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PRESS RELEASE

EXPO 67: A WORLD OF DREAMS

A NEW IMMERSIVE MULTIMEDIA EXHIBITION AT THE STEWART MUSEUM

Montreal, April 26, 2017 – The Stewart Museum is proud to present *Expo 67: A World of Dreams*, an unprecedented exhibition that forms part of the official program of the 375th anniversary of Montreal and also marks the 50th anniversary of Expo 67, a milestone in the city’s history. Visitors will be able to see it from April 26 to October 8, 2017. The exhibition, created through archive images from the National Film Board (NFB) and CBC/Radio-Canada, celebrates the innovative character of the event. It invites all generations to step into the incredible adventure of Expo 67 through an immersive multimedia journey offering an original perspective on what was described at the time as “the greatest show on Earth.”

ODE TO TWO BOLD CREATIONS: HABITAT 67 AND THE NFB’s LABYRINTH PAVILION

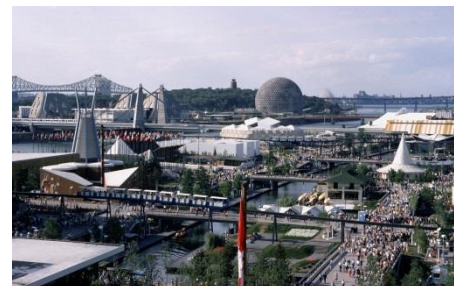
Inspired by the technological innovations and big dreams realized during the 1967 world’s fair, the exhibition is divided into six thematic zones: Dreaming Expo, Dreaming the City, The Cold War Nightmare, Dreaming Humanity, Dreaming the World and Dreaming of Expo. These themes celebrate the grand utopian vision of the event, the scope of the landmark project Habitat 67 as well as technologies developed by the NFB, precursors to many audiovisual advances such as those in the *Labyrinth* pavilion, one of the great attractions of Expo 67.



Habitat 67 © Stewart Museum

AN IMMERSIVE JOURNEY THAT FUSES VIDEO MAPPING, VIRTUAL REALITY AND OBJECTS

In the heart of a scenography inspired by the architectural geometry of Habitat 67, visitors explore a world created through video archives that completely immerse them in the sheer scale and festive spirit of Expo 67. The exhibition also uses video mapping, a technology that can project images on to three-dimensional surfaces. A space saturated in red, dedicated to the Cold War, plunges the visitor into the geopolitical context of the period with the help of rare archive pieces that contrast with the prevailing spirit of fellowship at Expo 67.



Expo 67 site seen from Katimavik
© Stewart Museum

Virtual reality adds to the journey, allowing everyone to experience a reinterpretation of a visit to the NFB's *Labyrinth* pavilion. Co-directors Colin Low, Hugh O'Connor, and Roman Kroitor created the film *In the Labyrinth*, a monumental work with multiple screens evoking the mystery of existence in all its diversity. This experiment, seen by more than a million spectators, eventually led to the development of IMAX technology.

A HUMANIST DREAM

Visitors also delve into the humanist vision of Expo 67 through a manuscript by Gabrielle Roy. In 1963, the Canadian novelist took part in a conference at Montebello which brought together personalities from the artistic and intellectual world who were behind the different themes of the world's fair. The exhibition ends on a more personal and nostalgic note with slides and artefacts from Expo 67 belonging to three Montreal collectors, who tell their stories through audio tracks. A screening of short NFB films wraps up the exhibition on a cinematographic note by highlighting three works: *Impressions of Expo 67: (W. Brind, 1967)*, *In the Labyrinth* (C. Low, H. O'Connor, R. Kroitor, 1979), and *The Canadian Pavilion* (M. Beaudet, 1967).



Cross Screen, Labyrinth Pavillion © ONF

“This exhibition is an unforgettable multisensory experience that intermingles a variety of video projections and artefacts (posters, photos, objects) as well as virtual reality to bring back the excitement of Expo 67 on St. Helen's Island, the site of the world's fair,” says Suzanne Sauvage, President and Chief Executive Officer of the Stewart Museum.

IN ADDITION: AN OUTDOOR TOUR TO DISCOVER THE HISTORY OF ST. HELEN'S ISLAND AND WHAT REMAINS OF EXPO 67

To mark the 50th anniversary of Expo 67, the Stewart Museum is offering a walking tour of St. Helen's Island to discover its history and trails. Visitors travel through time from the period of the British Arsenal of the 19th century to what remains of the Expo 67 pavilions. The tour begins at the Stewart Museum, goes up Mont Boulé and ends at the top of the Biosphere, where visitors get a view of the Expo 67 site.



American Pavillon © Stewart Museum

EXPO 67 SPREE

On April 28, the Museum will commemorate, in partnership with the McCord Museum and the Biosphere, Environment Museum, the day Expo 67 opened to the public. With the purchase of regular admission to one museum, visitors will have access to the two other museums at half price from 10 a.m. to 9 p.m. In addition, a free shuttle will connect the three institutions. Visitors will also have an opportunity to obtain a connected passport created by the Society for the Celebrations of Montréal's 375th Anniversary.

OPEN EVENINGS DURING SUMMER FIREWORKS

For the first time, the Museum will be open in the evening on Wednesday, July 19 and 26, during the *International des Feux Loto-Québec* at La Ronde. Visitors can enjoy the exhibitions until 9 p.m. and then watch the show from the Museum's courtyard facing the Jacques Cartier Bridge and the river.

Expo 67: A World of Dreams is part of Quebec's digital cultural strategy and relies on the contributions of valuable partners: the Society for the Celebrations of Montréal's 375th Anniversary, the NFB, CBC/Radio-

Canada, La Presse+, the Montreal Gazette, la Société du parc Jean-Drapeau, le Conseil des arts de Montréal and the Quebec government.

OPENING HOURS

The Stewart Museum is open from Wednesday to Sunday, 10 a.m. to 5 p.m. until June 25, 2017 and from Tuesday to Sunday, 10 a.m. to 5 p.m., from June 27 to October 8, 2017.

ABOUT THE STEWART MUSEUM

The Stewart Museum, a private, non-profit history museum, was founded in 1955 by philanthropist David M. Stewart. The institution holds a unique collection of nearly 27,000 artefacts, archival documents and rare books that show the European presence in New France and North America up to the present. The Museum's main mission: to conserve and exhibit these objects, which relate to the voyages, scientific advances, feats of arms, beliefs and daily life of our ancestors. This Montreal organization is located at Parc Jean-Drapeau, in the arsenal of the British fortified depot on St. Helen's Island, a 19th century military construction registered in the *Répertoire du patrimoine culturel du Québec*.

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Interview possibilities with Suzanne Sauvage, President and Chief Executive Officer of the Stewart Museum; Catherine K. Laflamme, Project Manager and exhibition spokesperson; and guest collectors Roger La Roche and Bruno Paul Stenson.

Complete press kit with photos available on Dropbox: <http://bit.ly/2jqNz1j>

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