer Joseph**, fashion designer. Others who have generously agreed to participate include: **Lorraine Pintal**, Artistic and Executive Director of Théâtre du Nouveau Monde; **Mélissa Mongiat and Mouna Andraos**, interactive designers; **Claude Cormier**, landscape architect and business leader; **Yves Léveillé**, pianist and composer; **Heidi Hollinger**, photographer and television host; and **Sylvain Rivard**, multidisciplinary artist and specialist in First Nations art. A booklet with additional details about the personalities and the McCord treasures will be available as visitors explore the exhibit.

A surge of renewal

On the eve of its 90th anniversary, the McCord Museum is reinventing itself to reflect its city and the world in an interactive and thought-provoking manner. This exhibition, produced by scenographer Daniel Castonguay, features fascinating historical objects in a dynamic and contemporary display. As a complement to the exhibition, a round table about art collection and McCord collectors will occur in May 2011 and guided visits will be offered to the visitors throughout the exhibit's duration.



About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, from 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 Nations objects, costumes and textiles, photographs, decorative and visual art, and textual archives, totalling more than 1.4 million artifacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada and beyond by offering them a contemporary look at the world. The Museum also offers educational and cultural activities, as well as innovative games and educational tools on our website. ***McCord Museum: Our People, Our Stories.***

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Photos available upon request. Interview opportunity with Suzanne Sauvage,
President and Chief Executive Officer, and Cynthia Cooper, Curator, Costume and
Textiles

Source and information:

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