

# PRESS RELEASE

SUMMER PROGRAMMING



## REDISCOVER YOUR CITY WITH THE McCORD MUSEUM

Montreal, June 14, 2021 – In addition to its indoor programming, the McCord Museum offers outdoor activities inviting Montrealers to explore their city and take advantage of the summer months. This season, the Museum is bringing back its Historical Tours accompanied by a guide to help visitors learn more about two downtown neighbourhoods. At the same time, self-guided tours are available through the Museum’s mobile application. Montrealers can also see the Museum’s outdoor exhibition *All Together* on McGill College Avenue, featuring photographs of major Montreal gatherings over the past 100 years, and they can share their own gatherings as part of the #FramingEverydayLife project. Finally, the *Urban Forest* welcomes passers-by to take a break under its colourful trees and celebrate the 11th edition of the downtown oasis.

### RETURN OF THE OUTDOOR HISTORICAL TOURS **PAID TOURS**

The Museum’s outdoor guided tours are back this summer with two 90-minute walks through two iconic downtown neighborhoods. These tours are offered on alternating Saturdays from July 3 to August 28, 2021.

- **The Prestigious Golden Square Mile: Yesterday and Today** takes visitors to the heart of the Golden Square Mile neighbourhood, synonymous with luxury and prestige since the 19th century. Grand homes, grand department stores, university buildings and luxury hotels have succeeded one another in this quadrilateral bordered by René-Lévesque Boulevard to the south, Robert-Bourassa Boulevard to the east, Mount Royal to the north and Guy Street to the west.
- **Milton Park: Iconic McGill University Neighbourhood** explores the charming Milton Park area. Montrealers often call the neighbourhood the “McGill Ghetto” because so many students from the renowned university live there. Milton Park features an architectural ensemble unique to Montreal of large 19th-century family homes. This delightful neighbourhood was almost razed in the 1970s to make way for high-rise residential buildings. Fortunately, a public outcry was able to save this exceptional district. During the tour, you’ll discover the architectural heritage, citizens’ demands and evolution of the neighbourhood.

A detailed schedule is available on [our website](#).  
Online reservations are required.



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© McCord Museum – Marilyn Aitken

## THE McCORD MUSEUM'S *URBAN FOREST*: **FREE** A COOL BATH IN THE HEART OF THE CITY

From May 24 to October 17, the *Urban Forest* offers Montrealers a unique space downtown for wellness on pedestrianized Victoria Street. With its street furniture and warm colours, this park provides visitors and workers with a place to relax and enjoy themselves throughout the summer season.

### SEVERAL ACTIVITIES ARE OFFERED:

#### **ART COMES TO EVERYDAY LIFE**

One lunch hour during the weeks of July 19 and August 9, the OMNIBUS collective offers visitors to the *Urban Forest* a series of short, daring, ephemeral performances. These pseudo-realistic theatrical encounters will elicit empathy or curiosity from passers-by.

OMNIBUS le corps du théâtre offers a singular vision of theatrical practice, where the art of the body takes precedence over words.

#### **THE URBAN FOREST GOES GREEN**

The Museum is collaborating with the Société pour l'action, l'éducation et la sensibilisation environnementale de Montréal (SAESEM) to create a green space next to the *Urban Forest* to help combat urban heat islands.

Passers-by are invited to meet the SAESEM team at their sustainable development outreach kiosk. Every Wednesday from July 7 to 28, from 11:30 a.m. to 2:30 p.m., visitors can take part in a lively conversation on environmental questions: exchanging ideas for better waste management and promoting best practices for greening, beautification, urban agriculture, etc.

#### **LOOKING AFTER MY CITY!**

Inspired by snapshots of Montreal from 1865-1900 taken by renowned photographer William Notman, the Museum invites adults and children to create their own pictures of Montreal using magnetic images. A great opportunity for the whole family to discuss the future of our city! The activity, in partnership with SAESEM, is presented in French and English and is recommended for children aged 4 to 12 accompanied by an adult.

Sundays, July 4 and 18, August 1 and 15. Outdoor activity, 30 minutes, from 11 a.m. to 2 p.m. Reservations can be made online or at the Admission Desk. Cancelled in case of rain.

The 11th edition of the *Urban Forest* is made possible through the support of Ville-Marie borough, Montréal centre-ville, Papillon Ribbon, Les Aventures du cœur de l'île, XP\_MTL and the Festival Quartiers Danses.



Denis Plain, *A Sunday on Prince-Arthur Street*, Montreal, 1978. Gift of Denis Plain, McCord Museum, M2014.62.3.67



David W. Marvin, *An outing to Gallery Square, Griffintown*, about 1970. Gift of Mrs David Marvin, McCord Museum, MP-1978.186.1.3383

## EXHIBITION **ALL TOGETHER** FREE

From June 18 to October 17, the Museum's photography exhibition returns to McGill College Avenue inviting Montrealers to think about what motivates them to gather with others in the public square. After more than a year of confinement, the exhibition, *All Together*, revisits gatherings of the past 100 years in Montreal, from large neighbourhood parties to social protests. Drawn from the McCord Museum's collection, some 20 large-format photographs recall great sporting events, musical gatherings and celebrations, such as St. Jean-Baptiste Day and St. Patrick's Day. Events related to religion, politics and social issues that evolve over time are also included as an integral part of our city's identity.

In April 2020, the Museum initiated a citizen project asking people to document their daily lives during the pandemic to tell their "stories of confinement." Some 5,000 photos have been shared to date with #FramingEverydayLife. Now, as part of *All Together*, we're asking the public to participate again by documenting their reunions with loved ones using the same keyword on their social networks.

Produced by the McCord Museum, *All Together* is presented by BMO Bank of Montreal, in collaboration with Astral and with the support of XP\_MTL, the Ville-Marie borough, the Conseil des arts de Montréal and the government of Quebec.

## URBAN TOURS FREE

For fans of self-guided tours, the Museum offers, in collaboration with Ivanhoé Cambridge, a mobile application featuring six thematic outdoor excursions. The Urban Tours provide a fun way to learn more about the history of certain places in Montreal during walks lasting between 45 minutes and two hours. The application allows users to explore various parts of the city and discover how 150 sites looked during different eras thanks to historical images drawn from the Museum's Photography collection.

Featured tours:

- [Griffintown – Evolving Montreal](#)
- [McGill College: Where Change is Nothing New](#)
- [Shopping in the 19th and 20th Centuries](#)
- [Ivanhoé Cambridge: Downtown and Old Montreal](#)
- [The Art of Magic](#)
- [The Golden Square Mile](#)

The McCord Museum app can be downloaded for free at the App Store and is available in a WebApp version.

## INDOOR EXHIBITIONS AT THE MUSEUM NOT TO BE MISSED

**CHRISTIAN DIOR** – Until September 26.  
Presented by Holt Renfrew Ogilvy

This major exhibition on Christian Dior explores the brilliance behind Dior’s dramatic creations that revived the Parisian haute couture industry after the devastation of the Second World War. Featuring more than 51 garments as well as accessories, jewelry, perfumes and shoes, the exhibition spans the period from 1947 to 1957 and provides a compelling portrait of the creative process and workings of Parisian haute couture in the 1950s. The exhibition was developed by Toronto’s Royal Ontario Museum.

**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 includes more than 150 cartoons, sketches and original illustrations, reveals new 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.

**THERE ONCE WAS A SONG – MERYL MCMASTER** – Until August 15.

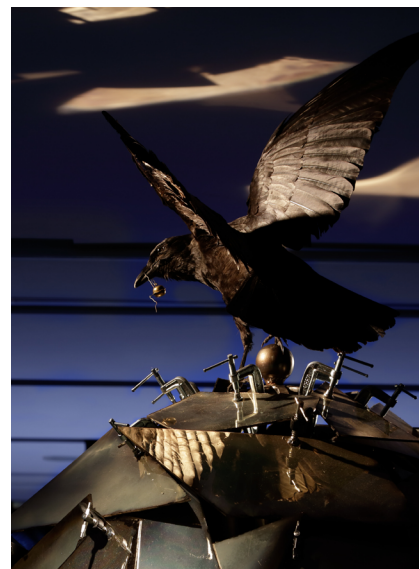
This exhibition by Meryl McMaster, an artist of nêhiyaw (Plains Cree), British and Dutch heritage, examines the relationship between humans and nature through three original works inspired by late 19th-century glass bell jars from the Museum’s Material Culture collection. Symbols of another era, these jars containing mounted animals and dried plants were the starting point for Meryl McMaster’s creative process.



Exhibition *Christian Dior*  
© Elias Touil



Exhibition *Chapleau*  
© McCord Museum – Laura Dumitriu



Exhibition *There Once Was a Song*  
© McCord Museum – Marilyn Aitken

## COVID-19: PROVEN MEASURES FOR A SAFE VISIT

The Museum adheres to strict hygiene measures to ensure a safe and pleasant visitor experience. To reserve a place, visitors must purchase a ticket online. For more information on the safety measures, please visit the [Museum's website](#).

## OPENING HOURS AND ADMISSION FEES

Due to current safety measures, the number of visitors admitted to the Museum is limited. To reserve a place, you must purchase a ticket through our [virtual admission desk](#).

Monday, Tuesday, Thursday and Friday, 10 a.m. to 6 p.m. | Wednesday, 10 a.m. to 9 p.m.  
Saturday and Sunday, 10 a.m. to 7 p.m.

Adults: \$19 | Seniors: \$17 | Students (13-30): \$14 | Ages 12 and under: free  
Indigenous people: free | Wednesday evenings: free (\$9.50 for major temporary exhibitions)  
The first Sunday of the month: free for Quebec residents.

Price of Historical Tours: Museum Members: \$9.50 | Adults: \$25  
Tour + Museum admission package: \$35

The McCord Museum sincerely thanks BMO Financial Group for free admission on Wednesday evenings and the Fondation J.A. DeSève for free admission for children 12 and under.

## 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.

– 30 –

Interview opportunities with Suzanne Sauvage, President and Chief Executive Officer.

## [PRESS KIT](#)

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### THE URBAN FOREST



### URBAN TOURS



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MUSEUM AND PROGRAMMING PARTNERS

