



**PRESS RELEASE**  
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## **THE TALE OF “BEAUTY AND THE BEAST” REVISITED FOR THE HOLIDAYS** **THE STEWART MUSEUM PRESENTS ITS NEW FAMILY PROGRAM**

**Montreal, November 19, 2018** – As part of the festivities for the holiday season and the exhibition *Paris on Display: 18th-Century Boutiques*, the Stewart Museum is offering a **program of family activities inspired by “Beauty and the Beast,”** one of the best-known stories of French literature. Young children will be transported to a **magical world** through an **interactive game booklet** that introduces them to objects in the exhibition. They’ll also be able to participate in a **creative workshop** and **story time**. As a gift for the grownups, **individual (13 and over) and family admission** to the Museum will be reduced to **\$10** from December 1, 2018 to January 6, 2019.

### **A FUN MAGICAL JOURNEY FOR CHILDREN**

This new program will take you on an **exciting adventure** through the exhibition *Paris on Display* in an original way **that makes you the hero of the story**. Immersed in a world inspired by “Beauty and the Beast” and the Museum’s collection, families will **begin their journey with the help of a game booklet**. Young visitors will take charge of their own tour by making various choices that have an effect on the course of their visit. The origins of the tale “Beauty and the Beast” go back to Roman times, but it became popular in France during the 18th century after the **French author and teacher Jeanne-Marie Leprince de Beaumont** published a **new version of the story** in the *Magasin des enfants* in 1757. Visitors will have a chance to learn about this version of the work as they explore the exhibition.

The holiday program also includes **story time (11 a.m. and 2 p.m. in French, 1 p.m. in English)** and a **creative workshop (continuous)** during which participants create a snowball ornament, a nod to the exhibition’s virtual reality experience *A Paris Snowfall*. Families will also have an opportunity to discover the Museum’s permanent exhibition, *History and Memory*, through a **new guide** designed to inspire curiosity about objects in the collection and dialogue between parents and children.

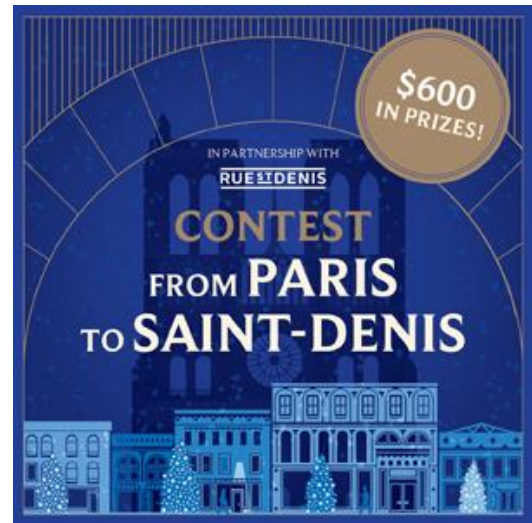


*Beauty and the Beast*, illustration by Walter Crane, 1874

“The Museum is a favourite destination during the holiday season when families love to gather and share wonderful moments together. This year, we wanted to offer new activities related to our temporary exhibition, and we’re convinced this program, inspired by a work of popular culture, will appeal to young and old alike,” said Suzanne Sauvage, President and Chief Executive Officer of the McCord Stewart Museum.

## CONTEST “FROM PARIS TO ST-DENIS”

The Stewart Museum and **Société de Développement Commercial rue Saint-Denis** are partnering for a special contest related to the exhibition *Paris on Display: 18th-Century Boutiques* and the holiday season. Each week, **from November 26, 2018 to January 6, 2019**, the public will be asked to answer a question posted on the Museum's Facebook page for a chance to win **a gift card at a participating store on St-Denis Street**. A total of \$600 in prizes will be offered during the six-week contest.



## PARIS ON DISPLAY: 18TH-CENTURY BOUTIQUES

On display until March 24, 2019, this exhibition invites the public to escape to the City of Light, **one of the most flourishing commercial cities of the 18th century**, to explore the most fashionable boutiques in Paris of the period. Visitors see almost **400 18th-century French artefacts** from the Stewart Museum's outstanding collection. With the help of a travel guide, they **explore three historic districts of Paris: La Cité, La Ville and L'Université**. Dealers in scientific instruments, geographical maps, arms, books, prints and the city's famous haberdashers are gathered at the exhibition to offer a **real Parisian shopping experience**. The **sense of immersion** is enhanced by the *Bretez Project*, a **soundscape** that focuses on the Grand Châtelet district of the 18th century. The project was developed by Mylène Pardoën, a CNRS researcher at the Institut des Sciences de l'Homme in Lyon. The **virtual reality experience A Paris Snowfall** rounds out the exhibition by offering a final foray into the city in winter as rendered through the art of paper cutting.



Young visitor at the exhibition *Paris on Display*  
Credit: Elias Touil

## GUARANTEED FAMILY FUN

### ESCAPE GAME AT THE MUSEUM

Every Saturday, from December 1 to January 5, visitors can take part in the escape game created by the Museum, *Prisoners of Camp S/43*. The game explores **the history of the Fort on St. Helen's Island**, which served as an internment camp for 400 Italian merchant seamen and civilians during the Second World War. Revisiting a **little-known episode of Montreal's history**, participants aged 9 and over must **try to escape from internment Camp S/43** by finding clues and thwarting the guards. This stimulating adventure is offered in English and French. To consult the schedule and make a reservation (places limited to 12 per session), please visit: <https://www.stewart-museum.org/en/prisoners-of-camp-s-43-224.html>



Escape Game Room at the Stewart Museum  
Credit: Elias Touil

## OPENING HOURS

The Stewart Museum will be **open exceptionally on Mondays, December 24 and 31** but will be closed on Tuesdays, December 25 and January 1. The regular opening hours are Wednesday to Sunday, 10 a.m. to 5 p.m.

## 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*.

– 30 –

Press kit with photos available on Dropbox: <https://bit.ly/2lajFc7>

**Contact:** Geneviève Lalonde  
Communications and Visitor Experience Officer  
514-861-6701, ext. 2231  
[genevieve.lalonde@mccord-stewart.ca](mailto:genevieve.lalonde@mccord-stewart.ca)

### Holiday programming

The Stewart Museum would like to thank Gallimard and SDC rue St-Denis, our partners in the 2018 holiday program for the exhibition *Paris on Display: 18th-Century Boutiques*.

Gallimard **RUE S<sup>T</sup>DENIS**

### Exhibition: *Paris on Display: 18th-Century Boutiques*

The Stewart Museum gratefully acknowledges the Quebec Government, the Conseil des arts de Montréal and the Société du parc Jean-Drapeau for their invaluable support. The Museum also thanks TV5 Québec Canada for its collaboration and our media partners Le Devoir and the Montreal Gazette as well as our exhibition partner Tourisme Montréal.

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