



Cité **POINTE-À-CALLIÈRE**
SPRING 2018

MAJESTIC QUEENS OF EGYPT

THE POINTE-À-CALLIÈRE FOUNDATION:
25 YEARS OF ENGAGEMENT AND FRIENDSHIP

25 YEARS OF ENGAGEMENT AND FRIENDSHIP

In 2018 Pointe-à-Callière celebrates the 25th anniversary of the Pointe-à-Callière Foundation. Since 1993, the foundation has supported the museum's development in important ways. Its activities include benefit events, annual fundraising campaigns, and a planned giving program. The foundation also manages the museum's membership and encourages young philanthropists. This astonishing engagement is rooted in the generosity of the foundation's administrators and staff, volunteers, Members, and young philanthropists, to whom we tip our hats. We are planning special activities for them in 2018.

Signature benefit events

Montréal Builders Club
 ■ Major Donors evening

Exclusive activities for Members

Privilege day for Members / 25th anniversary
 ■ *Queens of Egypt* – preview ■ Volunteer recognition evening ■ 2018 Annual Members' Party ■ *Building Montréal* – pre-opening preview ■ New multimedia show – pre-opening preview
 ■ *La Petite Vie* – preview

Exclusive activities for Next generation philanthropists

Luncheon presentation: *Secrets of the Habs*
 ■ Immersive Happy Hour in the *Memory Collector* ■ Egypt Cocktail on the Ubisoft terrace ■ Fireworks evening ■ Luncheon presentation: *Artificial Intelligence*
 ■ Multimedia evening with TKNL

Don't miss the special section on the foundation's 25th anniversary and museum Members on pages 14–19.



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A QUARTER-CENTURY OF GRATITUDE!

What an amazing year we have just had celebrating the museum's 25th anniversary! Pointe-à-Callière was one of Montrealers' preferred destinations in our city's 375th birthday year. We even set a new attendance record – some 462,000 people gave us their trust and support in 2017. A spectacular 23-percent increase in attendance over 2016! Thank you all from the bottom of my heart.

The good news – and the festivities – continue at the museum in 2018, because now it's the Pointe-à-Callière Foundation's turn to celebrate 25 years. Years during which the foundation provided great support and made possible our wildest dreams. Indeed, the foundation has played a vital role in the museum's history. Since its creation in 1993, it has contributed tangibly to the production of our multimedia presentations, and to acquiring and developing Fort Ville-Marie, the collector sewer, the D'Youville Pumping Station, and Mariners' House. The foundation also contributed significantly to establishing the Archaeological Field School, and it participated – and continues to participate – in renewing our permanent exhibitions, developing our collections, and producing many educational programs.

I wish to sincerely thank everyone who has contributed to the foundation's success, with a very special acknowledgement to the board members and our loyal membership, along with our ever-growing next generation of philanthropists.

Montréal – more than ever

In the wake of our 25th anniversary festivities, we have once again concocted a rich program of activities and exhibitions throughout 2018. It is with you – and for you – that we strive year after year to enhance Montréal's reputation. Through the magic of technology you will be able to explore Montréal's history in a new multimedia show that traces our past using technology of the future. We promise it will be spectacular! We will also invite you to visit our new permanent exhibition, *Building Montréal*, expanded and rejuvenated with cutting-edge technologies. And, more than ever, Montréal reveals and discovers itself in *Passion: Hockey* and *Hello, Montréal!*, two temporary exhibitions that continue to thrill our visitors.

Queens of Egypt: Montréal's happening of the year

Pointe-à-Callière is extremely proud to present the 2018 cultural event of the year in Montréal: *Queens of Egypt*, an exhibition that approaches one of the most famous civilizations in the history of humanity from a unique angle – the place of women in Egyptian society. The North American premiere of this exhibition will transport visitors 3,500 years back in time to Ancient Egypt's New Kingdom period, where they will encounter the lives of many fascinating women. Produced by Pointe-à-Callière in partnership with Turin's museum of Egyptology, *Queens of Egypt* will exhibit some 350 exceptional objects, some related to legendary queens such as Nefertari, Nefertiti, and Hatshepsut. Among the items worth the visit alone are monumental statues, steles of exceptional quality, jewellery, mummies, funerary objects, impressive painted sarcophagi, and a papyrus recounting an attempted coup of Ramesses III. It will be magnificent!

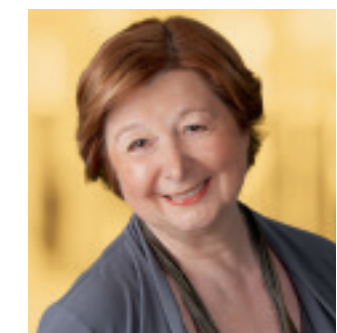
The world of La Petite Vie

At year's end, we will turn the spotlight to a social phenomenon that only a place like Québec can produce – the television comedy *La Petite Vie* – on the occasion of the 25th anniversary of its creation by author and actor Claude Meunier. The eponymous temporary exhibition will take you onto the show's set and evoke many of the wonderful moments spent in the company of the Paré family. Guaranteed hilarity. In the meantime, be sure not to miss the variety of cultural activities that will enliven the area around the museum and Old Montréal throughout the year.

Happy Birthday to the foundation and to the museum's membership. I promise you an exciting year during which we will really get a chance to say thank you – not just once, but at least 25 times. Welcome to you all; welcome to the museum of Montrealers!

Francine Lelièvre

FRANCINE LELIÈVRE





1. Statue of Ramesses II in all his glory, between the gods Amon and Mut.
2. Statue of the deified queen Nefertari.

TEMPORARY EXHIBITION

MAJESTIC QUEENS OF EGYPT



Queens of Egypt. The mere title sparks the imagination. Produced by Pointe-à-Callière in partnership with the Turin museum of Egyptology, Museo Egizio, *Queens of Egypt* examines Egyptian civilization from a unique angle: the place of women of power in society during the New Kingdom period. The exhibition, which gets its North American première in Montréal, takes visitors back some 3,500 years to Egypt's New Kingdom period, where they will encounter women who lived storied lives and played leading political, military, religious, or cultural roles in Egyptian society.

The exhibition will display a collection of some 350 exceptional objects, many associated with legendary queens such as Nefertari, Nefertiti, Tiye, and Hatshepsut. The exhibition's principle lender and partner, Museo Egizio, holds the largest Egyptology collection in the world outside of Egypt. Other contributors to this spectacular exhibition – which will feature some of the rarest and most mysterious objects on the planet – include the Royal Museums of Art and History in Brussels, Belgium; the Dutch National Museum of Antiquities/Rijksmuseum van Oudheden in Leiden, Netherlands; the Royal Ontario Museum in Toronto; the Montréal Museum of Fine Arts; and the Anthropology Museum of the University of Winnipeg.

The exhibition explores the very heart of Ancient Egypt's splendour and mystery, creating immersive ambiances that reveal various facets of the society and allow visitors to absorb the period's sumptuousness.

The temple

Visitors initially encounter the awesome Sekhmet in her temple. At the entrance to the hall, several monumental statues of this warrior goddess – a powerful woman with the head of a lion, and daughter of the sun god Ra – welcome visitors and speak to the central role of priests and priestesses in this vast civilization.

The palace

Next, the deified queen Ahmose-Nefertari, the pharaoh Hatshepsut, Tiye, Nefertari (favourite of Ramesses II), Isetnofret, and Nefertiti (the “perfect” woman), greet visitors in a royal-palace ambiance. Here, we learn about pharaoh worship, the role of the Great Royal Wife who reigned alongside the pharaoh – considered the head of state and both the son and incarnation of the sun god. As political and religious powers were inextricably intertwined, the central roles of the queen, wife, mother, and daughter of the pharaoh are explained. It is Pointe-à-Callière's immense privilege to present authentic objects that belonged to these women or evoke their reigns over 3,500 years ago.

The harem

Visitors then stroll into a royal harem of Ancient Egypt. A home and place of education, the harem might accommodate up to 100 secondary wives, their children, and servants. Musical instruments, vases, containers of cosmetics, and jewellery illustrate the art, refinement, and importance of beauty rituals. Harems were also places of intrigue and internal power struggles – as attested to by the authentic *Harem Conspiracy Papyrus* (or the Judicial Papyrus of Turin) dating from 3,200 years ago describing a plot by Ramesses III's wife Tyui to assassinate him.

Deir-el-Medina: village of the royal tombs

In another section of the exhibition, visitors enter the realm of the dead, where they encounter noteworthy objects from Deir-el-Medina, the village of artisans whose lives and labours were dedicated entirely to creating the royal tombs and objects to accompany the deceased into the afterlife. These include tools, everyday objects, vases and other artifacts showing that this village worshiped Ahmose-Nefertari.

The Valley of the Queens

Continuing their tour, visitors enter the legendary Valley of the Queens, where they explore the funeral rites – including mummification – that allowed the deceased to reach the afterlife. Two admirably preserved mummies wrapped in strips of linen are exhibited here. Equally impressive are 10 astonishingly beautiful painted sarcophagi, which illustrate Egyptian funeral rites and help to document the archaeological digs conducted by Schiaparelli in the early 20th century.

The tomb of beautiful Nefertari

The tour concludes with a unique chance to enter the tomb of Nefertari, the favourite wife of Ramesses II, where visitors can examine a collection of objects from her tomb, one of the largest and most richly decorated in the necropolis.

An immersive ambiance by Ubisoft

The exhibition unfolds against a majestic backdrop that evokes this ancient civilization. The use of digital and audio content created by the Montréal firm Ubisoft, whose expertise is recognized around the world, will enhance the exhibition's ambiance.

ÉLISABETH CÔTÉ

Member preview: April 8, 2018

Exhibition dates: April 10 to November 4, 2018

TEMPORARY EXHIBITION

THE WACKY WORLD OF LA PETITE VIE



Who played the Paré family?

Serge Thériault:
Jacqueline
Moman Paré

Claude Meunier:
Aimé or Ti-Mé
Papa Paré

Diane Lavallée:
Thérèse Paré

Josée Deschênes:
Lison Paré, also
known as *Creton*,
wife of Régnald

Marc Messier:
Réjean Pinard,
husband of
Thérèse

Marc Labrèche:
Régnald Paré, also
known as *Pinson*



Who among us doesn't have humorous memories from the famous TV series *La Petite Vie*, part of Québec's television heritage? Created by Claude Meunier, produced by Avanti Ciné Vidéo, and broadcast on Radio-Canada television from 1993 to 1998, *La Petite Vie* was a hilarious and absurd portrait of a typical working-class urban family.

In December 2018, to celebrate the 25th anniversary of this social phenomenon, Pointe-à-Callière will revisit the classic series with an exhibition dedicated to *La Petite Vie*. This must-see Québec TV series won over Québec audiences from its first broadcast on October 16 1993, when 1,590,000 viewers sat glued to their screens for the episode *Le voyage à Plattsburgh*. In 1995, the show set a record that has yet to be surpassed: 4,098,000 viewers – 80 percent of Canada's potential French-speaking audience at the time – sat down to watch the episode *Réjean reçoit*. The show's many subsequent reruns also exceeded expectations, watched by an average of 400,000 viewers per episode.

The zany world created by writer Claude Meunier, brought to life by an exceptional team of artists and actors, elevated many of those involved to Québec superstar status. A number of personalities also played themselves in the series, including Céline Dion, Garou, and Janette Bertrand. The series' 59 regular episodes and three specials marked Québec's television history – and our collective imaginations – like never before.

In the footsteps of a dysfunctional family

The Pointe-à-Callière exhibition will take visitors through the kitschy décor of the original production's sets, giving them a golden opportunity to dive back into the colourful world of the Paré family. The exhibition's museography will encourage visitor participation and evoke emotions, memories, and laughter. *La Petite Vie* is sure to amuse, no matter how grumpy you are.

The exhibition will also present the original costumes of characters with whom many fans still identify. Thérèse and her famous shepherd's pies, Lison and her garish outfits (and Régnald and his drab ones), and Moman and her magnificent housecoats will all be featured in the exhibition. Not to mention Popa and his garbage; visitors will even get a chance to sit in the family's famous Chevrolet Impala.

25 years ago, TV viewers were delighted by Meunier's great writing, the actors' dazzling talent, and the astonishingly original sets. Soon, visitors to Pointe-à-Callière will be invited back into the wacky world of *La Petite Vie*.

CHRISTINE DUFRESNE

Member preview: December 2, 2018

Exhibition dates: Starting December 5, 2018

THANK YOU TO OUR ANNUAL PARTNERS



Major Partner



Official Carrier



Official Hotel

USING TECHNOLOGY AND EMOTION TO PROMOTE HISTORY



Maquette TKNL

An illustration of the main scenographic elements: landscape arches, LED light strips transitioning from ochre in the middle to blue on the periphery, and a character projected onto a glass panel.

Member testimonial As a Member of Pointe-à-Callière, I feel like a VIP. I get special access to exhibitions and rewarding activities that teach me more about our history and the great civilizations. And it allows me to support a museum that preserves our collective memory.
Catherine Langevin

From its inauguration in 1992, Pointe-à-Callière was designed to be innovative both architecturally and museographically. And in this same spirit of innovation, it also included a multimedia show – at a time when this method of presenting history simply did not exist.

In 2018, Pointe-à-Callière will offer visitors an all-new multimedia show – the fourth in its history – currently under development. The show will be presented to all visitors as an introduction to Montréal history and to the museum. Since 1992, some 10 million people of all ages have entered the immersive theatre overlooking actual ruins for an unforgettable experience.

A unique architectural structure
More than ever, the show's 2018 edition will use cutting-edge technology to convey our city's rich history. Produced in partnership with TKNL, the innovative multimedia concept is structured like an architectural storyboard. The approach will draw visitors into the show by creating a sensation of immersion and depth. The sculptural design will play with the arrangement, form, size, and number of projection surfaces to evoke the passage of time.

All of Pointe-à-Callière's previous multimedia shows have met the challenge of giving visitors an overview of Montréal's history in about 20 minutes. This new edition will employ lively characters and engaging content to provide a sensitive, "human" look at how the city has changed over the years.

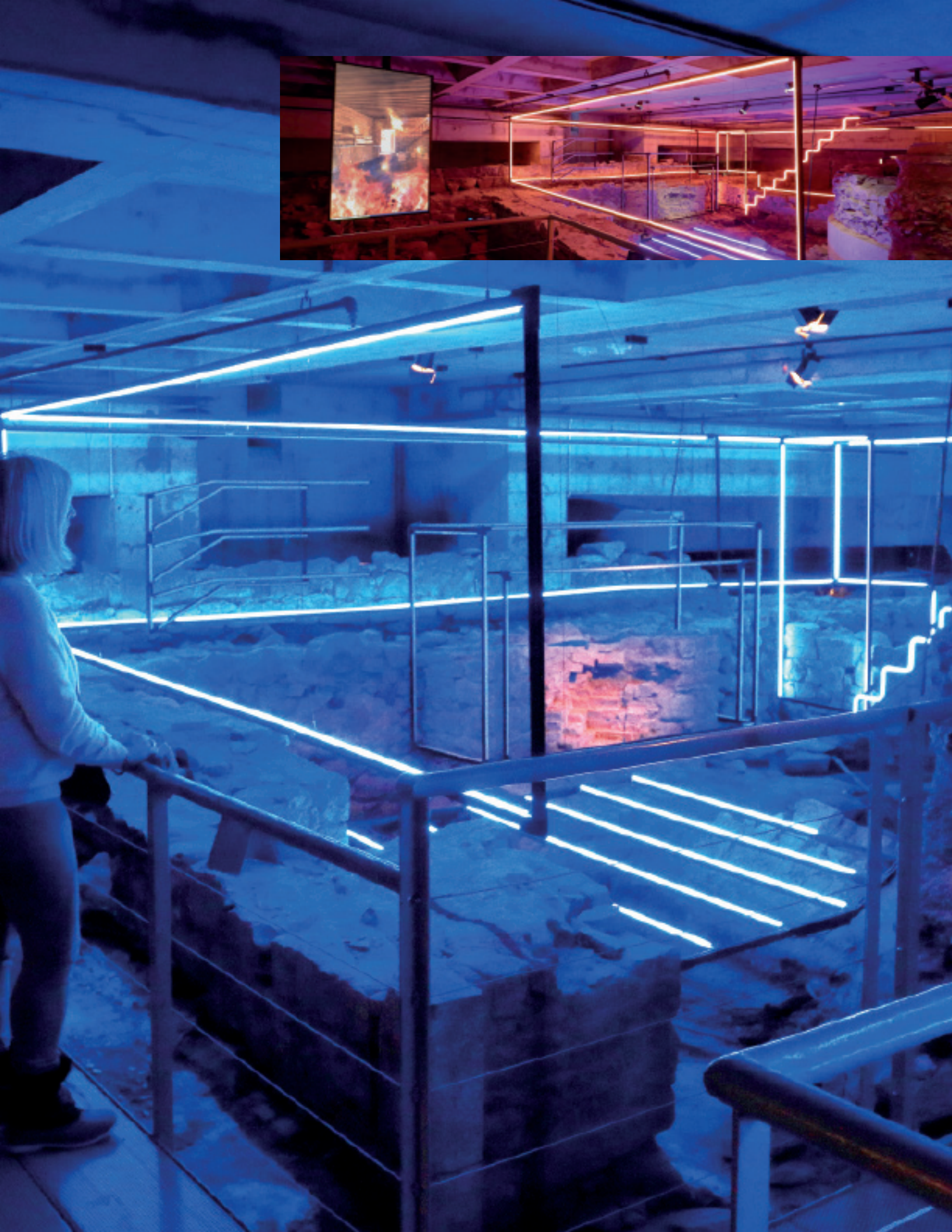
A bountiful land of welcome
With this show, the museum hopes to turn a contemplative eye to Montréal, truly a city of mixing and intermingling cultures. The roots of Montréal's history grow out of the city's social fabric, its streets and neighbourhoods, the stone and architecture of its buildings, and the Montrealers who have built the city and who live here. The show will thus shine the spotlight on a unique city: a crossroads between Europe and North America, a bountiful land of welcome for numerous waves of immigration, and an interface between French- and English-speaking cultures where the past is present everywhere around us.

CHRISTINE DUFRESNE

Pointe-à-Callière multimedia shows
Pointe-à-Callière – the multimedia show: 1992 to 2000
Montréal, Tales of a City: 2000 to 2010
Yours Truly, Montréal: 2010 to 2018

Member pre-opening preview: November 13, 2018
Public opening: November 21, 2018

Member testimonial Through various activities, Pointe-à-Callière has given me the unique opportunity, as a Member and a volunteer, to meet amazing people and improve my knowledge of history and archaeology.
Alexandre Gauthier



© Photos: GSM Project

PERMANENT EXHIBITION

BUILDING MONTRÉAL

Starting in the fall of 2018, Pointe-à-Callière will transport visitors to the Montréal of yesterday and today in its new permanent exhibition *Building Montréal*. It will be a chance to revisit key moments of our history through a remarkable timeline and learn about the tenacity of Montréal's builders. It's sure to be memorable.

New timeline

The museum is working on an immersive and innovative timeline that will allow visitors to experience the various periods of Montréal's history through its different builders. To broaden visitors' knowledge of our city's past, the timeline will offer a moving illustration of 15 centuries of history. Artifacts, demographic data, interactivity, illustrations and pictograms, historical anecdotes, and surprising facts will come together in a conversation about the broad history of Montréal.

Box of ruins

New treasures will make an appearance in this permanent exhibition: artifacts found during the digs at Place Royale even before the museum opened will be exhibited for the first time as part of the box of ruins.

Virtual characters: an updated experience

Designed and produced in 1992, the first virtual characters presented at the museum were a huge hit and contributed to Pointe-à-Callière's international reputation. The museum is updating this experience with modern technology.

Portrait gallery


One of the crypt's corridors will become a portrait gallery. It will highlight the various faces of the women and men who helped make Montréal the cultural mosaic it is today. The new installation will also feature digital interactive kiosks where visitors can access genealogical information about Montrealers.

**FAMILY PORTRAITS:
AN APPEAL TO MEMBERS**

In the hope of creating a big family portrait album of Montrealers in the exhibition *Building Montréal*, Pointe-à-Callière is calling on you, its Members, to borrow photographs that you may have preciousely preserved. Is your family from Montréal? Do you have wedding pictures of your grandparents or great-grandparents? Do you have cherished childhood portraits or class pictures? Pointe-à-Callière is seeking original printed photographs from Montrealers, old or new, black-and-white or colour. The pictures must include people from Montréal. To find out how to submit one or more of your photographs, visit the Exhibitions section of the museum's website (pacmusee.qc.ca). It will be a unique chance to breathe some life to your photographs and be part of Montréal history.

ÉLISABETH MONAST MOREAU
AND ÈVE DUMAIS

Member pre-opening preview: November 13, 2018
Public opening: November 21, 2018

 **Member testimonial** The museum is more than an institution or a building to house objects from the collection. Pointe-à-Callière is an iconic destination where you can go and learn more about our roots as Montrealers. It's also a place to meet other people who love history as much as I do. **Grégory Taillefer**

2018 PROGRAMMING

Pointe-à-Callière offers a rich and diverse programming throughout the year. In addition to the multimedia show *Yours Truly, Montréal*; the permanent exhibitions *Where Montréal Began*, *the Memory Collector*, *1701 – The Great Peace of Montréal*, *Crossroads of Montréal*, *Pirates or Privateers?*, and the workshop *Archaeo-adventure*, here are some of the highlights and new attractions* for 2018.



MAY 17
Montréal's Birthday

Free access to Fort Ville-Marie – Quebecor Pavilion

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER				
EXHIBITIONS	PASSION: HOCKEY															
	UNTIL MARCH 11															
	HELLO, MONTRÉAL! BELL'S HISTORICAL COLLECTIONS															
	UNTIL APRIL 8						UNTIL JANUARY 6, 2019									
	MONTRÉAL, METROPOLIS AND... CAPITAL, EXPO-CLIP															
					APRIL 10 TO NOVEMBER 4											
							APRIL 17 TO SEPTEMBER 9			SEPTEMBER 18						
											NOVEMBER 21					
CULTURAL ACTIVITIES	*QUEENS OF EGYPT															
							APRIL 17 TO SEPTEMBER 9			SEPTEMBER 18			NOVEMBER 21			
	*L'OSSTIDCHO, THE 50TH ANNIVERSARY, EXPO-CLIP															
	*THE STREETS OF MONTRÉAL, EXPO-CLIP															
	*NEW MULTIMEDIA SHOW															
											NOVEMBER 21					
	*BUILDING MONTRÉAL															
											NOVEMBER 21					
	*LA PETITE VIE															
	DECEMBER 5															
	*ALL-STAR GAME: CREATIVE WORKSHOPS															
	2 TO 7															
	*LIBRARY NIGHT															
	31															
	POINTE-À-CALLIÈRE'S PORT SYMPHONY															
	25															
	*BOOK LAUNCH: MONTRÉAL, MUSÉE DE VILLE, PÂC COLLECTION															
	NUIT BLANCHE															
	3															
	SPRING BREAK															
	5 TO 9															
	FESTIVAL INTERNATIONAL DES FILMS SUR L'ART (FIFA)															
	8 TO 18															
MONTRÉAL'S BIRTHDAY: FREE ACCESS TO FORT VILLE-MARIE - QUEBECOR PAVILION																
17																
MONTRÉAL MUSEUMS DAY																
27																
PLACE D'YOUVILLE URBAN SPACE																
						MAY 25 TO SEPTEMBER 4										
FORMULA 1																
						7 TO 10										
MIXED ARTS FESTIVAL																
						15 TO 17										
MUSICAL MIDDAYS																
							JULY 5 TO AUGUST 30									
FAMILY SUNDAYS																
							JULY 8 TO AUGUST 26									
ARCHAEOLOGY MONTH																
POINTE-À-CALLIÈRE PUBLIC MARKET																
								25 AND 26								
*BOOK LAUNCH: TERRE, COLLECTION ARCHÉOLOGIE DU QUÉBEC																
									SEPT 29, 30 AND OCT 1							
JOURNÉES DE LA CULTURE																
										27 AND 28						
*HALLOWEEN AT POINTE-À-CALLIÈRE																
WHO IS THE REAL SANTA CLAUS?																
										15 TO 30						
LECTURES	LES SAMEDIS DE L'HISTOIRE (SOCIÉTÉ HISTORIQUE DE MONTRÉAL) (IN FRENCH)															
			3		3		7		5		6		3		1	
	*L'AVÈNEMENT D'INTERNET (IN FRENCH)															
			17				11									
*LES BELLES SOIRÉES DE L'UNIVERSITÉ DE MONTRÉAL, QUEENS OF EGYPT (IN FRENCH)																
*THE EGYPT LECTURES (SPECIAL ACCESS FOR MEMBERS)																
						APRIL TO OCTOBER										
*PRIVILEGE DAY FOR MEMBERS / 25TH ANNIVERSARY																
		17														
ACTIVITIES FOR MEMBERS	*QUEENS OF EGYPT - PREVIEW															
	8															
	*VOLUNTEER RECOGNITION EVENING															
									24							
	2018 ANNUAL MEMBERS' PARTY															
											28					
	*NEW MULTIMEDIA SHOW - PRE-OPENING PREVIEW															
										13						
BUILDING MONTRÉAL - PRE-OPENING PREVIEW																
										13						
*LA PETITE VIE - PREVIEW																
												2				
FOUNDATION ACTIVITIES	*NEXT GENERATION PHILANTHROPISTS: LUNCHEON PRESENTATION: SECRETS OF THE HABS															
	LAUNCH OF ANNUAL CAMPAIGN															
				15												
	*NEXT GENERATION PHILANTHROPISTS: IMMERSIVE HAPPY HOUR IN THE MEMORY COLLECTOR															
	MONTRÉAL BUILDERS CLUB															
	*NEXT GENERATION PHILANTHROPISTS: EGYPT COCKTAIL ON THE UBISOFT TERRASSE															
*NEXT GENERATION PHILANTHROPISTS: FIREWORKS EVENING																
*NEXT GENERATION PHILANTHROPISTS: LUNCHEON PRESENTATION: ARTIFICIAL INTELLIGENCE																
MAJOR DONORS EVENING																
*NEXT GENERATION PHILANTHROPISTS: MULTIMEDIA EVENING WITH TKNL																

ROBERT DUMAS

BOARD CHAIR, POINTE-À-CALLIÈRE FOUNDATION

Robert Dumas is **Sun Life Financial's Quebec President and CEO**. His mission in this role is to sustain the company's success in Quebec and drive accelerated growth in its businesses. Mr. Dumas also oversees activities supporting Sun Life Financial's involvement in the community and is a board member of Dans la rue, an organization that provides assistance to homeless youth and youth at risk, and of Centraide. He has served as **chairman of the board of directors of the Pointe-à-Callière Foundation** since 2015.





What led you to choose the Pointe-à-Callière Foundation?

I have long been interested in the history of Canada and of Québec, where my family settled in the 17th century. In my youth, I loved reading about Québec history, the first colonists, the Indigenous peoples, and the *coureurs des bois*. In fact, D'Iberville was one of my heroes. In some sense, I think learning more about our history allowed me to "relive" the lives of my ancestors. I'm very proud of my involvement with Pointe-à-Callière; it's such an important institution in Montréal. Since its opening in 1992, the museum has attracted about 10 million visitors, making it the most important and largest history museum in Montréal. It's the museum of Montrealers. I also greatly admire Francine Lelièvre; she is a dedicated leader who brought the museum into being and has done marvellous work.

The Pointe-à-Callière Foundation celebrates its 25th birthday in 2018. How do you see the foundation's development in the coming years?

I hope we can continue to attract a wide array of ambassadors who reflect Montréal's diversity. This doesn't just mean continuing to diversify our exhibitions to, for example, attract today's young people. Our work must both address the cultures who built Montréal and reflect those of new Montrealers, so that the museum also becomes an avenue of integration into the community. I hope we can continue to be ever more relevant in the lives of Quebecers today and going forward. Twenty-five years ago, the foundation had very few assets; today, we're approaching \$15 million. We hope that our increased visibility, in part thanks to the celebrations of Montréal's 375th birthday, will help us increase the number of ambassadors.

 **Member testimonial** Having sailed from Europe to Montréal 54 years ago, I wanted to give something back to the city that has given me so much. With my love of both museums and history, Pointe-à-Callière was a natural fit. **Viviane Segers**


 **Member testimonial** I've always loved archaeology, and I am proud of this museum dedicated to it. With my father's encouragement, I became a Member and volunteer after experiencing the 18th-century ambiance of the Public Marketplace. There are so many different activities and the people are wonderful. **Julie Plante**

How do you view the membership's role in the life of the foundation and the museum?

I liken the foundation to the museum's lungs; it's our job to let the organization broaden its scope of action. In this analogy, the museum's Members are the oxygen. Their contribution is vital, and their participation is not merely financial. Some of them give their time, and others are devoted visitors, but they are all our ambassadors. They promote the museum among their family and friends, and they play an important role in growing the foundation.

Where does your motivation for community engagement come from?

The desire to get involved in the community has been rooted in me from a very young age. I come from a modest background that placed great importance on giving back to the community, and I'm proud of that. A community is more than just a group of people living together; it's a group that draws strength from knowing and helping one another. That's why I am involved in a number of philanthropic efforts, in particular with the foundation. Community involvement is one of our duties as citizens. Companies are important players in the community. As executives, we are answerable not only to the companies that employ us but also to the community. Many business leaders lead by example in their philanthropy. Their visibility often creates a snowball effect, both within their companies and in the community.

 **Member testimonial** It's always a pleasure to meet people who are curious and interested in what goes on at the museum. These encounters are surprising and enriching. **Benoit Carrier**

You oversee Sun Life Financial's involvement in the Québec community. Tell me about what that means and what you are most proud of?

Sun Life Financial is very involved in sustainable development; it's part of our DNA. Of course our products and services help build strong, healthy communities. But what makes the most difference is our people's engagement. We have a number of key pillars. For instance, we are involved in slowing the growth of diabetes and its complications. I'm always astonished that during our screening events, at least 10 percent of participants discover they are at risk of developing diabetes or already have it and don't know. Knowing is step one toward better health. Another of our pillars is to improve access to culture for everyone. I was recently at Pointe-à-Callière when a bus of seven-year-old students arrived. It was a real party atmosphere! I was thrilled to see the group's diversity. Some of them probably came from families that were not among the founding peoples of Montréal. But regardless of their origins, the visit was a chance for all of them to imprint on Québec culture. It was really wonderful to see.

PROVIDING VITAL SUPPORT

The Pointe-à-Callière Foundation is an organization dedicated to the development of the Montréal Archaeology and History Complex. Since its establishment in 1993, it has contributed to the development of multimedia shows, and to the acquisition and development of several pavilions, most recently the building housing Fort Ville-Marie, Montréal's birthplace. The foundation also significantly supported the establishment of the Archaeological Field School, and it has participated in renewing the permanent exhibitions, developing the museum's collections, and producing many educational programs offered to thousands of young Montrealers and students across the country every year.



25TH ANNIVERSARY OF THE FOUNDATION

CELEBRATING 25 YEARS OF OUR MEMBERS

Following in the footsteps of Nathalie Langevin, Patrick McDonnell, and Sylvain Clermont, it has been my great pleasure, since 2015, to serve as Pointe-à-Callière Member president. To my predecessors, I say thanks for all your hard work and fine legacy.

In our high-pressure world, where cyberspace can make our relationships seem disembodied, nothing is more comforting than being surrounded by kind, trustworthy people who are generous with their time and enthusiastically share Pointe-à-Callière's mission to use Montréal's history and archaeological heritage to promote the city.

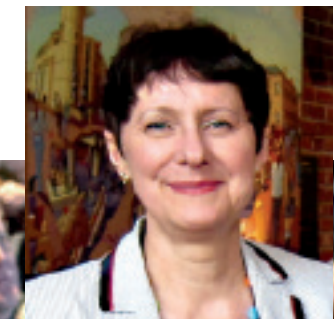
Dear Members, your attendance at museum activities deserves special acknowledgement, as do your thousands of hours of volunteer work, in particular at the Public Marketplace. Not to mention your contributions to fundraising campaigns for inspiring projects such as the museum's numerous expansion phases – the D'Youville Pumping Station, Mariners' House, the Fort Ville-Marie pavilion, and Montréal's first collector sewer – which have been integrated into the Montréal Archaeology and History Complex. It is a living testimony to your attachment to Pointe-à-Callière.

Together, along with the staffs of the foundation and the museum, we form a family. Together, in our respective spheres, we contribute to the future of this institution, a jewel among Montréal and Québec museums. And as we celebrate our 25th anniversary in 2018, we must already be looking ahead to prepare for 2043 and our jubilee. We must think about the next generation – the young people who will take the reins of our community. Sharing our love of Pointe-à-Callière with family and friends is thus one of our missions as Members.

So I appeal to the museum's various audiences: take the opportunity this year to join us. Among the various benefits of membership is the privilege of being part of the dynamic history of this great Montréal museum, whose renown has spread across the country and around the world.

Let the festivities begin!

SYLVIE DUFRESNE
Member president



25 YEARS OF FRIENDSHIP

A BRIEF HISTORY

2018 will be a landmark year for Pointe-à-Callière Members. All year long, this gathering of the museum's faithful friends will celebrate a quarter-century of existence, recording even more wonderful gatherings and partnerships in the organization's 25-year-old history book. Here are just a few of the memorable moments in the history of the museum's Friends and Members.

A tradition begins

Following the creation of the Pointe-à-Callière Foundation, the Friends of the Museum took their first steps in 1993, and by November the first fundraising campaign had been launched. The call was quickly heeded. The first "friend" was named Francine Perryman, and the first young recruit, barely 12 years old, was Michaëlle Bouchard. 1994 was an organization year. Under the coordination of Odette Poitras, the Friends officially began operations. In June, a benefit concert, with the theme of the music of New France, attracted numerous attendees, and later that summer, the first edition of the newsletter *La Recrue* was

published. In October, I had the honour of being your first guest speaker; I spoke about the history of Pointe à Calliere up until the museum opened in 1992. Later that month, in the enchanting mood of Halloween, a tradition was born: the annual Friends party, which has been a delightful opportunity for friends of the museum to get together every year since.

As the years flowed gently by, there were seasonal activities to which the Friends generously donated their time. In winter it was the Port Symphonies; in spring, Montréal Museum Day; in summer, the Public Marketplace required a huge volunteer effort. Volunteers also donated their time to classify archives and rare books, build an inventory of the collection of designer Jean-Claude Poitras, or provide assistance in moving the museum's reserve laboratory and collections. To recognize the contributions of its Friends, the Foundation created the Volunteer of the Year award in 2005. The first winner, Marthe Beauregard, was followed by 12 other members whose exceptional contributions have been so acknowledged.

Trips to Cyprus and Costa Rica

Over the course of its 25 years, the Friends of the Museum did not lack imagination or initiative, organizing bazars, excursions to Quebec City or even trips abroad (Cyprus and Costa Rica), and guided walks of Old Montréal. Friends might find themselves aboard the schooner *Lois McClure*, exploring a cave in Saint-Léonard, or touring a foundry. With the museum, history is explored in many ways: lectures, guided tours, or exclusive previews of temporary exhibitions.

Archaeology was also a favourite among the Friends, who were called Members starting in 2012. That same year, the newsletter underwent a rejuvenation treatment and became the magazine *Cité*. Members flocked to Archaeological Field School open-house events at the Fort Ville-Marie excavations and the Place D'Youville worksite, at the site of the Parliament of the Province of Canada (1844–1849), and at the site of the Sainte-Anne Market.

Members attending various museum activities:

1. The exhibition *Marco Polo – An Epic Journey*
2. The Pointe-à-Callière Public Marketplace
- 3 and 4. The inauguration of the Mariners' House – National Bank Pavilion
5. A Cultural Feast

1993–2018

Foundation presidents

John LeBoutillier: 1993–2001
 Gilles Ouimet: 2001–2004
 Claude Lemay: 2005
 Daniel Desjardins: 2006–2008
 Daniel Garant: 2009–2010
 Russell Goodman: 2011–2015
 Robert Dumas: 2015–2018

Member presidents

Nathalie Langevin: 1994–2000
 Patrick McDonnell: 2001–2004
 Sylvain Clermont: 2005–2014
 Sylvie Dufresne: 2015–2018

Volunteers of the year

Marthe Beauregard †: 2005
 Martine De Lajudie: 2006
 Simone Ladoux †: 2007
 Aline Roby: 2008
 Rollande Laplante: 2009
 Annette Tremblay: 2010
 Yolande Pellas †: 2011
 Aline Roby: 2012
 Benoît Carrier: 2013
 Maurice Plante: 2014
 Grégory Taillefer: 2015
 Micheline Tardif: 2016
 Murielle Godard: 2017

2018 Members committee

Sylvie Dufresne, chair
 Marie-Andrée Bérubé
 Colette Duhamel
 Alexandre Gauthier
 Pierre Lampron
 Serge Marcoux
 Julie Plante
 Maurice Plante
 Aline Roby
 Viviane Segers
 Grégory Taillefer
 Marie-Lucie Vendryes
 Suzanne Verdon

Member testimonial For me, being a Pointe-à-Callière Member is a tangible way to show my attachment to the museum. Membership gives me access to interesting information and content, along with stimulating exclusive activities. I'm proud to be a part of it. This magnificent museum is a world-class archaeological and historical site. **Francine Bouchard**

As the year 2000 dawned, along with the internet era, the Members launched their first web-based recruitment campaign. And what can we say about 2017, the year of Montréal's 375th birthday and the museum's 25th? Museum members threw themselves into the celebrations, offering hours of volunteer time for, among other events, *Encounters in New France*.

A commitment for the future

And now, for this group of people who love their city and their museum, the future is bright, with the magnificent Montréal Archaeology and History Complex project, expertly guided by Pointe-à-Callière's executive director, Francine Lelièvre. Just as with the beginning of this adventure, the Members will be called upon to face the challenges of growth and consolidation along with her.

With 25 years of experience behind them, the Members of Pointe-à-Callière have laid the foundations of the quarter-century to come by offering vital support to this marvellous museum with characteristic enthusiasm and remarkable loyalty. Long live the Members of Pointe-à-Callière!

SYLVIE DUFRESNE

Member testimonial Being a Member is such a pleasure. First, it allows me to attend exclusive lectures and events that are always fascinating. But above all, it allows me to visit the museum whenever I want. **Lyne Demontigny**





TEA CRAFTERS SINCE 1992
CRÉATEURS DE THÉS DEPUIS 1992



CANADIAN FAMILY BUSINESS



ENTREPRISE FAMILIALE CANADIENNE



NON GMO Project VERIFIED



PROJET SANS OGM VERIFIÉ



CANADIAN ORGANIC BIOLOGIQUE CANADA



MAKE SURE IT'S FAIRTRADE





FOUROCLOCK.CA
#MOMENTFOUROCLOCK

JUSTIN TRUDEAU VISITS THE ROYAL COAT OF ARMS



© Caroline Thibault

During a visit to Pointe-à-Callière on December 19, 2017, Prime Minister of Canada, Justin Trudeau, saw the royal coat of arms of the Parliament of the Province of Canada (1844–1849), now part of the museum’s collection. It is little known that Montréal became the country’s capital in 1843, and that MPs sat in the former St. Anne’s Market, converted into a parliament building from 1844 to 1849. The ruins lie under Place D’Youville West in Old Montréal, and Pointe-à-Callière has conducted several archaeological digs at the site. The most recent, in 2017, recovered some 300,000 artifacts and ecofacts. Credit for discovering the royal coat of arms, however,

goes to Robert Kaplan, former MP and Solicitor General in Pierre Elliott Trudeau’s government, who donated it to the museum in 2011. The coat of arms, which has since been restored by the Canadian Conservation Institute, is a precious memory object and a symbol of our country’s history. Developing the Parliament of the Province of Canada site is one component of the broad Pointe-à-Callière undertaking to create the Montréal Archaeological and History Complex, composed of 10 or so historic sites in Old Montréal.



Member testimonial The little museum is all grown up! Being a Member is a privilege that I still appreciate. It always feels like we’re part of the museum’s progress. And the staff always treat us with the most remarkable respect for our contribution. **Marie-Andrée Bérubé**

Major Donors at Bombardier

Celebrating their 75th and 25th anniversaries respectively, Bombardier and Pointe-à-Callière honoured innovation during the Major Donors Evening on October 26, 2017. The event was attended by honorary president Pierre Beaudoin, Chairman of the Board at Bombardier. Special homage was paid to Daniel Desjardins, Senior Vice President, General Counsel and Corporate Secretary at Bombardier, and a board member of the Pointe-à-Callière Foundation since its establishment in 1993. The event raised \$250,000 for the foundation. Our warm thanks to our generous sponsor Bombardier.

Thank you to our board members!

In the spirit of the museum’s 25th anniversary, Pointe-à-Callière board chair, Andrew Molson, highlighted the contributions of several board members during the President’s Cocktail on December 6, 2017. “The contributions of those who have served on the museum’s board since its inauguration in 1992 have generated significant support and translated into tangible actions that have had a huge impact on the museum’s development,” noted Mr. Molson.

André Bouthillier, Monique Guay, Alain Bellemare, Francine Lelièvre, Pierre Beaudoin, Helen Antoniou, Hélène Robitaille, Daniel Desjardins, Nathalie Bonneau, and Andrew Molson.



© Lino Ciproso



© Lino Ciproso

Guy Breton, university rector; Francine Lelièvre; Louise Roy, university chancellor; and Alexandre Chabot, general secretary of the Université de Montréal.



© Spect photo

Board members Jacques Allard, Monette Malewski, Clément Demers, Helen Fotopoulos, Yves Beauchamp, Manon Gauthier, Jean Roy, Francine Lelièvre, Andrew Molson, and Luc Mantha (representing his father, Pierre Mantha).



© Alain Vandal

An honorary doctorate for Francine Lelièvre

The Université de Montréal recently bestowed an honorary doctorate on Francine Lelièvre for her experience and exceptional contribution to the promotion of Québec’s heritage. The degree was conferred at the graduation ceremony of the Faculty of Arts and Sciences on November 4, 2017. In her speech delivered for the occasion, Ms. Lelièvre delivered a powerful message: “You are embarking on a life that will place you amidst the great debates and choices of society. It is up to you to invent this life, based on your own values, desires, and ambitions. So I say to you this: trust yourselves. Don’t worry about clashes of cultures and ideas; learn from your successes and, perhaps even more, from your failures.”

Member testimonial

As a retiree for the past few years, I allowed myself the privilege of choosing several stimulating activities. Volunteering for the Pointe-à-Callière Foundation helps me learn more about my city, appreciate the contributions of different cultures in various situations, and enjoy a very beautiful site in Old Montréal. **Colette Duhamel**



Red, white, and blue carpet

The Foundation's red, white, and blue carpet event to open the new temporary exhibition *Passion: Hockey* was a huge hit. With Geoff Molson, Owner, President and CEO of the Club de hockey Canadien serving as honorary president and a number of professional hockey players, including exhibition spokespersons Mathieu Dandenault and Steve Bégin, and former Canadiens such as Yvan Cournoyer, Réjean Houle, and Vincent Damphousse in attendance, the mood at the benefit cocktail on November 23, 2017 was supercharged. Announcer Michel Lacroix was the evening's master of ceremonies, while Bell Centre organist Diane Bibaud added even more to an already lively ambiance.



Member testimonial

A museum of archaeology and history that is absolutely not old-fashioned – on the contrary, it's a lively, innovative place where you can learn and work with a team that couldn't be more welcoming. **Aline Roby**

Archaeology, front and centre

Pointe-à-Callière launched two projects with archaeology as the common denominator. Lavishly illustrated, the publication *EAU— Dans le sillage du temps* gives readers a different way to discover Québec and features the results of some 50 years of archaeological research in Québec. And the Archéolab. Québec is the first archaeological virtual reference collection that contains thousands of the most representative prehistorical and historical artifacts from among those discovered in Québec since the 1960s. The launch on November 16, 2017 was attended by numerous archaeologists and other professionals involved in these projects, including Louise Pothier, Pointe-à-Callière's chief archaeologist, who expertly oversaw both projects.

Red, white, and blue carpet

1. Robert Dumas, Yvan Cournoyer, Vincent Damphousse, Diane Bibaud, Réjean Houle, Francine Lelièvre, Steve Bégin, Geoff Molson, and Mathieu Dandenault.

2. Guests are welcomed under a salute of raised hockey sticks.

Archaeology, front and centre

3. Front row: Daniel LaRoche, Louise Pothier, Sophie Limoges, Michel Plourde, and Christian Roy. Back row: Annick Poussart, Karine Perron, and Marie-Hélène Daviau.



Tribute to Dan Hanganu

A Pointe-à-Callière partner from the outset, Montréal architect of Romanian origin Dan S. Hanganu passed away on October 6, 2017. Along with Provencher_Roy Architecture, he developed the architecture of the museum's main pavilion, the Éperon. Since its construction 25 years ago, the Éperon has become one of Montréal's iconic buildings and won many prizes, including the Governor General Medal for Excellence in Architecture in

1994. Mr. Hanganu worked with the museum until very recently, on renovating the Mariner's House (2013) and the development of the Fort Ville-Marie site (2017). "A visionary figure who was both daring and sensitive to his surroundings, Dan Hanganu has left an extraordinary legacy for Montréal. The passing of this exceptional man touched us all, and we miss him already," noted Francine Lelièvre.

THANK YOU!

Pointe-à-Callière warmly thanks its partners, who make its exhibitions and activities possible.

25TH ANNIVERSARY OF THE POINTE-À-CALLIÈRE FOUNDATION Annual partner
Four O'Clock

FORT VILLE-MARIE - QUEBECOR PAVILION
The new pavilion and the restoration of Montréal's first collector sewer are a heritage legacy of Montréal for the 375th anniversary of the city's foundation. A Pointe-à-Callière production.

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Project funded as part of the *Entente sur le développement culturel* between Montréal and the Ministère de la Culture et des Communications. Université de Montréal

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HELLO, MONTRÉAL! BELL'S HISTORICAL COLLECTIONS
An exhibition produced by Pointe-à-Callière in partnership with Bell.
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PASSION: HOCKEY
An exhibition adapted by Pointe-à-Callière and produced by the Canadian Museum of History.
Presented by
Scotiabank
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La Presse

QUEENS OF EGYPT
An exhibition produced by Pointe-à-Callière in partnership with the Turin museum of Egyptology (Museo Egizio).
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Ministère de la Culture et des Communications
Ministère des Relations internationales et de la Francophonie

LA PETITE VIE
An exhibition produced by Pointe-à-Callière in partnership with the production company Avanti Ciné Vidéo and the Musée québécois de culture populaire.

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EAU – DANS LE SILLAGE DU TEMPS
Ministère de la Culture et des Communications
Éditions de l'Homme

ARCHÉOLAB.QUÉBEC
Funded as part of the Plan culturel numérique du Québec and the *Entente sur le développement culturel* between the Montréal and the ministère de la Culture et des Communications.
Centre de Conservation du Québec
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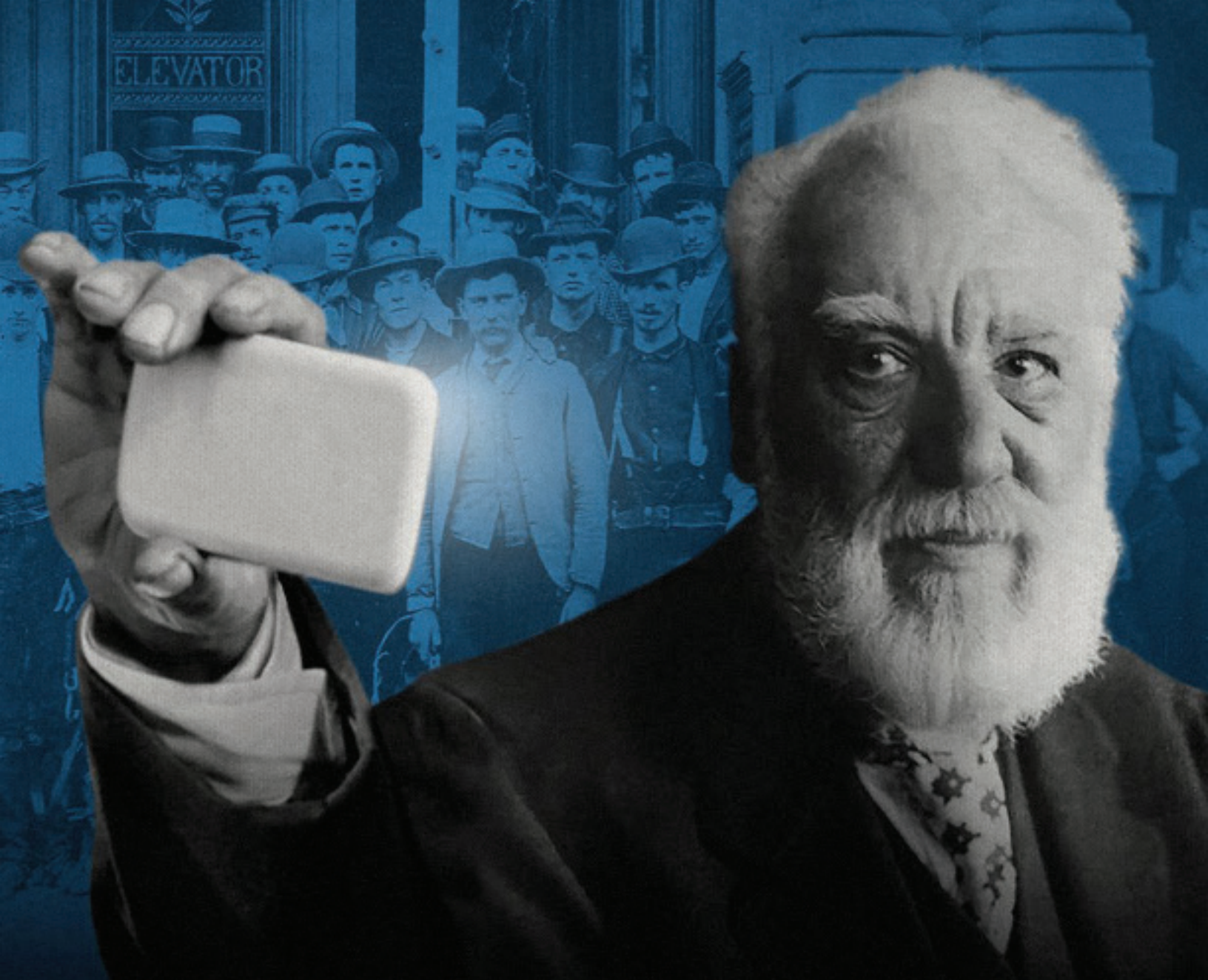
Pointe-à-Callière receives funding from the Ville de Montréal



A stop at Pointe-à-Callière's Museum Shop... it's a must!

10% discount for Members at all times.





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