



McCord  
MUSEUM  
100 Years Young

## Press release

# FREE ADMISSION TO THE McCORD MUSEUM THROUGHOUT THE HOLIDAYS

## THE OGILVY MECHANICAL WINDOW DISPLAYS ARE BACK!

**Montreal, November 29, 2021.** – From December 3, 2021, to January 2, 2022, the public is invited to discover (or rediscover!) Ogilvy's traditional mechanical holiday windows, which have enchanted young and old for over 70 years. The Museum is also running four exhibitions, along with several holiday-themed participatory activities. Finally, thanks to the support of BMO Financial Group, visitors can enjoy free admission to the Museum until January 19, 2022, as part of the celebrations marking its 100<sup>th</sup> anniversary. A free outing to add to the holiday schedule!

### **ENCHANTED WORLDS**

**Ogilvy's mechanical holiday windows  
December 3 to January 2**

Presented by **iögo  
nanö**

Thanks to Holt Renfrew's donation of their iconic window displays to the McCord Museum in 2018 and to the support of iÖGO nanö, visitors of all ages will be delighted to see *The Mill in the Forest* on Victoria Street and *The Enchanted Village* inside the Museum. These dazzling displays, a cherished Montreal holiday tradition that began in 1947, feature handmade animals that come to life in a Bavarian setting. Similar to those of department stores in other parts of the world, like Macy's in New York and the Galeries Lafayette in Paris, these window displays are among the last of their kind in North America. Children are invited to play an exciting game of hide and seek while viewing the windows (game available free of charge at the Museum's front desk).



© Elias Touil



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## ACTIVITIES AT THE MUSEUM

### NATU-NATSHISHKUEU: THE ADVENTURE OF CONNECTION

Presented by 

Every day, ongoing

This participatory activity invites families to team up and discover the new permanent exhibition *Indigenous Voices of Today: Knowledge, Trauma and Resilience*. Each child will receive a free backpack, while supplies last, containing an exploration booklet to help guide their adventure. This free activity is recommended for children ages 6 to 11 and accompanying adults.

### PARTICIPATORY TOUR – 100 YEARS YOUNG

As of December 18 - Every day at 11:30 am in French and 3:30 pm in English

Duration: 30 minutes

To mark the Museum's 100<sup>th</sup> anniversary, visitors are invited to take a look at the history of the Museum, learn more about its founder, and dig deeper into its collection. A guided tour of the Museum with stories illustrating its DNA. Space is limited; first come, first served.

### WORKSHOP: WHAT'S ON YOUR MIND?

Saturday, December 18, Sunday, December 19, and Wednesdays, December 22 and 29, 10 am

Duration: 60 minutes

Accompanied by a cultural mediator from the Museum and a leader from Les têtes bien faites (an organization specialized in Philosophy for Children), children ages 7 to 12 will be encouraged to reflect, draw on their inner resources, listen to each other, and discuss a theme chosen by the group in connection with *Enchanted Worlds*, the Ogilvy holiday windows. This workshop will help them engage in dialogue and improve their listening skills. Reservations required through our [Website](#).

### LET'S TALK!

December 19, 1 pm

Duration: 60 minutes

This new series, presented in collaboration with Les têtes bien faites, invites citizens to take part in a discussion workshop to exchange ideas and reflect on a specific theme. Over the holidays, the discussion will focus on nostalgia. Ogilvy's holiday window displays have been attracting people for over 70 years. Why do we develop rituals for certain holidays and times of the year? Open to participants of all ages. Reservations required through our [Website](#).



## CURRENT EXHIBITIONS

### **CHAPLEAU, PROFESSION: CARTOONIST** Until January 9, 2022



Presented by **LA PRESSE**

With his incisive pen and devilishly sharp strokes, Chapleau shows us the hilarious side of Quebec society. Politicians, celebrities and other public figures—everyone is fair game for the Montreal cartoonist’s scathing humour. The exhibition, which features over 150 original cartoons, sketches and illustrations, reveals unknown facets of this multidisciplinary artist. With the focus inevitably on satire, the exhibition looks back at 50 years of Quebec popular culture and current affairs.

### **EXQUISITE SCORE** Until February 27, 2022

In collaboration with  **MOMENTA**  
BIENNALE DE L'IMAGE

This exhibition invites visitors to immerse themselves in a world that blends the sounds of Laura Ortman, a musician of White Mountain Apache descent living in New York, with the images of Caroline Monnet, an artist of Anishinaabe and French heritage who lives in Montreal|Tio'tia:ke|Moonyang. They present the installation *From My House To Yours*, the result of correspondence from their respective homes in Montreal and New York over several months.

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

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

This exhibition explores Parachute’s androgynous, provocative clothing, along with the Montreal brand’s transformation from subcultural New Wave beginnings to influential designer brand with concept stores in cities like 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 shake up the status quo.



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## **INDIGENOUS VOICES OF TODAY: KNOWLEDGE, TRAUMA, RESILIENCE** Permanent exhibition

The Museum's new permanent exhibition bears witness to the still unrecognized knowledge of Indigenous peoples as well as the deep wounds they carry and their incredible resilience. The exhibition presents visitors with about one hundred objects accompanied by numerous personal stories, which enable them to learn more about the reality experienced by members of Indigenous nations.

## **A TIME FOR SHARING AND INCLUSION**

### **TOY DRIVE: WELCOME! WANT TO PLAY?** December 15 to January 2

In collaboration with



For the fourth year in a row, the McCord Museum is inviting Montrealers to donate a new or gently used toy to a family that has recently settled in Montreal. To participate, simply drop off your donation, along with a note recounting a memory associated with the object, in the collection box at the Museum. All the items collected will be given to newly arrived Montreal families who are registered with the CSAI.

## **TREATS TO COOK AT HOME**

### **WHAT'S COOKING IN OUR ARCHIVES!**

With a collection of approximately 1,000 cookbooks and recipe pamphlets produced between the mid-18<sup>th</sup> and early 21<sup>st</sup> centuries, the Museum is inviting the public to get cooking. The idea is to have fun trying out recipes from the past during the holidays when so many people are focussed on home cooking. From handwritten traditional family recipes to promotional booklets from specific organizations, the collection offers a surprising variety of flavours. Vegetable aspics, gumdrop trees and jelly roll sandwiches are just a few examples of the special selection of holiday recipes available on our [Website](#), along with suggested wine pairings from the SAQ.



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## OPENING HOURS AND ADMISSION FEES

### Until December 19:

Tuesdays, Thursdays and Fridays, 10:00 am to 6:00 pm | Wednesdays, 10:00 am to 9:00 pm  
Saturdays and Sundays, 10:00 am to 5:00 pm

### December 20 to January 2:

Mondays to Fridays, 10:00 am to 6:00 pm | Wednesdays, 10:00 am to 9:00 pm  
Saturdays, December 25 and January 1: Closed  
Sundays, December 26 and January 2: 12 noon to 6:00 pm

To celebrate its 100<sup>th</sup> anniversary, the McCord Museum is offering visitors **free admission for 100 days**—October 13, 2021, to January 19, 2022—thanks to the support of BMO Financial Group. The 100<sup>th</sup> anniversary celebrations are being produced in collaboration with the SAQ.

## 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 until January 19. 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. 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. It is renowned for its collections of Archives, Documentary Art, Dress, Fashion and Textiles, Indigenous Cultures, Material Culture and Photography, which 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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