



PRESS RELEASE
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SANTAS ARE TAKING OVER THE MUSEUM

A NOT-TO-BE MISSED HOLIDAY EVENT

Montreal, November 12, 2017 – The Stewart Museum starts celebrating the magic of the holiday season on November 15 with its family exhibition ***Santas Are Taking Over the Museum***. The fifth edition of the traditional annual event will be open for everyone who loves this special time of year until **January 7, 2018**. Adults and children are invited to see some **30 figurines** of the jolly man in red as well as a **magnificent doll castle** featuring dancers that come to life at the sound of music. There is also a **full program of family activities**, including a craft workshop, treasure hunt, stories, animated short films and visits with Santa Claus himself. **As a new addition this year**, children can write a letter to Santa Claus and drop it in a mailbox on site with a direct connection to the North Pole. The Museum is also offering a **special entry fee of \$5** and **free admission for children aged 12 and under** for the entire duration of the exhibition.



Checking It Twice 2, Pat and Glen East, 2004 © Stewart Museum

A MUCH-ANTICIPATED VISIT

The Stewart Museum will host the **real Santa Claus** on two occasions: **Sunday, November 26** and **Sunday, December 3** from 10:30 a.m. to 1:30 p.m. It will be a chance for parents to take pictures of their children giving Santa their Christmas lists.

MEET SOME LOVABLE FIGURINES

This private collection of Santa figurines belonged to the great Montreal philanthropist Liliane Stewart, wife of the founder of the Museum David M. Stewart. The collection showcases the **richness of craft design** and illustrates how the **artistic representation** of a beloved folk hero has **evolved**.

A number of the figurines on display were **handmade** by such **renowned American artists** as Beth Cameron, Lynn West and Lynn Haney, while others were created by **Quebec artist** Carole Landreville.

Whether he's aboard a sled, a birch bark canoe or a rail car, **each Santa is unique** in terms of his personality and the material used to create him. Adding to the enchantment of young and old is a



Animated doll castle, Rudolph Szálasi, 1975 © Stewart Museum

large doll castle, designed by German toy furniture maker Rudolph Szálasi in 1975, with miniature couples waltzing at a ball in their finest attire.

The exhibition offers visitors a chance to see **vintage photographs** from the McCord Museum collections showing **winter scenes** of Montreal in the early 20th century. They'll also learn about **holiday season traditions**, such as Saint Nicholas, Santa Claus, Christmas tree lights and ornaments, and Christmas gifts.

"We are proud to showcase these beautiful Santa Claus figurines year after year, which continue to delight visitors of all ages with their diversity and the quality of craftsmanship. This exhibition is the perfect occasion to get into the Christmas spirit," says Suzanne Sauvage, President and Chief Executive Officer of the Stewart Museum.

ACTIVITIES FOR THE WHOLE FAMILY

In addition to the exhibition, the Stewart Museum offers activities that will delight the entire family:

- A **workshop** where children **create a Christmas garland** to hang in the window. They also **write a letter to Santa Claus** that they can drop in a mailbox on site until December 10.
- A **scavenger hunt for children aged 3 to 10** during which they explore through sight and touch the various natural materials used to make the Santa figurines. In addition, children can play a game using their sense of observation to find details hidden in reproductions of vintage photographs in the exhibition.
- **Readings of holiday stories** (see the schedule in the fact sheet) presented in collaboration with Gallimard.
- A **screening of three animated short films**: *Ornaments* (2000) by Aaron Rogers, *An Old Box* (1975) by Paul Driessen and *The Great Toy Robbery* (1964) by Jeff Hale.



Treasure hunt at the exhibition © Stewart Museum

TWO CONTESTS, GREAT PRIZES

As an added bonus, the Museum is launching two contests (see details online) linked to the exhibition.

- **Santa on the Run in Montreal** is open from November 6 to December 3, 2017. Santa gets into the holiday spirit by visiting four Montreal landmarks. Each week, a photo of him is shared on the Museum's Facebook page. The public is invited to guess where he is for a chance to win **a family pass to the Village du Père Noël** in Val-David, a **one-night stay at the Hôtel-Spa Château Sainte-Adèle**, and a **family pass to the exhibition *Santas are Taking Over the Museum*** (valued at \$455).
- **Gifts Galore – with Gallimard and Parc Jean-Drapeau** runs from December 4, 2017 to January 7, 2018. Subscribers to the Museum's newsletter will have a chance to win the grand prize, **an assortment of Gallimard French children's books** (valued at \$100), or the second prize, **a family ACCROPASSE to the 2018 edition of la Fête des neiges de Montréal**, valid for two adults and two children (valued at \$50).

STOCK UP ON GIFTS AT THE BOUTIQUE

The Museum Boutique offers many **gift ideas** from local designers, among others, a selection of Christmas books for children and adults, decorative items, stationary, body care products, and sweets.

HOLIDAY HOURS

The Stewart Museum is open Wednesday to Sunday from 10 a.m. to 5 p.m. The Museum will **open exceptionally on Tuesday, December 26 and Tuesday, January 2**. It will be closed on December 25 and January 1.

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 Île Sainte-Hélène, a 19th century military construction registered in the *Répertoire du patrimoine culturel du Québec*.

Thank you to our partners



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Interview possibilities with Suzanne Sauvage, President and Chief Executive Officer of the Stewart Museum; Sylvie Durand, Director, Programs; and Sylvie Dauphin, Curator, Head, Collections.

Complete press kit available on Dropbox: bit.ly/2bMnAhN

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