

PRESS RELEASE

DRESS, FASHION AND TEXTILES

DIOR



CHRISTIAN DIOR EXHIBITION EXTENDED UNTIL SEPTEMBER 26

Montreal, April 13, 2021. – The McCord Museum is pleased to announce the extension of the *Christian Dior* Haute Couture exhibition until September 26 to allow more people to come and discover it. Extremely popular and well received among visitors, the exhibition features 51 garments by the eponymous designer and has been seen by near sold out crowds since the Museum reopened in February.

Produced by the Royal Ontario Museum and presented by Holt Renfrew Ogilvy, the exhibition covers the first 10 years of the House of Dior, from its founding in 1947 by Christian Dior to his death in 1957. Montrealers can now explore the iconic lines of the “New Look,” along with the luxury textiles and romantic embroideries that made Dior’s reputation, in an elegant—and safe—setting.

Displayed in seven distinct areas, extraordinary outfits and numerous objects enable visitors to explore every step of the creative process, from the sketch to the final dress. After introducing the man and his fashion house, the journey begins with a look at the haute couture ateliers, where the various stages of creating a garment are illustrated in drawings, photographs and patterns. This is followed by three areas devoted, in turn, to daytime outfits, late afternoon dresses, and evening wear. Finally, one area is dedicated to the craftspeople who worked with Dior and another to all the accessories designed by the couturier, like perfume, shoes and jewellery, loaned by the Dior Héritage archival collection.



ALSO TO BE SEEN AT THE MUSEUM

There Once Was A Song – Meryl McMaster – Until August 15

There Once Was A Song by Meryl McMaster, an artist of nêhiyaw (Plains Cree), British and Dutch heritage, examines the relation between humans and nature through three original works inspired by late 19th century glass bell jars from the Museum's Material Culture collection. Symbols of another era, these jars containing mounted animals and dried plants were the starting point for Meryl McMaster's creative process. For the first time, Meryl McMaster has created an exhibition where she combines photography, her preferred art form, with other media like video and sculpture.

Wearing our identity – The First Peoples collection – Until June 27

The permanent exhibition invites visitors to discover the heritage of the First Peoples of Canada and appreciate the richness of their cultures through clothing and accessories. The exhibition also features three works by Nadia Myre, a contemporary artist and member of the Kitigan Zibi Anishinabeg Nation.

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.

Tickets are on sale now on the [Museum website](#).

COVID-19: PROVEN MEASURES FOR A SAFE VISIT

The Museum adheres to strict hygiene measures to ensure a safe and pleasant visitor experience. In order to secure a spot, since tickets are limited, it is mandatory to reserve your visit to the Museum by purchasing tickets online. For more information on the safety measures in place, please visit the [Museum Website](#).

OPENING HOURS AND ADMISSION FEES

Due to current safety measures, the number of visitors inside the Museum at any time is limited. It is recommended that visitors purchase their tickets in advance through the Museum's virtual Admission Desk.

Tuesdays, Wednesdays*, Thursdays and Fridays, 10 a.m. to 6 p.m.

Saturdays and Sundays, 10 a.m. to 5 p.m.

Admission

Adults: \$19 | Seniors: \$17 | Students (ages 13-30): \$14 | 12 and under: Free

Indigenous people: Free First Sunday of the month: free for Quebec residents.

The McCord Museum sincerely thanks the J. A. DeSève Foundation for free admission for children 12 and under.

*Due to government imposed curfews, Wednesday nights are cancelled until further notice.

ABOUT THE McCORD MUSEUM

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts, comprising one of the largest historical collections in North America, organized into the following departments: Dress, Fashion and Textiles; Photography; Indigenous Cultures; Documentary Art; Material Culture; and Archives.

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Press Kit:

<https://www.dropbox.com/sh/kph4jb1w33vm4q9/AACtrHj3J9n9VanEYo2mASnpa?dl=0>

Contact:

Ludovic Iop

Officer, Public relations

514-402-0515

ludovic.iop@mccord-stewart.ca

EXHIBITION PRODUCED BY



PRESENTED BY

HOLT RENFREW
OGILVY

MAJOR PARTNERS

The logo for ELLE magazine, consisting of the word 'ELLE' in a large, black, serif font.

The logo for AIRFRANCE, consisting of the word 'AIRFRANCE' in a bold, black, sans-serif font, followed by a stylized winged logo.



Hotel Le Cantlie Suites

PARTNERS

The logo for Explore France, featuring the words 'Explore France' in a sans-serif font, with a small graphic of three vertical bars of increasing height to the right.

The logo for NORMANDY, consisting of the word 'NORMANDY' in a bold, black, sans-serif font.

The logo for TOURISME MONTREAL, consisting of the words 'TOURISME / MONTREAL' in a sans-serif font.

The logo for MODE DESIGN, consisting of the words 'MODE DESIGN' in a bold, black, sans-serif font.

The logo for fugues, consisting of the word 'fugues' in a lowercase, black, serif font.

The logo for TV5, consisting of the letters 'TV5' in a bold, black, sans-serif font.

The logo for LA PRESSE, consisting of the words 'LA PRESSE' in a bold, black, sans-serif font.

The logo for MONTREAL GAZETTE, consisting of the words 'MONTREAL GAZETTE' in a bold, black, sans-serif font.

The logo for the Conseil des Arts de Montréal, featuring a stylized graphic of radiating lines above the text 'CONSEIL DES ARTS DE MONTREAL'.

The logo for the City of Montréal, featuring the word 'Montréal' in a sans-serif font next to a small circular icon.

The logo for the Province of Québec, consisting of the word 'Québec' in a sans-serif font next to the provincial flag.