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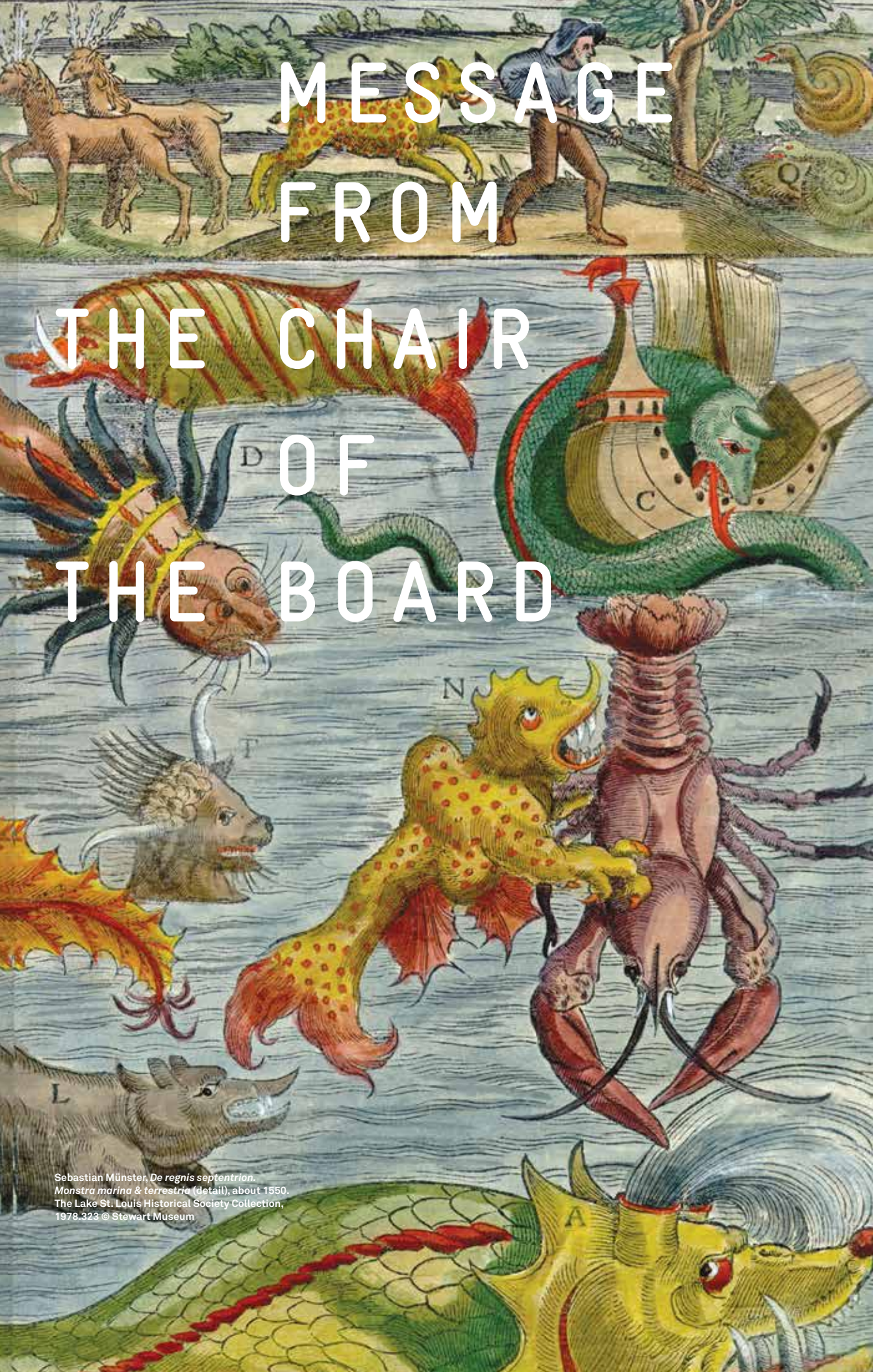
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I J T E T A / R



McCCORD
STEWART
MUSEUM
JUNE 2016
— 2017
ANNUAL
REPORT
JUNE 2017

MESSAGE FROM THE CHAIR OF THE BOARD	04	MARKETING AND COMMUNICATIONS	38
MESSAGE FROM THE PRESIDENT AND CHEF EXECUTIVE OFFICER	06	McCORD MUSEUM FOUNDATION	44
COLLECTIONS AND ACQUISITIONS	08	FINANCIAL STATEMENTS - MUSEUM	50
KNOWLEDGE AND RESEARCH	16	FINANCIAL STATEMENTS - FOUNDATION	53
CONSERVATION	18	DONORS AND PARTNERS	55
EXHIBITIONS	20	2016 - 2017 BOARD OF TRUSTEES	59
EDUCATIONAL AND CULTURAL MISSION	30	MUSEUM TEAM	60



MESSAGE FROM

THE CHAIR OF THE BOARD

Sebastian Münster, *De regnis septentrion. Monstra marina & terrestria* (detail), about 1550. The Lake St. Louis Historical Society Collection, 1978.323 © Stewart Museum

PROUDLY
PRESERVING
375 YEARS
OF HISTORY



MONIQUE JÉRÔME-FORGET
CHAIR OF THE BOARD OF TRUSTEES

© Kevin Tsia © McCord Museum

The year 2017 marks the anniversaries of three major events in our history: Montreal's founding in 1642, Canadian Confederation in 1867, and Expo 67. It is also, I believe, an ideal time to recognize the McCord Stewart Museum's vital role in preserving and disseminating our heritage. Thanks to its vast collection, the Museum is the only institution that can truly illustrate major milestones in the evolution of our country, from pre-colonial times to the present day.

For example, within our walls is a first edition of a rare volume published in 1632: *Les voyages de la Nouvelle France occidentale, dicte Canada, faits par le Sr. de Champlain Xaintongeois* ("The Voyages to Western New France, called Canada, made by the Sieur de Champlain of Saintonge"). Preserved with the utmost care, this book is a first-hand account from the discoverer of New France of the many expeditions that brought him to North America between 1603 and 1629. In particular, it contains Champlain's observations from 1608, the year he founded Quebec City, as well as his thoughts on a subsequent journey when he named *Isle Saint Helaine* (St. Helen's Island) in honour of his young wife, the island where the Stewart Museum now stands.

The Museum also owns two other precious documents: the journal kept by Major-General James Wolfe during the siege of Quebec and the last will and testament of Louis Riel, which he wrote the very day of his hanging, November 16, 1885. These two treasures alone are ample proof that the McCord Stewart Museum keeps our history alive, just as its unique and impressive collection of artefacts richly illustrates the lives of First Peoples and their vibrant traditions.

In the last few years, the visibility of our two museums has grown tremendously, making them key players in the Montreal culture scene. Despite months of road work that blocked Sherbrooke Street and made it very difficult to access the McCord Museum, we experienced record attendance; the exhibitions presented at our two sites were both critical and popular successes, and the public showed its appreciation.

As is the case for most cultural institutions, while the challenges facing the McCord Stewart Museum are stimulating, they are also persistent. Happily, our President, Suzanne Sauvage, is committed to ensuring

the sustainability and success of our institution. With the help of her dedicated team of professionals, she is constantly promoting and increasing the profile of our two museums while maintaining their financial health. I would like to thank her and all of her colleagues; they are a formidable team that successfully meets the many challenges that can arise.

I would also like to express my sincere appreciation to the Quebec government and the Conseil des arts de Montréal, whose support, year after year, is essential to our success.

Finally, I would like to thank all the members of our Board of Trustees for their tireless commitment to ensuring that the McCord Stewart Museum remains true to its mission as well as their passionate support of our annual fundraising activities. Particular thanks go to Christiane Langevin, who has left the board after several years, for her invaluable contributions; we would like to extend a very warm welcome to her replacement, Sharon Azrieli.

MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

Mon pays c'est l'hiver, 1967,
Jacques de Montjoye.
Gift of Jacques de Montjoye,
M2015.34.6 © McCord Museum

THE McCORD
STEWART
MUSEUM:

A GROWING
SOURCE
OF PRIDE
FOR MONTREALERS



SUZANNE SAUVAGE
PRESIDENT AND CHIEF EXECUTIVE OFFICER

In this year of major celebrations, the Museum is taking an active role in the festivities surrounding the 375th anniversary of Montreal and commemorating the 50th anniversary of Expo 67 in style. Our exhibitions *Fashioning Expo 67*, at the McCord Museum, and *Expo 67 – A World of Dreams*, at the Stewart Museum, located on the former Expo site, offer Montrealers and visitors a chance to relive some of the most spectacular moments of the Universal Exposition that brought Montreal to the world stage.

The year 2016-2017 was a remarkable one for our institution and we are delighted to have set two new attendance records. The McCord Museum experienced a 25% jump in the number of visitors, while attendance at Stewart Museum increased dramatically by 46%, with a growing number of young people coming to the museum.

The quality and originality of our exhibitions are obviously the primary reasons for our success, as evidenced by positive reviews from experts and visitors alike. Our two sites presented a total of 12 exhibitions over the past year, with *Eleganza – Italian Fashion From 1945 to Today*, *Notman: A Visionary Photographer*, and *Curiosities – The Stewart Museum Collection Visited by Jérôme Fortin* in particular generating a great deal of excitement.

The Museum is proud and honoured to have received the Canadian Museums Association's Award of Outstanding Achievement for its book *Notman: A Visionary Photographer*, published by Hazan (Yale University Press); the official catalogue of our Notman exhibition, this magnificent volume was edited by our curator Hélène Samson and has received unanimous critical praise.

Thank to their respective expertise, our curators and conservators contribute a great deal to the Museum's renown and reputation; their influential publications and speaking appearances at various conferences (e.g., American Institute for Conservation, Association for Critical Heritage Studies, Costume Colloquium V and Association of Canadian Cartoonists) play a crucial part in establishing the Museum as a major cultural institution.

We made significant progress digitizing our collection last year. Thanks to the Plan culturel numérique du Québec (Quebec's digital culture plan), Library and Archives Canada and the generosity of Sun Life Financial

and the Fondation Emmanuelle Gattuso, over 100,000 images of objects and textual archives from our collection are now accessible to the general public and researchers from around the world. This milestone is especially important because our collection is constantly growing and it is vital to share it online. Over 6,000 artefacts and 5.55 linear metres of textual archives were added to our collection in 2016-2017, notably in the Photography, Costume and Textiles, Paintings, Prints and Drawings, and Textual Archives departments. You will find more details on these major acquisitions in the following pages.

We take our role as a community museum very seriously and make it a top priority. Among the initiatives it started or continued last year, our Education Programs team implemented a program to assist new immigrants and adults learning French, in addition to pursuing its outreach activities with the intergenerational project *Sharing Our Memories, Our Stories*, which facilitates interactions between teens and seniors. Furthermore, in the spirit of rapprochement and collaboration, we renewed our partnerships with the Native Friendship Centre of Montreal and EXEKO, an organization specialized in the management of socio-cultural projects, and continued our efforts to reach out to homeless people.

The year 2016-2017 was a very successful one for the McCord Stewart Museum, and I would like to express my sincere appreciation to all my colleagues for their incredible passion and dedication.

I would also like to thank Monique Jérôme-Forget, Chair of the Board, and all the members of the Board of Trustees for their trust and support, year after year.

COLLECTIONS AND ACQUISITIONS



Detail of a porcupine quill embroidered coat,
Dene Tha', 1905-1910.
Gift of Kate Reed,
M2016.116.2 © McCord Museum

NEW ACQUISITIONS

The McCord Stewart Museum collection is one of Canada's largest sources of documents and artefacts for historical research. In 2016-2017, this collection was enhanced by 113 donations, for a total of 6,110 artefacts and 5.55 linear metres of textual documents.

CATEGORIES	DONATIONS	ARTEFACTS/DOCUMENTS
ICONOGRAPHIC ARCHIVES (CARTOONS)	4	718
PHOTOGRAPHIC ARCHIVES	13	5,129
TEXTUAL ARCHIVES	13	5.55 LINEAR METRES
DECORATIVE ARTS	7	104
COSTUME AND TEXTILES	36	93
ETHNOLOGY AND ARCHAEOLOGY	5	13
PAINTINGS, PRINTS AND DRAWINGS	5	47
INTERCOLLECTIONS	27	(SET OUT ABOVE)
STEWART COLLECTION	3	6
TOTAL	113	6,110 ARTEFACTS AND 5.55 LINEAR METRES

TWO EXAMPLES OF NEW ACQUISITIONS



Rice Studio, Casting Shrapnel Bullets, Stelco,
Notre-Dame Works, Montreal, 1916.
Gift of Brian Wolman,
M2016.45.3.7 © McCord Museum



Coat, 1968, John Warden.
Gift of Gerry Humnicky,
M2016.46.1.1-2 © McCord Museum

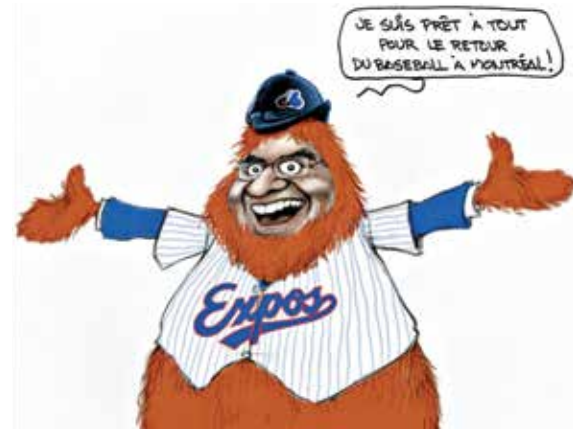
**CULTURAL
PROPERTY**

During the year 2016-2017, a recent acquisition was recognized by the Canadian Cultural Property Export Review Board as being of outstanding significance and national importance: *Princess Louise Dragoon Guards, Ottawa* (2nd photograph from the right), a composite photograph created by photographers Notman & Sandham in 1879. A gift of Mrs. Diane Bourdeau, the photograph was displayed in the exhibition *Notman: A Visionary Photographer*.



Gallery of composite and painted photographs in the "Creative Portraiture" section of the exhibition *Notman: A Visionary Photographer*.
© McCord Museum

**SEVERAL
REMARKABLE
DONATIONS**



Serge Chapleau, *Denis Coderre is ready to play the role of Youppi, the Montreal Expos mascot*, *La Presse*, January 29, 2015.
Gift of Serge Chapleau,
M2016.122.13 © McCord Museum

ICONOGRAPHIC ARCHIVES

ADDITION TO THE SERGE CHAPLEAU FONDS,
219 EDITORIAL CARTOONS, 1993-2015

A working cartoonist for nearly 45 years, Chapleau is currently Quebec's most famous editorial cartoonist. This addition includes editorial cartoons published in *La Presse* during the year 2015 and twenty or so pencil drawings published in *Le Devoir* and *La Presse* between 1993 and 2004. The Serge Chapleau Fonds contains nearly 6,000 drawings in all, while the Museum's total collection of editorial cartoons numbers approximately 40,000.



Anonymous, *View of Lock No. 3, looking east, Montreal*, 1910.
Gift of Brian Wolman,
M2016.45.2.5 © McCord Museum

PHOTOGRAPHIC ARCHIVES

978 PHOTOGRAPHS ILLUSTRATING VARIOUS STELCO PLANTS IN GREATER MONTREAL AND ON THE LACHINE CANAL, 1900-1967

The photographic archives of STELCO (Steel Company of Canada), one of Canada's largest steelworks, came from a former company executive who is a McGill engineering graduate and native Montrealer. This collection documents the construction, demolition and reconstruction of Stelco steel manufacturing facilities, as well as the various technological processes used in the shops.



Canada Sports business card, agency with the Great Antonio himself as president and his wife as vice president, about 1966.
Gift of Élise Gravel,
M2017.371.4 © McCord Museum

TEXTUAL ARCHIVES

ANTONIO BARICHIEVICH (AKA THE GREAT ANTONIO)
FONDS (1925-2003)

The Great Antonio was a Quebec strongman, professional wrestler and actor who was born in Europe. This donation includes 7 linear cm of textual records, 433 photographs, 14 illustrations and a lock of hair that chronicle the career and exploits of this colourful figure. Dated from 1959 to 2006, the documents (letters, business cards, programs from wrestling matches and newspapers) also illustrate how the Great Antonio managed his own public relations.



NEW ARCHIVAL FONDS

GEORGES HUEL FONDS (1930-2002)

Georges Huel, a Quebec graphic designer, was born in Saskatchewan but grew up and studied in Montreal. It was here that he designed or supervised the design of numerous visual identities and institutional identity programs, notably the logo for the 21st Olympic Games and the City of Montreal symbol. The Georges Huel Fonds contains 40.7 linear cm of textual records, 50 philatelic documents, 2,687 photographs, 9 illustrations and 4 objects.

Four small posters, one cartoon and one poster
(from left to right and top to bottom):

- 1-2 Pierre-Yves Pelletier and Raymond Bellemare, *Montréal 1976, 1972*. M2017.10.4-5
- 3 Ernst Roch and Rolf Harder, *Montréal 1976, 1972*. M2017.10.7
- 4 Georges Huel and Pierre-Yves Pelletier, *Montréal 1976, 1972*. M2017.10.9
- 5 Berthio, *Les Jeux, c'est moi* (I am the Games), *Le Devoir*, August 24, 1972. M2017.10.3
- 6 George Huel and Yoshihiro Tatsuki, *Universal and International Exhibition 1967, 1963*. M2017.10.11

Gifts of Jacqueline Bourget Huel





**DECORATIVE ARTS
TOYS**

The McCord Museum collects toys acquired or used in Canada from the late 18th century to the present day. The collection currently contains 11,600 toys and 350 games. During the year 2016-2017, 29 new toys, including 3 board games, were added to the collection, comprising a total of 407 different pieces. This pressed metal truck was made by the Richard Toys Co., which operated in Longueuil from the 1940s to the mid-1960s.

Ride-on "Richard" truck, Richard Toys Co., 1952-1955.
Gift of Gilles Salvas,
M2017.18.3 © McCord Museum



COSTUME AND TEXTILES

The Costume and Textiles collection contains examples of all types of fur clothing and accessories and illustrates how the use of this material has changed over time. This wrap made of full mink pelts is an example of a fashionable design from the early 20th century.

Mink cape, early 20th century.
Gift of Josée Bonenfant,
M2016.131.1.1-2 © McCord Museum



ETHNOLOGY AND ARCHAEOLOGY

This leather coat decorated with dyed porcupine quills was made by the Dene Tha', an Aboriginal community from Northwest Alberta. It belonged to Kate Armour Reed (1856-1928), the first Canadian woman to work as a professional hotel interior designer and decorator, who likely bought it when she was working on the Banff Springs Hotel.

Detail of caribou skin coat, Dene Tha' (Slavey), about 1915.
Gift of Kate Reed,
M2016.116.2 © McCord Museum

**LOANS TO
OTHER MUSEUMS**

The McCord Museum made or renewed 8 loans in 2016-2017, for a total of 45 objects in circulation. Among the museums to benefit were the Canadian Museum of History in Gatineau, the Gardiner Museum in Toronto and the University of Toronto Art Museum.

For its part, the Stewart Museum made or renewed 17 loans, for a total of 80 objects in circulation. Several institutions, including the Montreal Museum of Fine Arts, the National Assembly, the Fort Chambly National Historic Site, the Centre d'histoire de Montréal and the Maison Lamontagne, have displayed these loans.



Object loaned to the University of Toronto Art Museum:
Mohawk baby carrier (cradleboard), 1900-1925.
Gift of Dr. C. F. Martin,
M6987 © McCord Museum

Object loaned to the National Assembly:
Globe, 1792-1805, Franz Ludwig Güssefeld, Germany.
The Lake St. Louis Historical Society Collection,
1992.21 © Stewart Museum



**BORROWED
OBJECTS**

For the presentation of the exhibitions *Montréal – Points of View*, *Wearing Our Identity – The First Peoples Collection*, *Montreal Through the Eyes of Vittorio: 50 Years of City Life and Graphic Design*, *Mister Rabbit's Circus*, *Decolonial Gestures or Doing It Wrong? Refaire le chemin*, *Notman: A Visionary Photographer*, *Alfred's Adventures* and *Fashioning Expo 67*, the McCord Museum borrowed 226 objects over the year 2016-2017. The exhibition *Fashioning Expo 67* required the Museum to process 30 borrowed articles of clothing, accessories and documents.



"The Great Canadian Fashion Caper" section of the exhibition *Fashioning Expo 67*,
© McCord Museum

DIGITIZATION PROJECTS

The McCord Stewart Museum carried out six digitization projects in 2016-2017, making over 100,000 new images from its collection available to the public. These initiatives were inspired by the realities of today's digital world as well as a number of goals associated with the institution's mission, notably the preservation of heritage objects and archives, the study and documentation of the collection's contents, and the development of institutional expertise in digitization.

PROJECT NAME	MATERIAL DIGITIZED	STATISTICS	PRIVATE DONOR
PILOT PROJECT	188 DOCUMENTS	2,218 IMAGES	MARK GALLOP
OUR AMAZING FAMILIES – THREE CENTURIES OF QUEBEC DOCUMENTS AND HISTORY	607 DOCUMENTS	7,721 IMAGES	SUN LIFE FINANCIAL
ALLAN SLAIGHT COLLECTION	1,646 DOCUMENTS AND OBJECTS	1,785 IMAGES	THE FONDATION EMMANUELLE GATTUSO
SUBTOTAL	2,441 DOCUMENTS AND OBJECTS	11,724 IMAGES	

PROJECT NAME	MATERIAL DIGITIZED	STATISTICS	PUBLIC DONOR	AMOUNT
75,000 PAGES OF HISTORY	14,100 DOCUMENTS	75,786 IMAGES	DHCP/LAC	\$99,892
CERAMIC AND GLASSWARE COLLECTION	5,494 OBJECTS	6,843 IMAGES	PCNQ/SMQ	\$43,536
COLONIAL ARCHIVES COLLECTION	821 DOCUMENTS	6,809 IMAGES	PCNQ/SMQ	\$39,595
SUBTOTAL	20,415 DOCUMENTS AND OBJECTS	89,438 IMAGES		

	MATERIAL DIGITIZED	STATISTICS
TOTAL	22,856 DOCUMENTS AND OBJECTS	101,162 IMAGES

McCORD MUSEUM

The McCord Museum's Textual Archives collection totals 293 linear metres and includes numerous unique pieces that are true vestiges of 19th and 20th century Canadian history. Until very recently, less than 1% of these materials was available online.

Thanks to funding from Mark Gallop, a private donor, in the spring of 2016 the Collections Management Department undertook a pilot project to digitize three archival fonds associated with the worlds of Montreal music and sports, totalling 0.62 linear metres. The Museum began the process by defining an institutional digitization procedure, an initial step that was crucial to the success of subsequent projects.

A major donation from Sun Life Financial funded the description, digitization and online publication of ten archival fonds, totalling 0.7 linear metres. The personal, administrative, financial and legal documents selected for the project *Our Amazing Families – Three*

Centuries of Quebec Documents and History shed new light on the lives of Montreal families during various eras and in a variety of settings. By the end of the project, which has been renewed until 2018, a total of 37 archives will have been highlighted.

Back in 2015, the McCord Museum announced the acquisition of a remarkable collection of magic posters and numerous archival items documenting the career of Harry Houdini (1874-1926), the most famous magician of the modern age. Thanks to the generosity of the Fondation Emmanuelle Gattuso, this collection (the Allan Slaight Collection) has been digitized and can now be viewed on the Museum's Website; there are descriptions of over 600 advertising posters and more than 1,000 illustrations, photographs, rare books and documents directly associated with Harry Houdini.

For its part, Library and Archives Canada (LAC) contributed major financial support to the 75,000

Pages of History digitization project. The funding the Museum received for this project was the single biggest grant attributed in 2016-2017 under the Documentary Heritage Communities Program (DHCP). Carried out to commemorate the 150th anniversary of Canadian Confederation and the 375th anniversary of Montreal, this project enabled the Museum to upload a total of 21 sets of documents (10.47 linear metres). These documents consist of the key parts of archives from individuals, families and organizations, as well as special collections organized around a theme or type of document (diaries, minutes, deeds of sale, advertisements, menus, etc.).

The McCord Museum has acquired a remarkable array of Canadian ceramics and glassware over the years, which has become a centrepiece of its Decorative Arts collection. This collection illustrates the tastes and needs of Montrealers and Quebecers of all socio-economic classes, highlighting everyday objects as well as high-end pieces dating from the 18th to the 20th centuries. As part of the roll-out of the Plan culturel numérique du Québec (PCNQ), the Museum received funding to digitize this subdivision of its Decorative Arts collection; this grant enabled the Museum's team to digitize, validate the cataloguing, and add 5,494 descriptions and images of of artefacts to its online collection.

STEWART MUSEUM

The Stewart Museum has an archival collection totalling 16 linear metres that includes various sets of documents describing European and North American society, essentially from the 16th century to the early 19th century. Surprisingly, before the year 2016-2017, none of the documents in this priceless collection had ever been digitized.

Thanks to the digital assistance program for recognized museums under the Plan culturel numérique du Québec (PCNQ), the Museum was finally able to digitize a large number of documents from the colonial era. This thematic collection, with its extremely varied content, deals with subjects like social order, justice, colonization and commerce. In total, over 800 documents (1.42 linear metres), produced primarily by the major kingdoms of Europe and the main governors general of New France, are now accessible to researchers from all disciplines.



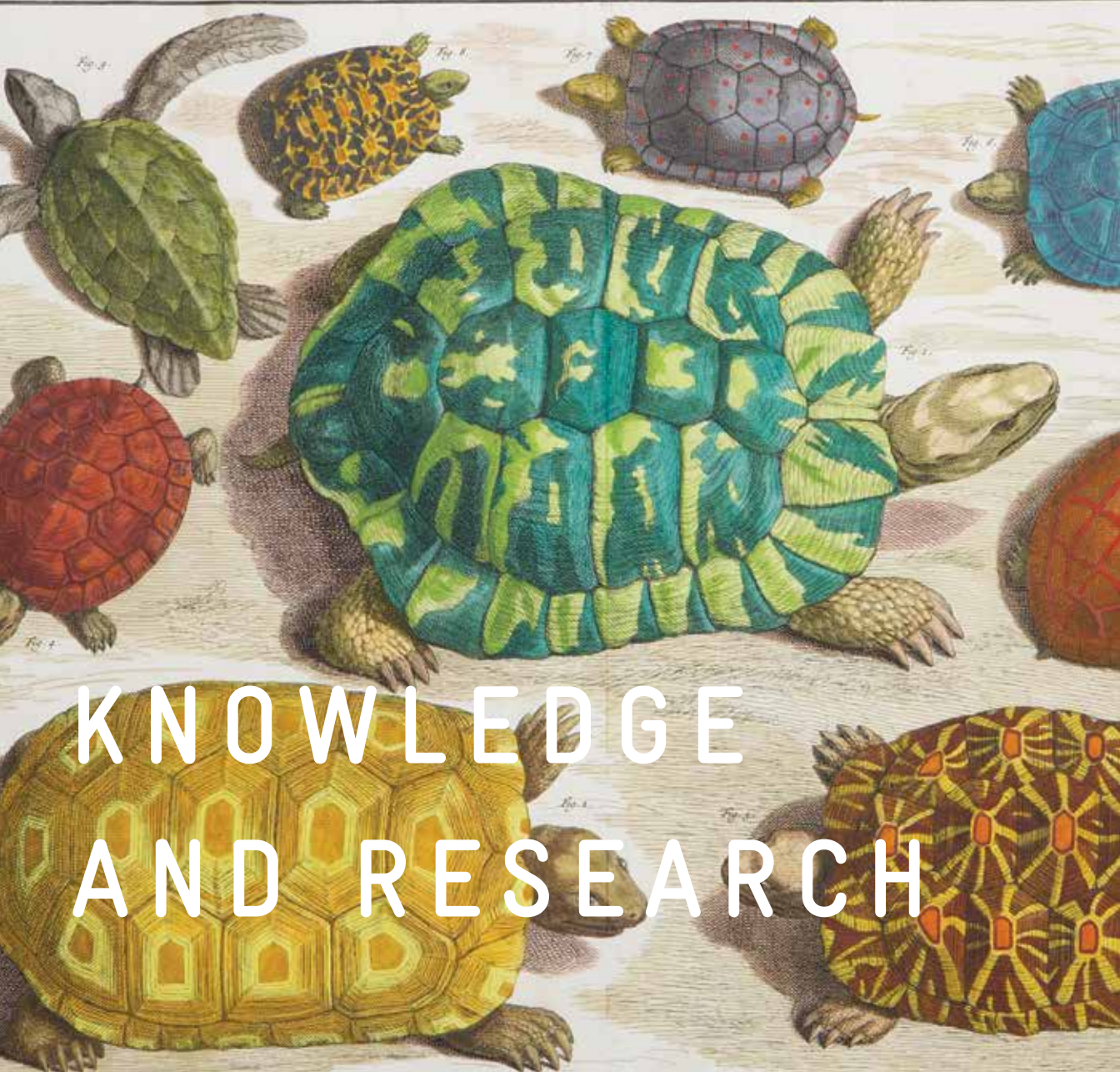
Harry Houdini, *King of Cards*, National Printing and Engraving Company, 1895. Purchase, funds graciously donated by the Fondation Emmanuelle Gattuso, M2014.128.227 © McCord Museum



Butter dish, Jefferson Glass Company, about 1913-1925. Gift of Mr. and Mrs. Newlands Coburn, M992.6.14.1-2 © McCord Museum



Order given to Charles de la Boische, Marquis de Beauharnois (1671-1749) (detail), June 13, 1741. Colonial Archives Collection S001, S001/C1.3.8.2 © Stewart Museum



KNOWLEDGE AND RESEARCH

CONSULT ALL OF
THE McCORD MUSEUM'S
COLLECTIONS AT THE ARCHIVES
AND DOCUMENTATION CENTRE

Attributed to Pieter Tanjé, *Tortoises* (detail), 1734.
The Lake St. Louis Historical Society Collection,
1984.23.3 © Stewart Museum

Researchers from all disciplines have two ways to access the McCord Museum's collections: consult the online database, or use the computerized catalogue available on-site at the Museum, which is even more complete. Users of the Archives and Documentation Centre also have access to a library of 9,000 reference works, specialized periodicals and the 2,300 or so titles in its rare book collection. In addition, researchers can consult 790 archival fonds and collections comprising more than 290 linear metres of textual documents and 1.318 million photographic archives.

As it is certified by the Bibliothèque et Archives nationales du Québec (BANQ), the Centre receives an annual grant to support its efforts to develop archival collections and make them accessible to a wide public.

During the year 2016-2017, the Centre's staff welcomed 310 researchers on-site for a total of nearly 600 research visits and answered approximately 1,830 requests by telephone, email or mail. The staff also led several guided tours of the Centre and made its resources available to a number of researchers, notably from universities, First Nations communities and the local community.

PUBLICATIONS AND PRESENTATIONS: SHARING THE MUSEUM'S EXPERTISE

The McCord Museum is always proud to share its knowledge and expertise with experts, other organizations and the general public. Staff from the Collections and Research and Conservation departments present scholarly papers at conferences and seminars, publish articles, and collaborate with academic and other communities.

Selected Presentations

Several McCord Museum staff members gave lectures at two major conferences held in Montreal.

At the joint annual meeting and conference of the Canadian Association for Conservation and the American Institute for Conservation held in Montreal May 13-17, 2016, Anne MacKay, Head, Conservation, presented a paper entitled "Enhanced: Nineteenth Century Hand-Coloured Photographic Portraits," while Sara Serban, Conservator, gave a paper called "Inherent Vice in the Woven Structure of Northwest Coast Spruce Root Hats." At the same event, Conservation Assistants Denis Plourde and Caroline Bourgeois each presented a poster, respectively called "The Use of a Laser Level in Creating Cushioning for the Transport of Objects" and "The Sectional Mannequin: A Unique Approach for First Nations Clothing."

At the June 3-8, 2016, Association of Critical Heritage Studies conference, which was also held in Montreal, Cynthia Cooper, Head, Collections and Research, and Curator, Costume and Textiles, presented a paper entitled "Uncloaking the Red River Coat," while Anne MacKay, Head, Conservation, gave a presentation called "Contributions to a Critical Theory of Conservation."

Other staff members also gave presentations at conferences held later in the year.

Céline Widmer, Curator, Textual Archives, gave a paper entitled "Les archivistes face à l'art de l'archive" at the annual meeting of the Association des archivistes du Québec held June 15, 2016, in Quebec City.

Christian Vachon, Curator, Paintings, Prints and Drawings, presented a lecture called "The Duncan Macpherson Collection" at the Association of Canadian Cartoonists convention held at Toronto's Ryerson University on May 6, 2016.

Cynthia Cooper, Head, Collections and Research, and Curator, Costume and Textiles, presented two

papers: "The Roman Scarf: Ephemeral Fashion from the Eternal City" at the Dressing Global Bodies Conference held at the University of Alberta June 7-9, 2016, and "When Too Little Became Too Much: Low Necklines, Imperialism and Resistance in Late 19th-Century Canada" at Costume Colloquium V, held in Florence, Italy, November 17-20.

McCord Museum curators also gave lectures to other audiences.

Hélène Samson, Curator, Notman Photographic Archives, gave a talk on November 18, 2016, entitled "'Not to be put in': Looking further into the Notman Collection" as part of the Concordia University Speaking of Photography lecture series, and "Le portrait chez Notman : entre conformité et fantaisie" as part of Les Belles Soirées de l'Université de Montréal lecture series on February 1, 2017.

Eugénie Marcil, Archivist, along with Laura Delfino, Coordinator, Education Programs, led a workshop entitled "Archives au pluriel : le Montréal de 1914-1918" at the Société des professeurs d'histoire du Québec convention on October 20, 2016.

Scholarly Publications

The McCord Museum, along with Éditions Hazan, published a major catalogue entitled *Notman: A Visionary Photographer*. Edited by Hélène Samson and Suzanne Sauvage, this book features essays written by Hélène Samson, Christian Vachon, Nora Hague and Heather McNabb, all of whom work at the Museum.

Two other members of the Museum team published their papers in the online conference proceedings of the ICOM Costume Committee Annual Meeting. The article by Caroline Bourgeois, entitled "Fabrication de mannequins pour *Porter son identité : La collection Premiers Peuples*" followed her lecture of the same name at the ICOM General Conference in Milan, Italy, on July 5, 2016. Cynthia Cooper's article, "Love in Fine Fashion: A Fresh Approach to an Exhibition of Wedding Dresses," was published in February 2017 in the 2015 conference proceedings.

Hélène Samson was interviewed by Jacques Doyon for his article "Exposer Notman," published in photography magazine *Ciel variable*, No. 105, Winter 2017, pp. 103-106.



CONSERVATION

The Conservation Department is critical to the Museum's mandate because it preserves the collections and ensures that the Museum maintains the highest environmental standards for the storage, handling and transport of objects. Moreover, the Department's conservators undertake treatments on objects from the collections and conduct scientific research on conservation issues.

In preparation for two major exhibitions—*Notman: A Visionary Photographer* and *Illusions – The Art of Magic*—the Conservation Department conducted microfade testing on a sampling of objects intended for exhibition. Light can permanently damage photographs and prints, so it is important to determine which objects are vulnerable to light damage and limit their exposure, when necessary. The tests performed helped determine the type of lighting conditions needed when these objects are exhibited, not only at the McCord, but when they travel to other institutions.

The Conservation Department also lent its expertise to the planning and mounting of the Museum's recent exhibitions, treating more than 600 objects for the exhibitions *Notman: A Visionary Photographer*, *Fashioning Expo 67, Montreal Mansions, 1974* and *Alfred's Adventures*. In addition, it helped with

new items being rotated into the permanent exhibition *Wearing Our Identity – The First Peoples Collection*. In the case of *Notman: A Visionary Photographer*, the team researched and undertook a major treatment on an iconic 1930s neon sign of the Notman & Son signature that had hung above the entrance to the studio. The broken sign was in very poor condition and the paint layers were peeling with some losses; moreover, only two small fragments of the original neon tubing remained. Research on the materials revealed the original colour of the neon light was orange-red. With the help of a neon sign company, the distinctive script was reproduced and the newly conserved sign was included in the exhibition.

The Conservation Department was in charge of shipping the travelling exhibition *Haida Art: Mapping an Ancient Language*, a co-production with the Canadian Museum of History, when it returned from its tour to the Archaeological Museum of Thessaloniki in Greece. The Department then had to supervise the transportation of Haida objects to the Art Gallery of Hamilton for display in the exhibition *Expanding the Circle: Robert Davidson and the Ancient Language of Haida Art*, organized in collaboration with the McCord Museum.

This neon sign hung above the entrance to the Notman & Son studio located at 1176 Sherbrooke Street West. The last photographer to run the studio, George Dudkoff, gave it to the McCord Museum in 2012.



Notman & Son neon sign, before conservation treatment.
© McCord Museum



Notman & Son neon sign, after conservation treatment.
© McCord Museum

EXHIBITIONS

EXHIBITIONS AT THE McCORD MUSEUM

MONTREAL - POINTS OF VIEW

PERMANENT EXHIBITION,
SEPTEMBER 16, 2011, TO JANUARY 22, 2017

Montreal - Points of View explored 10 facets of Montreal's history, from its earliest residents (before the arrival of Europeans) to the city of today with its metro and skyscrapers. Visitors were invited to discover iconic districts, pivotal moments in the city's history, and the people who marked its development. The exhibition made use of new media, incorporating touch screens, listening stations and podcasts that provided visitors with access to additional content on some of the objects on display. In short, it offered a contemporary look at a fascinating multi-faceted city.



Velocipede, 1850-1900,
M994X.2.43 © McCord Museum

WEARING OUR IDENTITY. THE FIRST PEOPLES COLLECTION

PERMANENT EXHIBITION - SINCE MAY 2013

Created in a close partnership with First Nations communities, this exhibition invites visitors to reflect on clothing as a means of identity affirmation. For the First Nations, Métis and Inuit, dress does not serve solely utilitarian purposes; it also helps quickly differentiate between allies and enemies and keep the latter at bay, demonstrate the power of spiritual leaders like shamans and, in the case of finely decorated clothing, express the respect that hunters have for the animals that enable their families to survive. A major symbol of the First Nations, Métis and Inuit, clothing contributes to the development, preservation and communication of their social, cultural, political and spiritual identities.

Contemporary works are added to the exhibition on a regular basis. Chosen by curator Nadia Myre, a member of the Algonquin Nation in the Kitigan Zibi Anishinabeg community, these works enable First Peoples to demonstrate their desire to preserve and revive their ancestral cultural values; this year, artist Hannah Claus presented works of identity art.



Detail of an Inuit amauti from Kivalliq,
Theresa Irkuluk Komaksuitiksak, 1980.
Gift of Air Canada,
M995.19.15.1-3 © McCord Museum



**NADIA MYRE - DECOLONIAL GESTURES OR DOING IT WRONG?
REFAIRE LE CHEMIN**

FEBRUARY 18 TO MAY 29, 2016

For last year's Artist in Residence program, the Museum hosted Algonquin multidisciplinary artist Nadia Myre, who drew inspiration from textual archives in the Museum's collection to create her work. Instructions for the creation of four Aboriginal-inspired objects, taken from Victorian (1837-1901) women's periodicals, were read aloud to the artist, who then followed them with no prior knowledge of what they described. The resulting works were exhibited next to objects drawn from the Museum's ethnological collection.



Detail of the exhibition © McCord Museum
-
Tuscarora wall pocket, Rosemary Hill, 1999.
Gift of Dr. Victoria Dickenson,
M999.61.1 © McCord Museum



Charles Gurd, 1475, 1475 Pine Avenue West
Montreal, 1974.
Gift of Charles Gurd,
M2014.9.14 © McCord Museum
-
Charles Gurd, *Self-portrait in a mirror,*
Montreal, 1974. Gift of Charles Gurd,
M2014.9.1 © McCord Museum

**MONTREAL MANSIONS, 1974 –
PHOTOGRAPHS BY CHARLES GURD**

JUNE 16 TO NOVEMBER 6, 2016

Bearing witness to a bygone way of life, this exhibition featured 40 stunning black and white photos, taken in natural light in 1974 by young Montreal architect and photo artist Charles C. Gurd. They illustrate the interiors of exceptional mansions, which have since disappeared or been altered, victims of changing times, tastes and generations. In 2014, Gurd donated 1,337 negatives to the McCord Museum along with 325 inkjet prints produced in 2013. The photographs featured in the exhibition were drawn from this collection.



Photograph by Gian Paolo Barbieri for
a Gianfranco Ferré advertisement,
Fall-Winter 1991.
Model: Aly Dunne.
© Gian Paolo Barbieri
-
Outfit by Fausto Puglisi,
Photo © Victoria and Albert Museum, London

ELEGANZA – ITALIAN FASHION FROM 1945 TO TODAY

MAY 26 TO SEPTEMBER 25, 2016

Organized by London's Victoria and Albert Museum, this exciting exhibition showed the work of celebrated designers who changed the world of Italian fashion during the period following the Second World War to the present day. The exhibition presented an overall portrait and history of key moments in the rise and evolution of Italian fashion, including the handmade clothing of the neighbourhood dressmaker, major creations of luxurious Italian couture and exquisite examples of high-quality ready-to-wear. The exhibition also highlighted the outstanding craftsmanship, techniques, materials and skills that forged Italy's reputation and place at the top end of the international fashion industry. Organized chronologically, the exhibition featured around 130 objects, including almost 100 garments epitomizing the glamour and influence of Italian fashion from 1945 to today.



William McFarlane Notman,
*Loop showing four tracks on
the C.P.R., BC*, 1889.
VIEW-2120 © McCord Museum
-
Wm. Notman & Son,
Miss G. F. Murray, 1886.
II-81199.1 © McCord Museum

NOTMAN: A VISIONARY PHOTOGRAPHER

NOVEMBER 4, 2016, TO MARCH 26, 2017

As part of the celebrations for Montreal's 375th anniversary and the 150th anniversary of Canadian Confederation, the McCord Museum presented a major exhibition on the life and work of this Montrealer who helped pioneer photography in 19th-century Canada and was the first Canadian photographer to gain international recognition. His body of work, from his portraits to the landscapes that spanned the country from east to west, helped build the Canadian identity. The exhibition featured some 300 photographs and objects drawn primarily from the McCord Museum's

collection. Offering a new perspective on the career of William Notman (1826-1891), the exhibition examined how the artist's character contributed to his tremendous success. It highlighted his contemporary approach to photography, founded on the principles of communication, management and innovation. Although the displays focussed on vintage prints, these were supplemented by multimedia installations and interactive devices that provided dynamic information and helped clarify the 19th century idea of modernity.



FASHIONING EXPO 67

MARCH 17 TO OCTOBER 1, 2017

To commemorate Montreal's 375th anniversary, the McCord Museum presents the exhibition *Fashioning Expo 67*, the first time that Expo 67 has been viewed through the prism of fashion. Embracing visual image, display, and spectacle to promote its optimistic and forward-looking world view, Expo 67 offered a modern mix of art, architecture, technology and design. Young designers and manufacturers alike seized the opportunity to participate in multiple projects and take advantage of this exceptional showcase to shine on a world stage.

The exhibition features over 60 outfits—hostess uniforms from various pavilions, branded clothing by Quebec designers—and products from every sector of Canadian fashion. Videos of interviews that the Museum conducted with several designers from the era invite visitors to enter the world of Expo 67 and experience the effervescence of Montreal's fashion moment.

Three Expo 67 hostesses, Danièle Touchette, Jean Murin and Lyne Michaud, in front of the large inverted "Katimavik" pyramid of the Canada Pavillion, 1967. Courtesy of Danièle Touchette.



Piano, doll house furniture,
Reliable Plastic, 1945-1965.
M991X.2.89 © McCord Museum
-
Elias Touil © McCord Museum

ALFRED'S ADVENTURES

DECEMBER 2, 2016, TO MARCH 12, 2017

Last winter, the McCord Museum offered young visitors ages 4 to 9 a story to see and hear, called *Alfred's Adventures*. Written by author and musician Suzanne De Serres, the story was told through words and music, with the help of some 50 objects from the Museum's collection. Visitors could listen to a dramatic event in the life of Alfred, a friendly teddy bear whose world was turned upside down when William's dad decided to throw away all his toys. In a setting punctuated by lighting effects, the events in the story were also dramatized with musical excerpts played by legendary chamber orchestra I Musici de Montreal.



© McCord Museum

OUTDOOR EXHIBITION SUMMER HOLIDAYS!

JUNE 10 TO OCTOBER 16, 2016

Mounted on 13 structures along McGill College Avenue between De Maisonneuve Boulevard and President Kennedy Avenue, 24 photographs snapped by amateur photographers between 1905 and 1939 highlighted the timeless nature of summertime leisure activities in Quebec. Selected from among thousands assembled in some 100 albums acquired by the Museum over the years through family donations, these holiday photos, precursors to those that fill social media sites today, illustrated the importance of Kodak's 1888 invention of the first easy-to-use portable camera. As the 662,000 exhibition visitors could clearly see, there is very little new under the sun.



Rock Anctil © McCord Museum
-
Rock Anctil © McCord Museum

STUDENT POSTERS FROM THE SOCIÉTÉ DES DESIGNERS GRAPHIQUES DU QUÉBEC DESIGN COMPETITION

MARCH 21 TO APRIL 9, 2017

This competition is open to students registered in a Quebec CEGEP or university graphic design program; its aim is to develop their skills and interest in poster design, while at the same time promoting a cause for the common good. This year's theme, "Land of Welcome," was organized in collaboration with the Centre social d'aide aux immigrants. The 16 posters in the exhibition were selected by the Société des designers graphiques du Québec (SDGQ) as the top submissions for the Marc H. Choko Scholarships.



TOURING EXHIBITION HAIDA ART: MAPPING AN ANCIENT LANGUAGE

ARCHAEOLOGICAL MUSEUM OF THESSALONIKI IN GREECE,
OCTOBER 26, 2015, TO APRIL 20, 2016, AND ART GALLERY
OF HAMILTON IN ONTARIO, FEBRUARY 11 TO MAY 28, 2017

The exhibition *Haida Art: Mapping an Ancient Language* presented the beauty and complexity of Haida culture, both past and present, and provided a rare opportunity to be inspired by the visual vocabulary of the Haida. It featured over 80 masterpieces from the McCord's collection: carved feast bowls, bentwood boxes, masks and rattles communicating ideas, conventions, stories, and philosophies through abstract and naturalistic forms. Their voices could be heard not just by the ears, but by the eyes and the spirit.

© Art Gallery of Hamilton



Lyra Photo © Stewart Museum

HISTORY AND MEMORY

PERMANENT EXHIBITION – SINCE 2011

Opened in 2011, the permanent exhibition *History and Memory* encompasses over 500 artefacts, images, archival documents, rare books and old maps from the Museum's vast collection. From voyages of exploration to the Lower Canada Rebellion, the exhibition illustrates key moments in our history and demonstrates the tremendous influence of European civilizations in New France and North America.



Cavagnole Game, France, 18th century.
The Lake St. Louis Historical Society Collection,
1975.65.1.5 © Stewart Museum

THE HALL OF GAMES

FEBRUARY 10 TO OCTOBER 16, 2016

Games have a story to tell and this playful space offered a snapshot of their history. Artefacts of our ancestors' leisure pursuits, they reflect the human need for amusement. The *History and Memory* exhibition featured a very special display case of old toys and games, remnants of leisure pursuits of yesteryear, while the Hall of Games gave both children and adults a space to play with large-format reproductions of old-fashioned games.



Attributed to Pieter Tanjé, *The Hamburg Hydra* (detail), 1734.
The Lake St. Louis Historical Society Collection,
1984.21.4 © Stewart Museum



Bohuslav Kroupa, *View of Montreal, from St. Helen's Island*,
Canadian Illustrated News, August 23, 1873.
1970.578 © Stewart Museum

CURIOSITIES – THE STEWART MUSEUM COLLECTION VISITED BY JÉRÔME FORTIN

MAY 5, 2016, TO MARCH 12, 2017

To mark its 60th anniversary, the Stewart Museum presented a nearly year-long exhibition featuring unusual and disparate objects from its collection. The exhibition was created in collaboration with Quebec contemporary artist Jérôme Fortin, who is known for his works inspired by 16th-century cabinets of curiosities. Children and adults alike were surprised and delighted by this artistic interpretation of these cabinets.

Curiosities brought together more than 370 rare and unusual objects from the 16th to the 20th centuries in a mysterious and enchanting contemporary space. The pieces were displayed in an innovative and intriguing way that required visitors to open doors, look through windows or even peek through keyholes to see them!

OUTDOOR EXHIBITION ST. HELEN'S ISLAND – ILLUSTRATED CHRONICLES

MAY 18 TO OCTOBER 9, 2016

This outdoor exhibition in the Stewart Museum's courtyard offered visitors a visual history of the various functions of St. Helen's Island. Thanks to its strategic location, the island has played an important role in the history of Quebec. Originally occupied by Aborigines, over the years it has been a family estate, a military fort and, for the past 140 years, a park for residents of Greater Montreal. The 16 prints in the exhibition were taken from old newspapers in the Stewart Museum's collection; these period newspapers are a key resource for images of Quebec's past and depict the incredible vitality of this unique site in the midst of the St. Lawrence.



Elias Touil © Stewart Museum

SANTAS ARE TAKING OVER THE STEWART MUSEUM

NOVEMBER 16, 2016, TO JANUARY 8, 2017

Featuring a variety of settings with some 30 Santa figurines, all of them handmade by Canadian and American artists, this annual holiday exhibition also offered crafts, storytelling, films and "The Castle Ball," created in Germany in 1975 by Rudolf Szálasi. Replicating the Baroque interiors found in 18th-century German palaces, this richly decorated doll house was the delight of children.

EDUCATIONAL AND CULTURAL MISSION

EDUCATION PROGRAMS AND CULTURAL MISSION

In 2015-2016, the Education Programs team underwent restructuring to better achieve its strategic plan objectives. The creative education teams at the McCord and Stewart pavilions were combined into a single unit, thereby facilitating the coordination of their respective activities. Once again, community programs and special projects were key priorities, and major activities were organized for adults learning French. Guided tours adapted specifically for new clientele, notably visually impaired visitors, and a special event for new immigrants were two examples of the work done to ensure that all citizens, regardless of origin or abilities, feel welcome at the Museum.

School groups gradually came back to the Museum, once the public school boycott of cultural activities was over. The development of five cultural mediation projects also enabled us to broaden the scope of our activities by offering experiences involving dance, music and storytelling.

Over the course of the year, the Education Programs team worked with 25,450 visitors at the museum and through its outreach programs, including 13,048 elementary and high school students. The team also noted a major increase in the number of college and university students, 4,170 in all, or more than twice the number than the year before. The Museum continues to offer its educational programs thanks to the financial support of two loyal donors, the J. Armand Bombardier Foundation and the Great-West Life, London Life and Canada Life group, and funding from the Caisse de dépôt et placement du Québec.

SCHOOL PROGRAMS

The Museum provides school programs with an accent on fun to elementary, high school, college and university students. Among the many organized activities are thematic tours of the permanent exhibitions, customized tours of all the temporary exhibitions, as well as the *First Peoples* and *Defending New France* initiatives, both of which are very popular with elementary school teachers. With the closing of the exhibition *Montreal – Points of View* in January, school programs and those for people learning French were adapted for the exhibition *Wearing Our Identity – The First Peoples Collection*. In addition, a new multimedia game was created to accompany tours of the exhibition *Notman: A Visionary Photographer* and provide sounds, riddles and memorabilia associated with Notman throughout the tour.

For children ages 4 to 9, the Museum offered tours like *Alfred's Adventures*, which included fun events like a treasure hunt, stories and musical activities.

Approximately 1,500 underprivileged students took part in five cultural mediation projects created under a joint initiative with *Une école montréalaise pour tous*. During their visit to the Museum, these young people helped write a collaborative story, create a mini cabinet of curiosities and design musical instruments. One of these projects was the result of a partnership with the Redpath Museum and will be repeated next year in 2018.



© Elias Touil / McCord Museum



© Elias Touil / McCord Museum



© Nadège Roy / Stewart Museum



As part of the UP375 project, an initiative of the Société du 375^e anniversaire de Montréal, a unique experience involving the Notman Photographic Archives was created in collaboration with Embrace Business Consulting Inc; over 700 Montreal high school students took a tour of the neighbourhood surrounding the Notman House accompanied by McCord Museum guides.

OUTREACH PROGRAMS

The intergenerational project *Sharing Our Memories, Our Stories* enabled two generations, seniors and teens, to explore new ways of using the Museum's educational collections to stimulate memories and generate discussion. In its third year of activity, the project involved a total of 1,306 individuals, including residents from other neighbourhoods who joined participants from nursing homes, CHUM hospitals and community centres. In collaboration with the Downtown YMCA and St. Margaret's Residence, activities were also organized for participants with more mobility, which enabled the Museum to reach English-speaking seniors. In all, nearly 80 young volunteers ages 13 to 17 years connected with people from another generation. At the end of the project, participating seniors were invited to the Museum, where they enjoyed programming prepared especially for them and a concert given by young volunteers. This intergenerational project is supported by the Foundation of Greater Montreal, the Centre hospitalier de l'Université de Montréal (CHUM university hospital) and the Alzheimer Society of Montreal.



FAMILY ACTIVITIES

Since a visit to the museum has become a key draw for many Montreal families, every year the McCord and Stewart museums organize activities geared specifically for this clientele, enabling parents and children to make interesting discoveries together. One such activity is *The Adventure at the Museum*, presented by Hydro-Quebec and motherforlife.com, whereby participants are given backpacks filled with materials to enhance their visit. During summer exhibitions and the winter holiday season, visitors of all ages can enjoy treasure hunts, storytelling and crafts on weekends and holidays.

Volunteering – Intergenerational project : © McCord Museum

– Parents and tots : © Elias Touil / McCord Museum

– Parents and tots : © Elias Touil / McCord Museum



Last year, the McCord Museum's family programs attracted 5,670 children and adults: *Sunday Workshops*, for example, drew 1,960 individuals, while the 2016 day camp welcomed 222 campers, half of whom participated in both thematic weeks (*Young Collectors* and *Techno Geeks and Fashion*).

The monthly get-together *Parents and Tots* enabled 602 young parents to share a special moment at the Museum with their children 18 months and younger. In addition, this year's program of family activities was enhanced by a new tour on the theme of motherhood among First Peoples. The 2016 spring break program took inspiration from the exhibitions *Alfred's Adventures: A story to see and hear*, *Notman: A Visionary Photographer* and *Wearing Our Identity - The First Peoples Collection* to offer storytelling, treasure hunts, crafts, concerts for young people presented by the ensemble I Musici de Montréal and, for the first time, creativity workshops organized in the exhibition galleries. At the Stewart Museum, families enjoyed playing in the Hall of Games. Altogether, spring break activities drew 1739 participants to both museum locations.



CITIZENSHIP PROGRAMS

The "Conservons la mémoire" workshop and the "Parking Day" event, organized with the Native Friendship Centre of Montreal and EXEKO, an organization specialized in the management of socio-cultural projects, enabled the Museum to reach 125 homeless people. The team also organized a special day for 48 members of newly arrived Syrian families, to help them get to know their host country; this project was carried out with the Institute for Canadian Citizenship (ICC) as part of the *Ahlan Canada* program, and ended with a digital storytelling workshop.



Concert I Musici de Montréal : © Elias Touil / McCord Museum

– Ahlan Canada : © Nadia Zheng / Institute for Canadian Citizenship

– © Stewart Museum

The McCord Museum has enriched its cultural programming by developing numerous partnerships, notably with the Schulich School of Music, the Contemporary Native Art Biennial and Montreal's Italian Week, along with maintaining long-standing initiatives with Heritage Montreal (*City Talks* lecture series), the Blue Metropolis International Literary Festival, the Fantasia International Film Festival and Les Belles Soirées, all of which were highly successful.

**SCHULICH@MCCORD:
THE NEXT GENERATION OF CHAMBER MUSICIANS**

As a cultural institution dedicated to both Montreal's history and its artistic vitality, the McCord Museum joined forces with McGill University's Schulich School of Music to present four concerts featuring promising young musicians from this prestigious music school.



**PROGRAMMING RELATED TO
ELEGANZA AND NOTMAN**

Both of these exhibitions opened with exhibition-related lectures. For *Eleganza – Italian Fashion From 1945 to Today*, Sonnet Stanfill, Curator at London's Victoria and Albert Museum, spoke about the behind-the-scenes work involved in creating the exhibition. For the exhibition *Notman: A Visionary Photographer*, Hélène Samson gave a talk about her intellectual encounter with William Notman and the special challenges involved in putting together an exhibition using photographic archives. This programming was supplemented by panel discussions and film screenings.



**FASHION AT THE MUSEUM AND
TEA AT THE McCORD**

A series of activities (panel discussion, film screenings and lecture on Italian fashion from 1945 to today) was organized for the *Eleganza* exhibition. In addition, the *Tea at the McCord* series presented four lectures showcasing family photo albums, the First Nations collections (the subject of two lectures) and the photos of William Notman.



Schulich : © Amethyst Quartet
-
Panel discussion *Fashion at the Museum*:
© Elias Touil / McCord Museum
-
Visionaries series: © The Rear Mirror photography,
Jihad Ghossoub / McCord Museum



**ARCHIVES AU PLURIEL :
LE MONTRÉAL DE 1914-1918**

Created in May 2015, this multidisciplinary show about the First World War produced by the Museum, in collaboration with the City of Montreal Archives, was brought back for two additional performances in October 2016. The author, musicians, actors and director once again worked in concert with city archivists and members of the Museum to bring archival materials to life in a new way.



THE URBAN FOREST 2016

The sixth annual edition of the Urban Forest was created with the help of landscape architect firm WANTED Landscape. Festooned in red and mauve, this new iteration offered diverse programming (music, yoga, eight concerts in partnership with Pop Montréal, etc.) that attracted some 1,250 spectators. Throughout the summer, the Urban Forest attracted a total of 200,000 visitors.



**NUIT BLANCHE 2017 –
DRESSES AND YÉYÉ**

This year's *Nuit blanche* took participants back to the world of Expo 67, plunging them into a 1960s atmosphere for an evening of music, a contest to design the best vintage dress, and a slide show of photos chronicling the installation of the *Fashioning Expo 67* exhibition.



Archives au pluriel: © The Rear Mirror / McCord Museum
-
Yoga: © McCord Museum
-
Nuit Blanche: © McCord Museum



CULTURAL
ACTIVITIES AT
THE STEWART
MUSEUM

The Stewart Museum continued its joint initiatives with Parc Jean-Drapeau, Les Belles Soirées de l'Université de Montréal, Montreal Museums Day and Les Journées de la culture. In addition, it offered public programming related to the temporary exhibition *Curiosities – The Stewart Museum Collection Visited* by Jérôme Fortin.

**1940-1943 – CAPTIVE BUT ACTIVE,
THE INMATES OF ST. HELEN'S ISLAND**

As part of International Day for Monuments and Sites, the Museum, in partnership with Heritage Montreal, organized a guided tour of a little-known chapter in Montreal's history, an internment camp where more than 300 Italian prisoners from Great Britain were held during the Second World War.

IN THE FOOTSTEPS OF THE PATRIOTS

To mark National Patriots Day, visitors took part in a thematic tour showcasing the Museum's extensive collection of artefacts associated with the 1837-1838 Lower Canada Rebellion.

**THAT MAKES MUSIC? THE WONDERFUL
WORLD OF WEIRD INSTRUMENTS**

For the Journées de la culture, musicologist Bruno Paul Stenson invited the public to a demonstration of unusual musical instruments.

**STRANGE AND HAUNTED OBJECTS
AND QUIRKY MONSTERS**

On Halloween weekend, families were invited to a nocturnal experience involving the strange history of objects and ghosts, along with stories, a treasure hunt and a monster-making workshop.

**SANTAS ARE TAKING OVER
THE STEWART MUSEUM**

This very popular exhibition was complemented by various activities, notably a treasure hunt, a craft activity, storytelling and short films.

PLAYING AT THE MUSEUM

During the week of spring break, families were invited to come and play at the Museum where they could enjoy old-fashioned curling, snowshoeing and access to the Hall of Games.



© Nadège Roy / Stewart Museum

© Nadège Roy / Stewart Museum

© Elias Touil / Stewart Museum

© Nadège Roy / Stewart Museum

© Elias Touil / Stewart Museum

© Elias Touil / Stewart Museum

© Elias Touil / Stewart Museum



MARKETING AND COMMUNICATIONS



RECORD-BREAKING ATTENDANCE FOR THE SECOND YEAR IN A ROW

The McCord Stewart Museum experienced exceptional growth in 2016-2017. The McCord Museum attracted a record number of 200,000 visitors, an increase of 25% over last year, while the Stewart Museum welcomed over 36,000 visitors, or a jump of 46%, due, in part, to traffic from the Osheaga Festival. Both museums surpassed their annual attendance goals.

DRAMATIC INCREASE IN REVENUES

Ongoing efforts throughout the year to increase self-generated revenues produced impressive results. The average revenue per visitor to the McCord Museum nearly doubled and all types of revenue rose markedly: +59% for ticket sales, +158% for the *McCord After Hours*, +86% for memberships, +22% for the boutique, +25% for room rentals and +13% for sponsorships. At the Stewart Museum, ticket revenues remained stable, but sales at the boutique rose 35%.

All of these revenue sources, combined, generated upwards of \$1.44 million for the Museum, or an increase of nearly \$400,000 (37%) over last year's performance.



EXPLOSIVE GROWTH IN MEMBERSHIP

The number of Museum members rose exponentially in 2016-2017, from 2,000 to over 5,000, or a jump of over 150%. This spectacular growth can be explained by the Museum's growing reputation and its new strategy launched in the winter of 2016 to recruit and retain members.

COMMUNICATIONS

The exhibitions *Eleganza*, *Notman: A Visionary Photographer* and *Curiosities* were the top three reasons behind the Museum's attendance figures. The first two were so popular they surpassed their respective attendance targets, while *Curiosities* reached its target. To increase the visibility of these exhibitions, the Museum launched major communication campaigns that made use of dramatic visuals and innovative initiatives like participation in the global Inside Out project (*Notman* exhibition) and the In Praise of Collectors contest (*Curiosities* exhibition).



WILLIAM NOTMAN

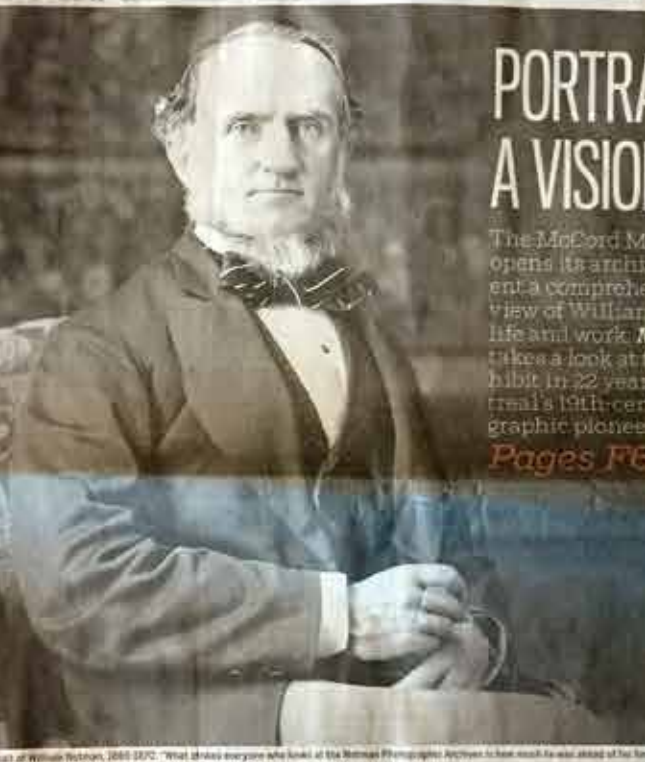


NOTMAN

William Notman, the Victorian photographer who captured the life and work of Montreal's 19th-century pioneers.



Portrait of a visionary: William Notman opens his archive to reveal a comprehensive view of his life and work.



PORTRAIT OF A VISIONARY

The McCord Museum opens its archive to present a comprehensive view of William Notman's life and work. It takes a look at the habit in 22 years of Montreal's 19th-century photographic pioneer.

LE CURIEUX CABINET DES STEWART

Le musée Stewart de Montréal dévoile la collection de curiosités de son impressionnante collectionneur avec Curiosités, une exposition qui amène le public dans l'univers étonnant des cabinets de curiosités.



Curiosités, une exposition qui amène le public dans l'univers étonnant des cabinets de curiosités.



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Beautés cachées

Le mot «découverte» prend tout son sens à l'exposition Curiosités - La collection du Musée Stewart. Les visiteurs devront en effet débusquer les beautés cachées.



Curiosités, une exposition qui amène le public dans l'univers étonnant des cabinets de curiosités.

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LA MODE ITALIENNE DES 1940s



LA MODE ITALIENNE DES 1940s AUJOURD'HUI

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LA MODE ITALIENNE DES 1940s AUJOURD'HUI

L'ÉTÉ DES MUSÉES



Été des musées

Été des musées

Été des musées

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Été des musées

Été des musées

McCord Museum puts its Notman Collection on display

McCord Museum puts its Notman Collection on display

Automne plein de...

Automne plein de...

Automne plein de...

Automne plein de...

Visite dans l'hétéroclite

Visite dans l'hétéroclite

Visite dans l'hétéroclite

Visite dans l'hétéroclite

MUSEE MCCORD FAIT SON ENTRÉE: EXPOSITION NOTMAN

MUSEE MCCORD FAIT SON ENTRÉE: EXPOSITION NOTMAN

DIGITAL PLATFORMS

Continuing their digital communications efforts, both museums experienced a significant increase in the number of subscribers to their various platforms. The McCord Museum also launched its online boutique and a Pinterest account for its gift shop, while the Stewart Museum opened an Instagram account.

MEDIA PARTNERSHIPS

The McCord Museum and Stewart Museum's media profile and visibility have increased significantly, thanks to the following valuable media partners: LaPresse+, Montreal Gazette, Le Devoir, motherforlife.com, Vie des Arts, La Vitrine, Fugues, Tourisme Montréal, Bell Media and Astral Media.

	McCORD MUSEUM	STEWART MUSEUM
MUSEUM WEBSITE	1,066,384 VISITS	135,128 VISITS
NEWSLETTER	22,668 SUBSCRIBERS (19,565 IN FRENCH / 3,103 IN ENGLISH)	1,632 SUBSCRIBERS
FACEBOOK	17,415 FOLLOWERS	3,789 FOLLOWERS
TWITTER	32,579 FOLLOWERS	1,766 FOLLOWERS
INSTAGRAM	3 700 FOLLOWERS	434 FOLLOWERS
PINTEREST	249 FOLLOWERS	N/A
FLICKR	620,747 VISITS	N/A
YOUTUBE CHANNEL	74,071 VIEWS	5,645 VIEWS
TRIPADVISOR	RATED 59 TH OUT OF 338 THINGS TO DO IN MONTREAL RATING OF 4 OUT OF 5 CERTIFICATE OF EXCELLENCE	RATED 88 TH OUT OF 393 THINGS TO DO IN MONTREAL RATING OF 4 OUT OF 5
MTL URBAN MUSEUM APP	2,828 SESSIONS AND 1,141 DOWNLOADS	N/A

SPONSORSHIPS - McCORD MUSEUM	
HYDRO-QUÉBEC (PRESENTING SPONSOR), MOTHERFORLIFE.COM (COLLABORATING SPONSOR)	THE ADVENTURE AT THE MUSEUM
NATIONAL BANK (PRESENTING SPONSOR), CITY OF MONTRÉAL, BIRRA, INVASION COCKTAIL, LA FACE CACHÉE DE LA POMME, RAPHAEL BISTROT BAR, DAPONTE TRAITEUR, COMMUNAUTIQUE, LOISON, STUDIO ARGENTIQUE, BEAM SUNTORY, TAILORZGO, STEFANKA, THE PHI CENTRE, ANASTASIA RADEVICH, MAPP MTL, KLIK, VESTECHPRO, CÉGEP MARIE-VICTORIN, ANNICK LÉVESQUE, LA FABRIQUE ÉTHIQUE, ELISA C-ROSSOW, LUDIQUÉ, LUCIANO STUDIO, LA MAISON BESPOKENOV	AFTER HOURS AT THE McCORD
IVANHOÉ CAMBRIDGE (COLLABORATING SPONSOR), GOLDEN SQUARE MILE TOURISM DEVELOPMENT SOCIETY	MTL URBAN MUSEUM (APP)
DESTINATION CENTRE-VILLE, ARRONDISSEMENT VILLE-MARIE, FIRST CAPITAL REALTY, PAPILLON RIBBONS	URBAN FOREST ON VICTORIA STREET
HOLT RENFREW (PRESENTING SPONSOR), AIR TRANSAT, PANORAM ITALIA, SOFITEL, ITALIAN WEEK, PACART, FESTIVAL MODE & DESIGN, FUGUES, ELLE QUÉBEC, MONTREAL PRIDE, TOURISME MONTRÉAL, GOLDEN SQUARE MILE TOURISM DEVELOPMENT SOCIETY	EXHIBITION ELEGANZA – ITALIAN FASHION FROM 1945 TO TODAY
BMO FINANCIAL GROUP (PRESENTING SPONSOR), ASTRAL MEDIA (COLLABORATING SPONSOR), ARRONDISSEMENT VILLE-MARIE, BUSAC	ANNUAL EXHIBITION ON MCGILL COLLEGE: SUMMER HOLIDAYS!
GOLDEN SQUARE MILE TOURISM DEVELOPMENT SOCIETY	EXHIBITION MONTREAL MANSIONS
GALLIMARD, I MUSICI, ROUGE FM	ALFRED'S ADVENTURES
SNC-LAVALIN, VIA RAIL, ROYAL PHOTO, GOLDEN SQUARE MILE TOURISM DEVELOPMENT SOCIETY, DELTA HOTELS BY MARRIOTT MONTREAL, FUGUES, CANADIAN HERITAGE	EXHIBITION NOTMAN: A VISIONARY PHOTOGRAPHER
FESTIVAL MODE & DESIGN, LOEWS HÔTEL VOGUE, FUGUES, MONTREAL PRIDE, ROUGE FM	EXHIBITION FASHIONING EXPO 67
SPONSORSHIPS - STEWART MUSEUM	
GALLIMARD	EXHIBITION SANTAS ARE TAKING OVER THE STEWART MUSEUM



Portraits of Visionaries From Montreal – A Tribute to William Notman © Cindy Boyce / McCord Museum



After Hours at the McCord – Montreal Fashion Tech © Elias Touil / McCord Museum



After Hours at the McCord – Montreal is Fashion © Elias Touil / McCord Museum

McCORD AFTER HOURS

The popularity of *After Hours at the McCord* grew significantly in its third year of activity. Presented by the National Bank, each of these four evening events for young professionals attracted an average of 1,000 attendees to the Museum. A record was set on March 30, 2017, when a special late-night edition of the event (until midnight) drew 1,850 guests.

TOURISM DEVELOPMENT

In April 2016, the McCord Stewart Museum team took part in Rendez-vous Canada, the country's premier international tourism marketplace, to introduce the museums to foreign tour operators.

Several new initiatives targeting the tourism market were also developed. For example, visitors can now buy Museum tickets online via platforms like Expedia and Viator, and we have implemented a new incentive program with our hotel partners so their concierges promote our exhibitions.

Moreover, thanks to funding from Tourisme Montréal, the exhibitions *Eleganza, Italian Fashion From 1945 to Today* and *Notman: A Visionary Photographer* were promoted in markets outside the province.

SUSTAINABLE DEVELOPMENT

Once an exhibition is over, to avoid sending the materials used to landfill, the Museum works hard to ensure that they are recycled in another project, either at the Museum or elsewhere. For the design of the *Eleganza* exhibition, for example, the catwalk in the final gallery was constructed using walls from an earlier exhibition; the display cases used also came from the Museum's store of materials. Actions such as these are in line with our sustainable development policy,

under which the Museum strives to act responsibly both socially and environmentally by adopting an eco-efficient approach to eliminating waste and using its resources intelligently.

Carrefour Verdir of Concertation Montréal was also approached about assessing the possibilities of greening projects near the Museum's various sites.

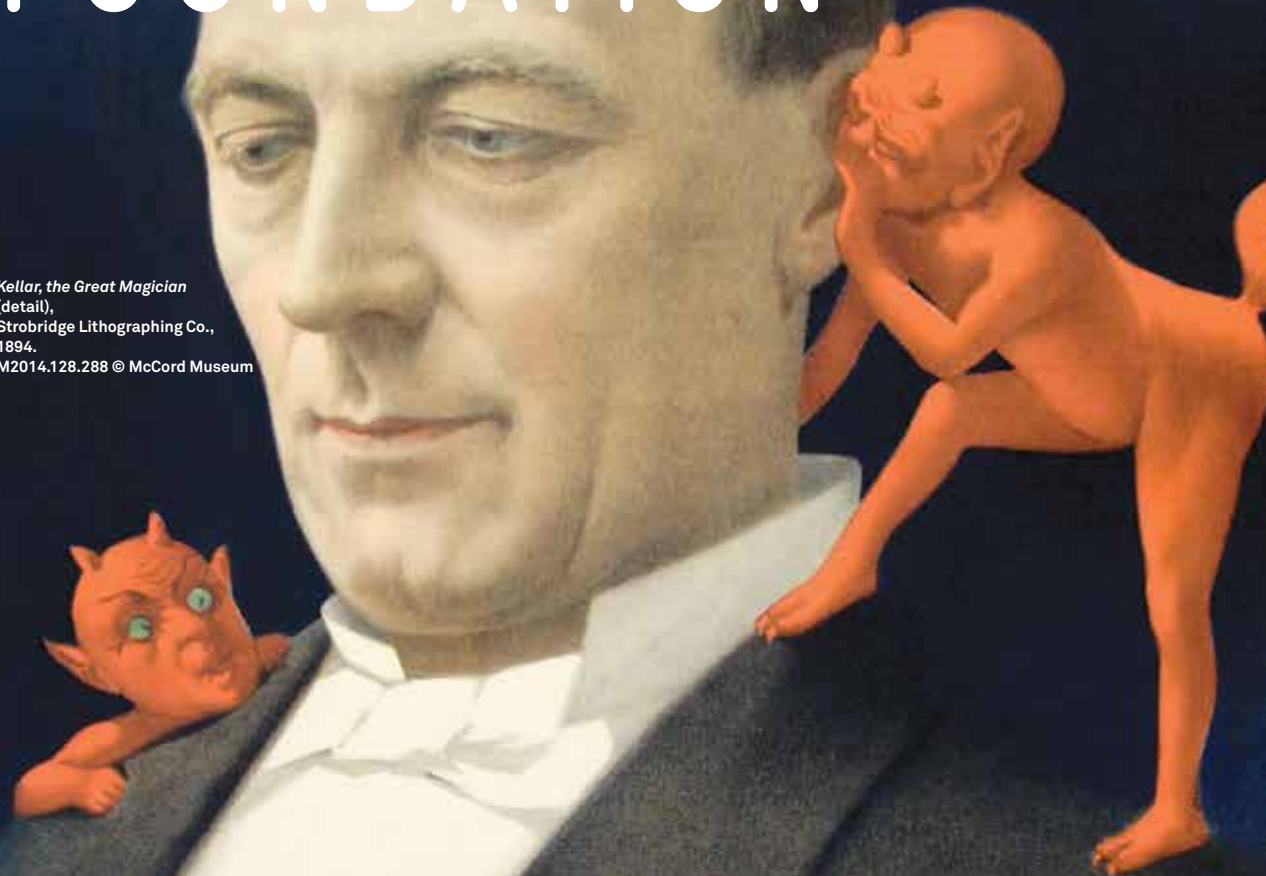
AWARDS AND HONOURS

The Museum won a number of prestigious awards last year:

- Award of Outstanding Achievement in Research – Cultural Heritage, *Notman* catalogue; Canadian Museums Association, 2017.
- Grafika Award, best Quebec graphic design project of the year; visuals of *Curiosities* (Paprika) and graphic design of *Notman* catalogue (Paprika), February 2017.
- Grafika Award, best Quebec graphic design project of the year; visuals of *Mister Rabbit's Circus* (Cossette) and *Montreal Through the Eyes Of Vittorio* (Paprika), with the latter also winning a grand prize, February 2016.

McCord Museum Foundation

Kellar, the Great Magician
(detail),
Strobridge Lithographing Co.,
1894.
M2014.128.288 © McCord Museum



KELLAR THE GREAT MAGICIAN.

MESSAGE FROM THE FOUNDATION'S CHAIR OF THE BOARD

AND THE EXECUTIVE DIRECTOR



DANIEL FOURNIER
CHAIR OF THE BOARD

Launched five years ago, the McCord Museum Foundation was created to raise funds to support the Museum's activities. Its initial priorities focussed on setting up the necessary benchmarks to provide sound management and generate a steady income. More recently, developing innovative, effective methods for broadening our donor base and increasing revenues has become a daily objective.

The decision to use a third party for the Sugar Ball, the fundraising gala aimed at young professionals, enabled us to double the revenues in a single year. The decision to repeat the One Week at the McCord Museum crowdfunding campaign, which offers students from disadvantaged communities in Montreal the chance to spend a week within our walls, helped create a new generation of young donors. Sending more personalized emails during our Annual Giving Campaign increased the number of donors by 20%.

Thanks to these initiatives and other fundraising activities over the year, the Foundation contributed \$1,912,306 to the Museum, which enabled it to offer its diverse programming and deliver relevant, innovative educational and cultural activities. These funds also helped maintain Museum accessibility programs aimed at various target clientele, including young children, students and new immigrants, thus giving them an opportunity to learn about our people and our stories.

Of course, it goes without saying that these results would not be possible without the support of our loyal donors and the combined efforts of all our contributors, partners, volunteers and various committee members. We would like to express special thanks to Sun Life Financial, which, to mark the 375th anniversary of Montreal, made a major donation enabling the Museum to digitize 37 textual archives and make them available online.

Thank you to Mr. Stratton D. Stevens, a major donor who supports us every year. Thank you as well to the estates of Joan Christina Edward, Marie Pineau, Micheline Boyer and V. M. Whitehead for their generosity following the death of a loved one.

In closing, we would like to express our sincere appreciation to the members of our Board of Trustees for their valuable experience and expert advice, and all the members of the Foundation team: their daily determination and commitment are an inspiration to us all.



NATHALIE LÉVESQUE
EXECUTIVE DIRECTOR

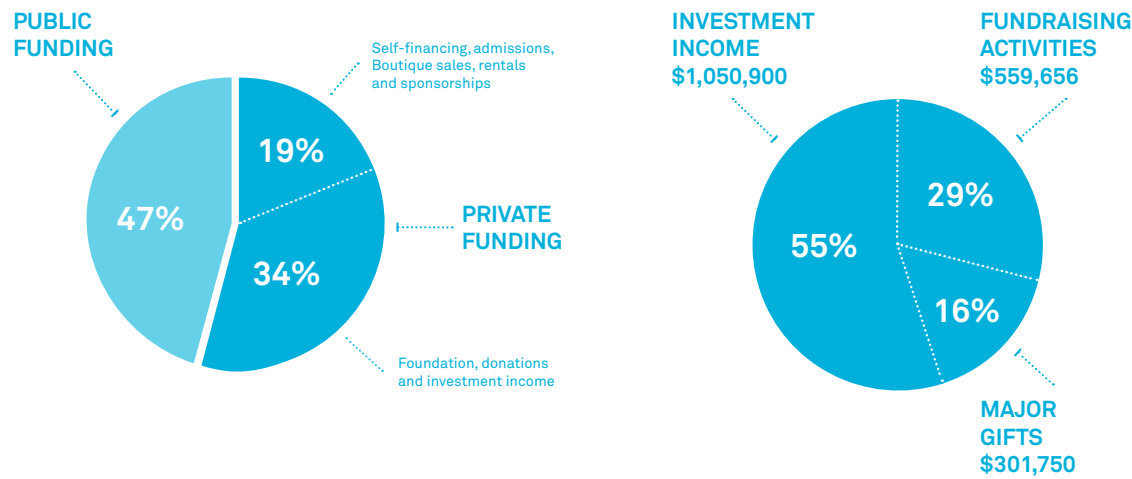
Daniel Fournier

Nathalie Lévesque

The McCord Museum is a private, non-profit museum whose continued operation and sustainability depend largely on the support of private donors.

The Foundation's revenue sources
Thanks to the unwavering support of its donors, the Foundation is able to generate revenues to give to the Museum. Over the past year, these revenues came from three main sources:

Foundation's revenue sources



These revenues are essential to the funding of of the McCord Museum's current activities, including the following:

80
LECTURES, ROUND TABLES, SCREENINGS AND FREE ARTS AND CRAFTS WORKSHOPS

30
DIFFERENT THEMATIC TOURS CREATED FOR STUDENTS AND ADULTS

22,856
HISTORICAL OBJECTS AND DOCUMENTS DIGITIZED, GENERATING MORE THAN 100,000 IMAGES

200,000
VISITORS, A NEW ATTENDANCE RECORD

1,500,000
OBJECTS, IMAGES AND DOCUMENTS PRESERVED IN ITS OUR RESERVES

1,830
PEOPLE, INCLUDING SPECIALISTS, HAVE CONSULTED THE MUSEUM'S ARCHIVES

11
EXHIBITIONS WERE PRESENTED IN 2016-2017

600
ARTEFACTS HAVE BEEN RESTORED

1,066,384
VIEWS OF THE MUSEUM'S ONLINE COLLECTIONS

It is also important to mention that, over the past year, a number of businesses, private foundations and individuals donated to specific projects aimed at various clienteles and fields of activity:

PROJECT	IMPACT	DONOR
ACCESSIBILITY PROGRAMS		
FREE ENTRY FOR CHILDREN	10,000 CHILDREN VISITED THE MUSEUM, FREE OF CHARGE	FONDATION J.A. DESÈVE
WEDNESDAY EVENINGS FREE	10,374 PEOPLE VISITED FREE OF CHARGE	BANK OF MONTREAL
OUR AMAZING FAMILIES	PUBLIC ONLINE ACCESS TO 37 ARCHIVAL FONDS OF QUEBEC FAMILIES	SUN LIFE FINANCIAL
EDUCATION AND CULTURAL PROGRAMS		
MONTREAL SOUNDSCAPE	AUDIO GAME TO ACCOMPANY THE MONTREAL – POINTS OF VIEW EXHIBITION	FONDATION MISE SUR TOI
ONE WEEK AT THE McCORD MUSEUM	THREE CLASSES OF UNDERPRIVILEGED CHILDREN SPENT A WEEK AT THE MUSEUM GETTING BETTER ACQUAINTED WITH THEIR HISTORY	YOUNG McCORD CROWDFUNDING CAMPAIGN
SUBSIDIZED SCHOOL TOURS	13,337 STUDENTS VISITED THE MUSEUM WITH THEIR CLASS	GREAT-WEST LIFE, LONDON LIFE AND CANADA LIFE GROUP, SUGAR BALL COMMITTEE
SOCIAL INTEGRATION		
SHARING OUR MEMORIES, OUR STORIES	80 TEENS AND 1,306 SENIORS BROKE DOWN THE ISOLATION SEPARATING THEM AND LEARNED TO UNDERSTAND EACH OTHER BETTER	DRUMMOND FOUNDATION, FOUNDATION OF GREATER MONTREAL
FRANCIZATION PROGRAM	1,000 NEW IMMIGRANTS WERE INTRODUCED TO THE HISTORY OF THEIR NEW HOST COUNTRY	CAISSE DE DÉPÔT ET PLACEMENT DU QUÉBEC
CONSERVATION		
NOTMAN STUDIO SIGN	THIS NEON SIGN WAS RESTORED FOR THE EXHIBITION NOTMAN: A VISIONARY PHOTOGRAPHER	DESCENDANTS OF THE NOTMAN FAMILY
MONTREAL THISTLE CURLING CLUB FONDS	UPLOADING OF ARCHIVAL FONDS THAT CHRONICLES THE HISTORY OF ONE OF CANADA'S OLDEST SPORTS CLUBS, FOUNDED IN 1843	MARK W. GALLOP
WILLIAM N. PETCH FONDS	UPLOADING OF ARCHIVAL FONDS THAT DOCUMENTS THE ORGANIZATION OF QUEBEC'S FIRST SNOWSHOEING CLUBS, ILLUSTRATING THE SPORT'S POPULARITY IN THE EARLY 1900S	MARK W. GALLOP
PUBLICATION		
NOTMAN CATALOGUE	NORTH AMERICAN AND EUROPEAN DISTRIBUTION OF THIS CATALOGUE ON THE WORK OF PHOTOGRAPHER NOTMAN	POWER CORPORATION OF CANADA



Sharing Our Memories, Our Stories.
January 20, 2017, visit to St. Margaret's Residence.
© McCord Museum



One Week at the McCord Museum.
March 24 visit of École Léonard de Vinci, Grade 6 class, Perpétue Sulney.
© Elias Touil

VOLUNTEER PROGRAM AND APPRECIATION

Over 85 volunteers supported the Foundation by taking an active role in various fundraising activities, notably the Annual Ball, the Sugar Ball and the crowdfunding campaign; these volunteers facilitated strategic alliances, approached potential donors and encouraged the next generation of philanthropists.

Once again this year, our volunteers and donors had an opportunity to attend the Curators' Cocktail, an annual donor appreciation event featuring some of our most recent acquisitions, specially selected and presented by our curators.



2016 Sugar Ball Committee
(from left to right): Jacob Lithgow | Adèle Lasne, Foundation Representative | Eric Cordon | Catherine Du Pont | Melissa Balaze | Norman John Hébert | Christina Sauro | Gérald Kounadis, Co-Chair | Christine Lenis | Sandra Ferreira, Co-Chair | Stephanie Rassam | Florence Bienvenu | Adamo Mariani | Melissa Tehrani | Simon Leblanc | Emilie Croteau | Félix Legaré Côté

Missing from the photo: Amanda Lalli | Brahm Mauer



2016 Annual Ball Committee
(from left to right): Bente Christensen | Roberto Reino | Milena Padula | Anina Belle Giannini | Bita Cattelan, Co-President | Steeve Lapiere, Co-President | Emmanuelle Demers | Nathalie Deshaies | Sandy Vassiadis | Jean-Michel Lavoie | Nathalie Lévesque, Foundation Representative

Missing from the photo: Doreen Boulos | Solange Dugas | Madeleine Féquière | Charles Flicker | Dr. Nadia Giannetti | Deon Ramgoolam | Lorna J. Telfer

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FOUNDATION REPRESENTATIVE

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JULIE MELISSA MARIN
CHRISTINE MOUSHIAN

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2016 Annual Ball Committee

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HONORARY CO-PRESIDENTS

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2016 Sugar Ball Committee

SANDRA FERREIRA GÉRALD KOUNADIS

CO-CHAIRS

ADÈLE LASNE

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FINANCIAL STATEMENTS



Figurine of a sailor in uniform,
20th century.
1960.13.3 © Stewart Museum

The McCord Museum of Canadian History and The David M. Stewart Museum Combined statement of operations and changes in fund balances Year ended March 31, 2017 (Unaudited)

	McCord MUSEUM (\$)	STEWART MUSEUM (\$)	2017 TOTAL (\$)	2016 TOTAL (\$)
Revenue				
Government of Quebec	4,145,722	–	4,145,722	4,050,082
Government of Quebec – loan repayment	–	2,733	2,733	31,781
Government of Canada	285,783	8,251	294,034	18,528
Other grants	70,687	105,179	175,866	54,082
The Montreal Arts Council	100,000	–	100,000	100,000
Ville de Montréal	190,080	2,505	192,585	62,355
Contributed services	–	–	–	67,800
Grants from the Stewart Foundation	1,300,000	–	1,300,000	1,300,000
Grants from the McCord Museum	–	1,425,000	–	–
Grants from the McCord Foundation	2,003,808	–	2,003,808	1,569,003
Grants from the McCord Foundation – acquisitions	–	–	–	55,261
Investment income	131,313	–	131,313	658,882
Auxiliary services	451,909	18,356	470,265	371,614
Admissions	744,542	78,721	823,263	577,741
Fundraising	–	2,005	2,005	3,830
Sponsorship	207,836	–	207,836	141,275
Rental	140,536	50,584	191,120	125,221
Other	235,877	2,999	238,876	411,562
	10,008,093	1,696,333	10,279,426	9,599,017
Expenses				
Administration	1,618,272	333,135	1,951,407	1,685,691
Visitor services	472,172	53,424	525,596	490,021
Interest on long-term debt	55,135	6,800	61,935	31,781
Building and security	1,182,264	440,173	1,622,437	1,612,573
Collection	1,327,507	225,856	1,553,363	1,501,956
Collection - acquisitions	165	–	165	14,621
Education programs	725,211	194,504	919,715	803,607
Exhibitions	2,163,160	230,341	2,393,501	1,684,643
Development, marketing and communications	941,260	208,730	1,149,990	1,166,814
Amortization and loss on disposal of capital assets	246,485	49,337	295,822	255,679
Contributions to the Stewart Museum	1,425,000	–	–	–
	10,156,631	1,742,300	10,473,931	9,247,386
(Deficiency) excess of revenue over expenses before the following	(148,538)	(45,967)	(194,505)	351,631
Change in fair value of investments	89,032	–	89,032	(415,022)
Deficiency of revenue over expenses	(59,506)	(45,967)	(105,473)	(63,391)
Fund balances, beginning of year	16,021,260	234,704	16,255,964	16,319,355
Withdrawals	(10,427,068)	–	(10,427,068)	–
Fund balances, end of year	5,534,686	188,737	5,723,423	16,255,964

The McCord Museum of Canadian History and The David M. Stewart Museum
 Combined statement of financial position
 As at March 31, 2017 (Unaudited)

	McCord MUSEUM (\$)	STEWART MUSEUM (\$)	2017 TOTAL (\$)	2016 TOTAL (\$)
Assets				
Current assets				
Cash	1,109,514	208,171	1,317,685	901,035
Accounts receivable	350,478	67,092	417,570	241,776
Grants receivable	505,397	24,899	530,296	413,986
Due from the McCord Foundation	38,034	–	38,034	131,507
Due from the McCord Museum	–	80,931	–	–
Inventory	227,064	–	227,064	173,927
Prepaid expenses	61,185	3,696	64,881	64,976
	2,291,672	384,789	2,595,530	1,927,207
Grants receivable	1,014,481	–	1,014,481	1,165,395
Investments	2,326,223	–	2,326,223	12,781,217
Capital assets	3,738,169	57,670	3,795,839	4,003,439
Collection	–	–	–	1
	9,370,545	442,459	9,732,073	19,877,259
Liabilities				
Current liabilities				
Bank overdraft	–	–	–	177,876
Accounts payable and accrued liabilities	842,750	213,092	1,055,842	683,940
Government remittances	167,574	23,886	191,460	199,527
Due to the Stewart Museum	80,931	–	–	–
Deferred revenue	556,881	–	556,881	255,471
Current portion of long-term debt	500,914	–	500,914	360,520
	2,149,050	236,978	2,305,097	1,677,334
Long-term debt	1,014,481	–	1,014,481	1,165,395
Deferred contributions	672,328	–	672,328	778,566
Deferred contributions related to capital assets	–	16,744	16,744	–
	3,835,859	253,722	4,008,650	3,621,295
Fund balances				
Invested in capital assets	3,065,841	40,926	3,106,767	3,224,873
Externally restricted	950,485	–	950,485	10,813,034
Internally restricted	1,077,241	–	1,077,241	1,563,168
Unrestricted	441,119	147,811	588,930	654,889
	5,534,686	188,737	5,723,423	16,255,964
	9,370,545	442,459	9,732,073	19,877,259

These combined financial statements represent the results of The McCord Museum of Canadian History ("McCord Museum") financial statements with those of The David M. Stewart Museum ("Stewart Museum"), known as the "McCord Stewart Museum", on a combined basis. Transactions and balances between the entities have been eliminated.

The McCord Museum Foundation
 Statement of operations
 Year ended March 31, 2017

	2017 (\$)	2016 (\$)
Revenue		
Fundraising		
Annual campaign	261,097	241,037
Major gifts	475,250	349,377
Major gifts for acquisitions	–	55,261
Fundraising events	911,245	946,653
Investment income	3,473,989	(435,654)
	5,121,581	1,156,674
Expenses		
Investment management fees	106,571	63,164
Administration	306,545	323,579
Fundraising		
Annual campaign	26,172	19,564
Fundraising events	263,642	403,766
Donor recognition	14,386	11,902
Capital campaign	42,426	274
Contributions to The McCord Museum of Canadian History		
Annual grant	1,912,306	1,461,258
Major gifts for acquisitions	–	55,261
	2,672,048	2,338,768
Excess (deficiency) of revenue over expenses	2,449,533	(1,182,094)

The McCord Museum Foundation
 Statement of changes in net assets
 Year ended March 31, 2017

	INTERNALLY RESTRICTED (\$)	UN- RESTRICTED (\$)	ENDOWMENTS (\$)	2017 (\$)	2016 (\$)
Balance, beginning of year	25,000	13,781,528	625,000	14,431,528	15,613,622
Excess (deficiency) of revenue over expenses	–	2,449,533	–	2,449,533	(1,182,094)
Endowment contributions	–	–	10,427,068	10,427,068	–
Balance, end of year	25,000	16,231,061	11,052,068	27,308,129	14,431,528

The McCord Museum Foundation

Statement of financial position

As at March 31, 2017

	2017 (\$)	2016 (\$)
Assets		
Current assets		
Cash	157,963	135,551
Accounts receivable	115,976	99,333
Sales taxes receivable	143,187	110,843
Prepaid expenses	194,589	27,923
	611,715	373,650
Investments	27,147,490	14,528,659
	27,759,205	14,902,309
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	33,162	29,983
Due to The McCord Museum of Canadian History	38,034	131,507
Deferred revenue	379,880	309,291
	451,076	470,781
Commitments		
Net assets		
Internally restricted	25,000	25,000
Unrestricted	16,231,061	13 781,528
Endowments	11,052,068	625,000
	27,308,129	14,431,528
	27,759,205	14,902,309

Statement of cash flows

Year ended March 31, 2017

	2017 (\$)	2016 (\$)
Operating activities		
Excess (deficiency) of revenue over expenses	2,449,533	(1,182,094)
Adjustment for		
Change in fair value of investments	(2,636,873)	1,020,094
	(187,340)	(162,000)
Changes in non-cash operating working capital items		
Accounts receivable	(16,643)	(98,924)
Sales taxes receivable	(32,344)	(32,706)
Prepaid expenses	(166,666)	43,427
Accounts payable and accrued liabilities	3,179	1,217
Due to The McCord Museum of Canadian History	(93,473)	49,904
Deferred revenue	70,589	159,450
	(422,698)	(39,632)
Investing activities		
Purchase of investments	(1,798,001)	(2,754,053)
Disposal of investments	2,243,111	2,839,013
	445,110	84,960
Net increase in cash	22,412	45,328
Cash, beginning of year	135,551	90,223
Cash, end of year	157,963	135,551

THANK YOU TO OUR DONORS

2016-2017 GIVING CAMPAIGN

Major Donations

BMO Financial Group
Caisse de dépôt et placement du Québec
Fondation J.A. DeSève
Fondation Mise sur Toi
Foundation of Greater Montreal
Great-West Assurance Company
Molson Foundation
Power Corporation of Canada
Stratton D. Stevens
Sun Life Financial

Trustee's Circle \$5,000 and +

Birks Family Foundation
Cole Foundation
Drummond Foundation
Fondation Emmanuelle Gattuso
Hylcan Foundation
Mark W. Gallop
David Gawley and Linda Leith
Ivanhoé Cambridge
Peacock Family Foundation
Jill and Derek Price
Virginia Parker Foundation
Zeller Family Foundation

Benefactor's Circle \$1,000 – \$4,999

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The McCord Museum thanks the Ministère de la Culture et des Communications du Québec, the Conseil des arts de Montréal and its other partners for their support.



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