



## PRESS RELEASE

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### THE MONTRÉAL MUSEUMS SOCIETY INVITES EVERYONE TO THE 29<sup>TH</sup> MONTRÉAL MUSEUMS DAY ON SUNDAY, MAY 24

**Montréal, May 6, 2015** – On Sunday, May 24, the 29<sup>th</sup> edition of Montréal Museums Day will be held. Organized by the Montréal Museums Society, this springtime event is presented by Québecor, in association with the Société de transport de Montréal (STM) and many other partners. For the occasion, **34 participating museums will open their doors free of charge**, from 9 a.m. to 6 p.m., according to each museum's schedule. **Five specially designed shuttle bus routes** will transport visitors to the museums of their choice throughout the island. Participating in Montréal Museums Day (MMD) could earn visitors aged 18 and up a trip to the museums of Paris, courtesy of *Vacances Transat*.

“There are a number of new developments for the 29<sup>th</sup> edition,” said Manon Lapointe, Executive Director of the Montréal Museums Society, “starting with the arrival of young comedian Mehdi Bousaidan as the event's spokesperson. Mehdi is the perfect representative for a new generation of visitors and there is no doubt that his offbeat style will challenge the perception that many still have of museums as being somehow inaccessible.”

#### **RICH AND DIVERSE OFFERINGS BEFITTING THE 34 PARTICIPATING MUSEUMS**

The 2015 line-up presents cultural offerings in the form of several new exhibitions, both permanent and temporary, that have opened recently or will open as part of MMD:

**Cité historia, musée du Sault-au-Récollet**, will be inaugurating its entirely redesigned museum as well as a brand new permanent exhibition, *Le Sault-au-Récollet: du village au quartier. Au cœur de l'histoire d'Ahunstic!* This is the perfect opportunity to immerse yourself in history dating back three hundred years to the French regime, and to enjoy a natural and enchanting environment in the north of the island.

In view of current discussions about the future of Hôtel-Dieu, use the day to go to the source and discover a new temporary exhibit at the **Musée des Hospitalières de l'Hôtel-Dieu de Montréal** entitled *Built of Rock and Faith: The Hospitallers of Saint Joseph and the Hôtel-Dieu of*

*Montréal at the Foot of Mount Royal (1861-2016)*. The exhibition traces the history of the Hospitallers and the evolution of the Hôtel-Dieu buildings through the 19<sup>th</sup> and 20<sup>th</sup> centuries. Annabel Loyola, director and producer of the film *La folle entreprise: Sur les pas de Jeanne Mance*, will guide visitors through the Hospitallers' private garden.

Another highlight of this 29<sup>th</sup> edition is the participation of two new members of the Montréal Museums Society. The first is the **Musée de l'imprimerie du Québec** (red route), Montréal's oldest operating print shop! Located in the historic Lovell Litho & Publications building in the heart of Old Montréal, this museum displays the work of the city's printers since the introduction of the first press in 1764, while also recognizing the founders of newspapers and printing schools, the bookbinders and other graphic artists in the milieu. The second is the **Canadian Guild of Crafts** (yellow route), featuring a permanent collection of Inuit art and art of the First Nations from 1900 to today that ranks among the finest in Canada.

Among other exhibitions opening in May, *Leitmotifs* at the **Museum of Costume and Textile of Quebec** brings together nearly a hundred works from the museum's collection and from designers, illustrating, like a leitmotiv, floral, animal, geometric and other textile patterns over the centuries. Staying in the world of fashion, the exhibit *Horst: Photographer of Style*, a North American exclusive at the **McCord Museum**, gives visitors the chance to discover one of the 20<sup>th</sup> century's most influential fashion and portrait photographers.

In fact, photographers are well represented at the event: *Under-Exposed* at the **Stewart Hall Art Gallery** is the Royal Canadian Academy of Arts' first exhibition devoted entirely to photography. As well, this is the last chance to see *Benoit Aquin: Mégantic in Pictures* at the **Montreal Museum of Fine Arts**, where *Marvels and Mirages of Orientalism from Spain to Morocco*, *Benjamin-Constant in His Time* is still showing. Photography is also a major discipline in contemporary art, and Québec artist Geneviève Cadieux is a leading figure of her generation. She provides her point of view on the incredible collection at the **Musée d'art contemporain de Montréal** as part of the exhibition *L'œil et l'esprit*.

Montréal's museums occupy sites that are impressive for their natural beauty and their rich history. The *Lake-like* exhibition at the **Musée de Lachine** presents works by seven contemporary artists brought together by art critic René Viau, along with a selection of landscapes from the museum's collection that speak to the continued power and attraction of nature. At the **Stewart Museum**, *St. Helen's Island: Illustrated Chronicles* features 16 prints that show how the island was used through history.

Families will be enchanted by the incredible permanent exhibitions at the **Montréal Science Centre**, which is celebrating its 15<sup>th</sup> anniversary, as well as those at nearby **Pointe-à-Callière**, **Montréal Museum of Archaeology and History**.

There will also be a plethora of educational and cultural activities, both indoor and outdoor, that will excite young and old: guided visits, demonstrations, art workshops, sky gazing, simulated archaeological digs, a rally, virtual games and much more. All told, the 34 museums will provide free access to roughly a hundred activities. An enormously entertaining **presentation** will also be given under the big top at the Promenade des Artistes in the Quartier des Spectacles, with artists from the group MU, as well as other family activities, like a photo booth.

The complete program can be found online at [www.museesmtl.org](http://www.museesmtl.org). The iPhone app *MTL Museums* indicates participating museums with the note “JDMM.” Please note that the Botanical Garden and the Insectarium are not taking part in Montréal Museums Day. There is an entrance fee.

### **Five bus routes**

The meeting point for the bus routes offered free of charge by the STM is located on the Promenade des Artistes, in the heart of the Quartier des Spectacles. Shuttles will run on a continuous loop from 9:30 a.m. to 4 p.m. (last departure from the Promenade des Artistes). Visitors are free to get out at the museum of their choice and stay as long as they like. There is no obligation to visit all the museums on a given route.

### **Social media:**

Official hashtag: #jdmm2015

**Facebook:** Musées Montréal

[www.facebook.com/museesmontreal](http://www.facebook.com/museesmontreal)

**Twitter:** @MuseesMontreal

[www.twitter.com/MuseesMontreal](http://www.twitter.com/MuseesMontreal)

**Instagram:** @museesmontreal

[www.instagram.com/museesmontreal](http://www.instagram.com/museesmontreal)

**Pinterest:** Musées Montréal

[www.pinterest.com/museesmontreal](http://www.pinterest.com/museesmontreal)

**iPhone app:** Montreal Museums  
<https://itunes.apple.com/fr/app/montreal-museums/id411537225?mt=8>

[https://itunes.apple.com/fr/app/montreal-](https://itunes.apple.com/fr/app/montreal-museums/id411537225?mt=8)

### **Mehdi Bousaidan, spokesperson**

**Twitter:** @Mehdi\_Bousaidan

### **Special thanks**

The Society is grateful for the support of l’Entente sur le développement culturel de Montréal intervenue entre le ministère de la Culture et des Communications du Québec et la Ville de Montréal, Québecor, the STM, Vacances Transat, the Conseil des arts de Montréal, the Quartier des spectacles, Destination Centre-Ville, Publicité sauvage, Cogeco and many more.

### **ABOUT THE MONTRÉAL MUSEUMS SOCIETY**

The Montréal Museums Society – formerly the Board of Montréal Museum Directors – is made up of 41 museums spread out across the city. Its mission is to support the visibility and awareness of Montréal museums by promoting their activities and defending their interests, and by encouraging the development of communication, mutual assistance and cooperation with a view to making culture more accessible and helping citizens to take ownership of their museum heritage.

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### **Information and interviews:**

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