

# Cité

POINTE-À-CALLIÈRE  
FALL 2021-WINTER 2022

## VIKING SAGA



POINTE-À-CALLIÈRE  
Montréal Archaeology  
and History Complex

2021-2022 ANNUAL FUNDRAISING CAMPAIGN

# SUPPORT POINTE-À-CALLIÈRE

## One drop at a time!

Donate to the Pointe-à-Callière Foundation to support the Museum's educational mission and make the Youville Pumping Station a key venue in raising young people's ecological awareness. Your contribution will help establish new youth-focused tours, develop entertaining and educational interactive elements, and create tools to raise awareness of environmental issues.

Each drop of water represents a \$10 donation.  
We need 10,000 drops of water to reach our goal.

GOAL  
\$100,000



### A GIFT FOR YOU!

To thank you for your support, the Pointe-à-Callière Foundation is giving the first 100 donors of \$150 or more an elegant keychain bearing the Museum's likeness. Useful and practical!

Make your way to our site: [www.PaCAAnnualCampaign.com](http://www.PaCAAnnualCampaign.com)

# A SUNNY NEW SEASON

**Since the start of the year, I have had the privilege of working with the fabulous team at Pointe-à-Callière! After 30 years of dedicated and rigorous work, Francine Lelièvre has entrusted us with an exceptional legacy: Pointe-à-Callière—the birthplace of Montréal—Canada’s only major archaeology and history museum, and one of the nation’s leading institutions. She has charted such an extraordinary path for us. That sense of privilege is something I feel every day. And though the pandemic endures, the Museum’s awesome team has stayed the course, remaining focused on creating programs and activities for visitors and supporting the institution’s development.**

Today more than ever, we continue to offer exhibitions of the highest quality, engaging educational activities, enriching cultural outings, and a range of virtual initiatives to entertain and inform you, keeping us connected as we fulfill our core mission to foster a love of the Montréal of yesterday and today. Pointe-à-Callière is the sum of all the energy dedicated to sustaining this desire to preserve and showcase our shared history.

In this respect, the past few months have been a reflection of our teams’ know-how and your unwavering support in this adventure. Last March, we had the pleasure of inaugurating the *Italian Montréal* exhibition. Like our visitors, our partners in the Italian community—many of which helped enhance the exhibition—were thrilled to see the city’s rich Italian heritage presented in such a wonderful way. *Grazie a tutti!*

## DIALOGUE BETWEEN PAST AND PRESENT

In June, we launched the new edition of the *Crossroads Montréal* permanent exhibition, which celebrates our archaeological and historical site, the only one in North America to detail thousands of years of movement and encounters between Indigenous peoples and Europeans. With an approach that brings traces of the past and witnesses to the present together at the heart of archaeological remains, the Pointe-à-Callière site is brimming with treasures. Rediscover these surprising spaces as you take in the spirit of the place. You won’t be disappointed!

Following a summer during which our 18<sup>th</sup> Century Public Market had a chance to catch its breath in a more streamlined format, we are heading towards an exciting fall season. In October, *It’s Circus Time!*, a grandiose exhibition initially planned for summer 2020, will finally bring us the big top of our dreams! A world-renowned circus city like no other, Montréal certainly needed its own three-ring exhibition, and here it is!

I cannot begin to describe how happy we are to be developing *Vikings*—a marvellous exhibition slated to open with great fanfare next spring and made possible through the partnerships we have forged with major international institutions and the National Museum of Denmark in particular.

## NEW ANNUAL CAMPAIGN

Finally, I would like to highlight a project that means a great deal to me: for our school groups and families, we are in the early stages of renewing the museography of the Youville Pumping Station—Montréal’s first fully electrified wastewater pumping station, dating back to 1915. To support the transformation, the Pointe-à-Callière Foundation is kicking off a new fundraising campaign for this initiative that will provide young people with tools and heighten their awareness of the water conservation challenge that awaits us all just around the corner.

Your support is essential. Every drop you bring to our mill will have special significance, letting us know you stand with us, no matter what.

Enjoy the new museum season!

**ANNE ÉLISABETH THIBAUT**  
Executive Director

Rodolphe Beaulieu



# VIKING:TRADER, NAVIGATOR, EXPLORER

The period from 793 to 1066 CE is known as the Viking Age—a history that was essentially written by the Viking’s foe, the Christian man, who represented him as an insatiable heathen. While warring and pillaging were part of his life, the Viking was, first and foremost, a trader, navigator, and explorer who sought wealth and was ultimately transmogrified by circumstance—and especially by imagination—into a warrior.

Viking exhibitions tend to explore a range of social aspects, obscuring the cultural elements of the Vikings’ reality. Myths, cosmology, sagas, divinities, and superstitions all make up a Viking’s life; the visitor to Pointe-à-Callière will therefore tour the exhibition with a *skald*, a poet and storyteller who breathes life into mythological narratives.



MuseumsPartner

1



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2



MuseumsPartner

3

Explore the history of the Vikings from April to October 2022, as Pointe-à-Callière presents an invaluable collection belonging to the [National Museum of Denmark](#) in a temporary exhibition that will unfurl over two floors of the Mariner's House — National Bank Pavilion.

### Mythological tales

Tales, proverbs, and poems lent a heroic dimension to the Vikings' daily lives, firing their imaginations with superhuman stories, tales of glorious death, the courageous but mean-spirited warrior ideology, destructive gods, and the volatility of an imminent apocalypse.

Some of the objects presented in the exhibition tell stories of everyday life, funerary rites and war, while the tales and recollections portray heroes and fantastic beasts. The trader, explorer, looter Viking who traveled from Scandinavia to Canada, from England to the Mediterranean, and from Russia to the Byzantine Empire also journeyed across time to conquer the popular culture of today.

### An immersive Viking world

Produced through a partnership with the [National Museum of Denmark](#) and [MuseumsPartner](#), and thanks to a renewed collaboration with [Ubisoft Montréal](#), the exhibition provides a unique and innovative perspective on this fascinating mythical culture. It explores the better and lesser-known aspects of the

1. Figurehead of a Viking ship.

2. Ubisoft: image from *Assassin's Creed © Valhalla*.

3. Hall of a Viking longhouse.

4. Rein rack, bronze, gold and coal. *Søllested Mark*, Denmark. 793 to 1066 CE. Collection of the National Museum of Denmark.



National Museum of Denmark, MuseumsPartner

4

Viking world: a culture of navigators and warriors on the high seas, and the farming and trading culture that, while perhaps unfamiliar, still remains a pillar of Scandinavian life. Featuring scenes from *Assassin's Creed Valhalla*, real and imaginary Vikings are represented in this immersive experience.

The National Museum of Denmark has one of the world's most superb and comprehensive Viking collections. Among the some 650 objects presented here in Montréal are everyday items, jewelry and adornments, trade objects, treasures collected for the next world, and weapons and artifacts of war.

### Elemental tales

The exhibition also explores four tales. In the **tale of origins**, the visitor plunges into the creation myth, as told in surviving poetic texts. Today, the Vikings are defined as people who inhabited Scandinavia in the late Iron Age, but they described themselves as the citizens of Midgard, one of the nine worlds that surround Yggdrasil, the towering tree at the centre of the cosmos.

The **tale of life** is the history of Viking society: its social structure and the destiny that holds a Viking's fate, from birth to death. The artifacts reveal that northern men were not only warriors but also farmers and exceptionally talented artists.

In the **tale of travel**, visitors learn of the importance of the ships that carried the Vikings to the four corners of the Earth. More than a symbol that has inspired countless stories, the Viking ship is a technological marvel. The tale of travel is also one of trade, colonies, and pillage.

The final area is dedicated to the **tale of the end of days** through the history of the glorious death and impending end of the world. The exhibition ends with Ragnarok, the twilight of the world, as the ever-present Viking becomes truly immortal.

Don't miss this unique opportunity to learn about a surprising culture and see objects of remarkable beauty!

### SAMUEL MOREAU

Project Manager

Exhibitions – Multimedia Technologies

**From April to October 2022**

 Desjardins

presents



ExHiBiTiON

October 13, 2021 to  
March 6, 2022

# CIRCUS

TIME!



# GENERAL TOM THUMB, SUPERSTAR



Collection of the John and Mable Ringling Museum of Art, Tibbals Circus Collection

career that took him to countless theatres across the United States, Europe, Japan, and even here to Québec!

## General Tom Thumb visits Québec

In the summer of 1848, General Tom Thumb traveled to Québec City. He paraded through the streets in his very own carriage, which was said to have been a gift from Queen Victoria herself. Local newspaper *Le Canadien* reported on the cheering crowds that attended his appearances in one of the city's hotels. In 1863, Stratton returned with a troupe that included his wife, winning over crowds in both Québec City and Montréal.

ÉLISABETH CÔTÉ

Project Manager

Exhibitions – Multimedia Technologies

October 13, 2021 to March 6, 2022

Named after the original Tom Thumb, a character from old English folklore, General Tom Thumb was the very first circus superstar! Created by circus promoter and talent scout Phineas Taylor Barnum himself, General Tom Thumb was personified by little person Charles Sherwood Stratton (1838–1883).

General Tom Thumb takes centre stage in the magical universe of the *It's Circus Time!* temporary exhibition, opening at the Museum on October 13. This adventure into the fascinating heart of the circus world features flashy characters and showcases the tremendous creativity of Québec's homegrown circuses.

## Four-year-old fan favourite

Born in Bridgeport, Connecticut, in 1838, Charles Sherwood Stratton stopped growing normally at only seven months old due to a congenital disease that hindered his height but did not affect his body's proportions. At the age of four, Stratton was discovered by none other than P. T. Barnum, who quickly became the young child's manager and made him a star and crowd favourite. A marketing genius, Barnum presented Stratton by his stage name: General Tom Thumb.

As the years and tours passed, the entrepreneur and the general developed a genuine friendship. Charles Stratton even bailed Barnum out when he found himself in a financial bind, and never hesitated to head back out on tour to support him.

As one of the circus world's most well-known artists, General Tom Thumb led an exceptional and prolific

1. Welcome to Barnum's Circus, ink on paper dated 1881 and featuring General Tom Thumb and his wife, from the Tibbals Circus Collections of the Barnum & London Circus.

2. Charles Stratton in his Freemasons uniform. When Stratton met Queen Victoria, she was so completely charmed by him and his parody of Napoleon that she appointed him general!



Collection of the Barnum Museum, Bridgeport, Conn., 2003.009.069

To print the game pages, [click here to save as PDF](#) or click the printer icon in the lower right corner of the viewer.



# The circus is finally in town! HuRRaY!

Fun games for the young and young at heart

## ACTiViTY No. 1 Circus animals

In the 19<sup>th</sup> century, the circus was about the only place where people could see animals from around the world! Crowds went to gaze at the menageries, just out of curiosity.

Many animals were part of the circus, including a very famous one named Jumbo. Connect the dots from 1 to LAST and find out what kind of animal Jumbo was!

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## ACTiViTY No. 2 Monumental circus

Wow! Take a look at this amazing model. French artist George Berger created this reproduction of an extraordinary and monumental circus world. Find the 7 hidden differences on the right side of the image.





# DISCOVERING A NEW STRUCTURE AT FORT VILLE-MARIE



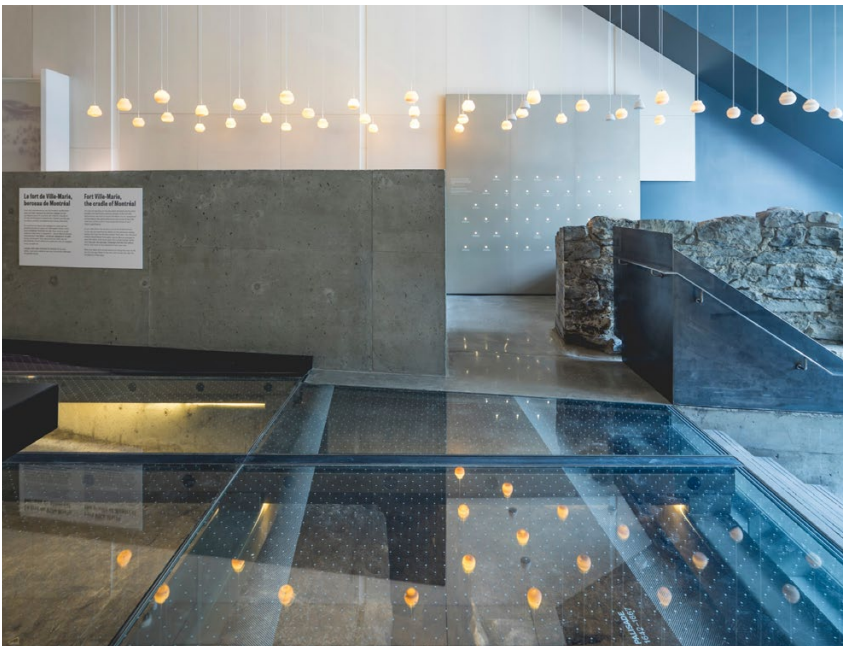
Raphaël Thibodeau

Since its inauguration in 2017, the **Fort Ville-Marie – Quebecor Pavilion** has showcased the vestiges of the first French settlement, preserved under a glass floor. In one of the buildings that was unearthed, timber from a demolition in the 17<sup>th</sup> century had been left behind at the back of a crawl space that is about 9 metres by 4 metres in size, and just over 1 metre deep. And that’s exactly where we recently made a surprising discovery!

Until then, we had not yet determined the purpose of the pit. Though conservation work had been undertaken to showcase it, the wood was rotting and threatened to unbalance the delicate ecosystem we were working hard to preserve under the glass floor.

In December 2020, the Museum called upon Arkéos to remove the wood remains and investigate the underlying ground to find the bottom. The Mohawk Council of Kahnawà:ke also contributed to the project since it is now standard practice for digs in Montréal to include Indigenous technicians.

1



Raphaël Thibodeau

The relatively unstructured coniferous wood was likely part of an old framework that had been thrown into the pit with other materials and used as fill, possibly when building the Château de Callière around 1695. Under the fill, a thin layer of seed-rich soil lined the bottom of the pit.

2



Arkéos © Pointe-à-Callière

3



Hendrik Van Gijsegem © Pointe-à-Callière

4

### Surprising finding

A soil sampled analyzed by Gaïa led to a surprising finding: microscopic fragments of wood and fish and animal bones, but also a huge number of seeds used to grow cultivated and wild plants of Indigenous and European origin. Over 1,000 botanical remains were found.

The Indigenous species include purslane, spikenard, raspberry or blackberry, pin cherry, and squash. Among the European plants that were grown locally were climbing nightshade, fig, plum, summer savory, and grape, while the origins of the elderberry, Chenopodium, and amaranth remain unknown.

The presence of these species at the bottom of a pit, under thick fill, provides evidence of some of the food practices of the inhabitants of Fort Ville-Marie. Given that the deep repository was more or less sealed with fill meant there was very little of the *noise* usually caused when natural species that are not necessarily associated with human activities are deposited, often blurring the human origins of assemblages.

The fact that the seeds were preserved is largely due to the anaerobic environment created by the depth of the pit and fill. Often, botanical assemblages are made up of remains preserved through carbonization and thus tend to indicate cooking and food waste. In this particular case, we have access to a much more atypical context of food storage, rather than cooking or disposal. The assemblage's profile is diverse and made up of fruits and plants that are rarely seen in cooking-related contexts.

1 and 2. [Where Montréal Began](#) exhibition in the Fort Ville-Marie – Quebecor Pavilion

3. Depressions at the bottom of the pit.

4. Excavation under the floor.

5. Pumpkin seed found on a dig.



Gaïa © Pointe-à-Callière

5

### New perspectives on consumption practices

The assemblage provides exceptional insight into the consumption practices at Fort Ville-Marie. Among the species that were identified, many were used exclusively as food. When found in storage structures, certain fruits like plum, raspberry, or grape may point to the preparation of syrups, jellies, or liquors rather than to the consumption of the fruits themselves. Both species of spikenard were used in traditional Indigenous medicine. Climbing nightshade, which was brought over from Europe, was also considered a cure-all.

These elements may suggest an interesting transfer of knowledge between Indigenous and European pharmacopeias. Purslane is a weed, but the species is so prevalent in the assemblage that its presence cannot be coincidental. Its leaves are edible, and, like squash, purslane may reflect the adoption of an Indigenous plant meant for food use by the Europeans. The summer savory constitutes rare archaeological evidence of the use of herbs in New France.

Removing the timber helped expose the bottom of the pit and provided additional details on the structure itself. The intervention revealed five aligning imprints in the sterile clay at the bottom of the pit—certainly traces of the elements that supported the superstructure.

### A storage site with a wealth of information

In the light of this new information, the pit is no longer considered a crawl space but rather a storage space for food, possibly a root cellar. These unprecedented findings provide a more nuanced picture of dietary practices in New France.

Carried out for conservation purposes, the intervention broadens our perception of daily life at Fort Ville-Marie and emphasizes that the site, even in its museological context, can continue to surprise us from an archaeological standpoint.

#### HENDRIK VAN GIJSEGHEM

Project Manager  
Archaeology and History

# YOUVILLE PUMPING STATION

## AN ICON OF OUR INDUSTRIAL HERITAGE

The creation of the Youville Pumping Station—Montréal’s very first fully electrified wastewater pumping station—is the result of a series of events and decisions in which geography, history, public hygiene, technological progress, urbanization and several generations of Montrealers intersect.

It all started with the Petite Rivière, which once flowed into the St. Lawrence River along Pointe-à-Callière. In the early 18<sup>th</sup> century, it was normal practice to throw waste into the waters. As a result, the waterway eventually became more of an open sewer than a river and a source of illness and terrible odours. That explains why the Petite Rivière was canalized from McGill Street to the mouth of the river between 1832 and 1838. However, with the construction of the Mackay Pier (Cité du Havre) between 1898 and 1900, a pool of stagnant water was created, collecting wastewater and sludge from the sewer in the port, especially during spring floods.

To mitigate the impacts, a sewage pumping plant—the Youville Pumping Station—was built between 1913 and 1915. Relying on the cutting-edge technology of the time, it was a wonderful achievement in civil engineering meant to drain the wastewater and improve water quality in the port. A diversion dam connected the sewer and plant, where powerful pumps lifted the water six feet and discharged it into another wastewater collector known as the Craig collector, which sent the water further east, under what is today the Jacques-Cartier Bridge.

Spanning three levels, the station is made up of original equipment and pieces that were added over the years: a transformer room, a traveling crane, motors, pumps, valves, a discharge chamber, and more. They illustrate the technological developments and ever-increasing needs of a growing population that consumed more and more water.

The pumping station was in operation for 75 years, until 1990. It was then integrated into the Montréal Archaeology and History Complex in 1998 and 1999, reopening as an interpretive space.



Caroline Bergeron, © Pointe-à-Callière

1

# WATER CONSERVATION GETTING YOUNG PEOPLE ON BOARD

Beginning in the winter of 2022, Pointe-à-Callière will present a new interpretive experience at the Youville Pumping Station that is poised to become a must-see stop in our museum offer for school groups. Designed primarily for visitors of ages 10 to 14, the exhibition dives into the incredible but true story of wastewater!

Young people become the central characters in a highly interactive historical and technological journey, exploring a space like no other in Montréal. The fun and educational exhibition is also an opportunity for visitors to broaden their horizons when it comes to the environmental issues that are most important to them.



2. A large interactive table invites young people to imagine their neighbourhood of the future as part of a collaborative game.

## Sneak peek of the experience

Young adolescents aged 10 to 14 are more aware of public health and environmental concepts than ever before. They also like to take up challenges, come up with solutions, work as a team, and learn through fun.

The former Youville Pumping Station (1913–1915) is at the heart of a surprising and multifaceted adventure designed especially for young people! Immersed in an original and industrial heritage space, they will embark on a quest that will connect them with fascinating and fundamental historical, technological, and environmental issues. In a city of more than two million people, where does the water from all the toilets, bathtubs, sinks, and industries go? What about the rain and melting snow?

The Museum has created an innovative technological and educational experience in which action and participation lead to discovery, fun, and engagement! As they visit, young people will:

- explore the remains of the Youville Pumping Station, where they will learn about the impressive industrial structure
- understand its role and how it works at interactive technological and mechanical stations
- observe Montréal's wastewater system and see how solutions to past and current urban water issues are found
- learn about the history of science and technology
- link the past to the world around them, and to the future.

## Search for solutions

In every era, the best possible solutions were developed in response to the challenges at hand, intended outcomes, choices made, and available technologies. And that is exactly what young visitors will have to consider in the new Youville Pumping Station space. Don't miss it!

**ÉLISABETH CÔTÉ**

Project Manager

Exhibitions – Multimedia Technologies

# COME AND SEE WHAT'S ON DISPLAY

## OUR TEMPORARY EXHIBITIONS



### Italian Montréal

Today, a quarter of a million Montrealers say they have Italian origins. To highlight the community's significant contribution to the city's economic, social, and cultural lives, as well as its ingenuity, talent, and resilience, Pointe-à-Callière is presenting the *Italian Montréal* exhibition. *Benvenuti!*

Until January 9, 2022



### Headdresses from around the World

Headdresses are symbols of the world's cultures. Their shapes, colours, materials, and ornaments reveal a thousand and one clues as to the nature of the headwear itself and status of the wearer. In this exhibition entitled *Headdresses from around the World*, you will discover the exceptional headdresses and ornaments from the Collection of the Musée des Confluences, donated by Antoine de Galbert.

Opening in November 2022

## OUR PERMANENT EXHIBITIONS

### Generations MTL

From seats overlooking impressive archaeological remains, the history of Montréal is brought to life before your eyes! Projected onto an incredible immersive set space created for the show, *Generations MTL* will dazzle you with its technological genius and artistic sensibility. Start your tour of the Museum right here!

### Crossroads Montréal

Rediscover this unique archaeological site that reveals the history of the city of Montréal, from the time it was a stop for hunter-gatherers some 4,500 years ago to today. In the completely redesigned space, visitors learn the Indigenous languages spoken by the Anicinape, Kanien'kehá and Wendat communities and immerse themselves in the spirit of the site before discovering the ways of life of the St. Lawrence Iroquoians. They can also take time to reflect on the stirring

remains of Ville-Marie's first Catholic cemetery (1643) and meet the key figures of the Great Peace of 1701. Don't miss it!

### Where Montréal Began

The Fort Ville-Marie – Quebecor Pavilion features an exhibition that showcases the remains unearthed during archaeological digs led by the Museum on the founding site. A glass floor above the vestiges of the first French settlement dating back to 1642 provides an *in situ* glimpse of Montréal's roots.

### Building Montréal

Head down into the Museum's crypt, where the *Building Montréal* exhibition will take you back in time to key moments in our history, from 1350 to today, in a uniquely captivating and engaging experience.

### Memory Collector

Not many people can say they've wandered into Montréal's first collector sewer! Blending history and technology, this journey into the heart of North America's earliest collector sewer makes it possible. Enter a mysterious underground world that will transport you to a magical space steeped in history and emotions. It's like nothing you've ever seen before in Montréal!

### Come Aboard! Pirates or Privateers?

Have you got what it takes to be a pirate or a privateer? Completely redesigned and expanded, Pointe-à-Callière's new family exhibition is an immersive and interactive adventure on the high seas in the days of New France! The exhibition was honoured with two international awards recognizing the quality of its design and the remarkable multimedia integration of historical content.

1. Men's royal headdress, 20th century, Yoruba, Africa. Musée des Confluences, Antoine de Galbert. France. © Pierre-Olivier Deschamps/Agence VU' – Musée des Confluences, Lyon.

# AT THE HEART OF THE SAQ'S 100TH ANNIVERSARY CELEBRATIONS



Service de la gestion de l'information, SAQ

In 1921, the Québec government created the Commission des liqueurs du Québec, which became the Régie des alcools du Québec in 1961 and then the [Société des alcools du Québec](#), the SAQ, a decade later. For a few months during the pandemic, provincial authorities even listed the SAQ as an essential service—a decision that speaks for itself when it comes to the corporation's prominence. That's just one of the reasons to celebrate its 100<sup>th</sup> anniversary.

The souvenir display on the mezzanine floor of the Museum's main building showcases some 40 objects from the Pointe-à-Callière and Société des alcools du Québec collections, retracing how Quebecers have related to alcohol since the time of New France—from mass wine and drinks to treat what ailed you to the liquor that kept you warm in winter and the booze they tried to ban.

1



Service de la gestion de l'information, SAQ

The objects dating back to the time of temperance shed light on the social climate during prohibition and the creation of the Commission des liqueurs. The items on loan from the Société des alcools du Québec reveal how our very first government corporation evolved to become the SAQ we know today. On display until late fall 2021.

**SAMUEL MOREAU**  
Project Manager  
Exhibitions – Multimedia Technologies

2

1. Loading trucks at the Montréal warehouse, 1920s.

2. Semi-self service at the Régie des Alcools, 1961–1971.

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# NEW CHAIR OF THE BOARD OF DIRECTORS OF THE POINTE-À-CALLIÈRE FOUNDATION



**Pierre Turcotte** is very active in the business and philanthropic communities. He is the chair of the board of directors of Alithya Group Inc., a Québec-based, publicly traded company specializing in strategy and digital technologies. Since taking on the role in 2011, his tenure has been marked by a decade of growth and acquisitions, here and abroad. Prior to joining Alithya, Mr. Turcotte served as senior vice-president and general manager of a major IT firm, where he oversaw multiple business units in Canada, the United States, and Europe. Pierre Turcotte also serves on the boards of the Théâtre du Nouveau Monde and the Société Pointe-à-Callière. He is an independent member of the Information Technology Committee of McGill University and a member of the Institute of Corporate Directors. On June 10, he was appointed chair of the board of directors of the Pointe-à-Callière Foundation.

## **What inspired you to get involved with Pointe-à-Callière?**

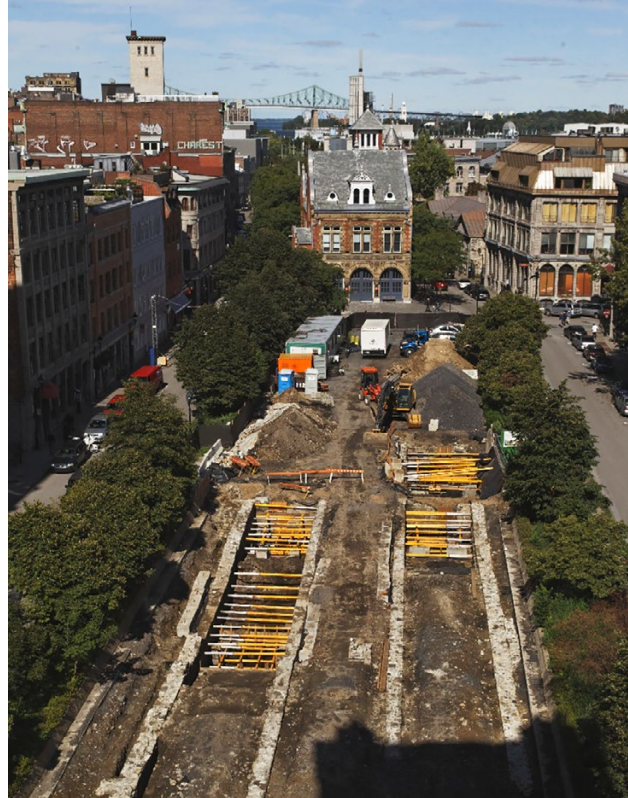
As a business leader and someone with an IT background, I am always inspired by foresight and vision. Since its founding in 1992 to commemorate Montréal's 350<sup>th</sup> anniversary, Pointe-à-Callière has been a model of evolution. Prior to the pandemic, the Museum welcomed more than half a million visitors in 2019—its second-highest annual total since its opening. The seeds of that progress were planted 29 years ago, and the vision extends beyond the walls of the historic sites to encompass progressive programs and policies, emerging technologies and inclusive community initiatives that not only preserve Pointe-à-Callière's past but also establish its current and future presence. There has never been a better time to reflect on our history and resilience, and museums play an intrinsic role in educating our communities.

**Your term as chair comes at a critical juncture. How do you see the future of Pointe-à-Callière?**

The third phase of the development plan not only commits to preserving archaeological sites but also expands cultural and educational programs that will foster even greater community awareness and involvement. Additionally, the adoption of new technologies has already begun to fuel further innovation with deployments of the latest developments in voice recognition, artificial intelligence and real-time 3D animation, providing a variety of interactive and immersive experiences for visitors that will continue to evolve.

**What benefits do you reap from community involvement?**

First, Pointe-à-Callière preserves a historic record of the vibrant multicultural society we live in today, and I look forward to serving with such a diverse representation of that society on our 23-member board. On a broader scale, my business background has given me the skillset, experience and connections that are vital to an organization's success at all levels and especially groups dedicated to enhancing the communities we live in. Beyond a sense of responsibility, paying it forward is a very rewarding experience when it contributes to the achievement of goals that positively impact the community.



Alain Vandal

**How can executives like yourself inspire philanthropy among younger generations?**

To be honest, I think the kids are alright! Young people today increasingly rally around social and environmental causes. However, as opposed to making financial donations, they are contributing through their willingness to get involved. That creates both an opportunity and a certain responsibility for the corporate world to support those efforts. Young people are the future, and organizations that embrace philanthropy and engage in the community are more attractive to them. In the past, the relationship was more adversarial, but corporate cultures that foster engagement and support causes that matter to their young employees are finding the experience to be beneficial on numerous levels.

1. Overview of the archaeological excavation site where the remains of Sainte-Anne's Market and the Parliament of the Province of Canada (1832-1849) were found. The Pointe-à-Callière Foundation supports this major project led by the Museum to preserve and showcase the last monumental historical sites that confirm Montréal's role as a metropolis and the capital of the Province of Canada in the 19<sup>th</sup> century.



## THANK YOU, MR. DUMAS!

The Pointe-à-Callière Foundation would like to express its lasting gratitude to Mr. Robert Dumas, President and Chief Executive Officer of Sun Life Québec, who chaired the board of directors from 2016 to 2021. His experience and knowledge helped achieve the objectives and tackle the challenges a foundation like Pointe-à-Callière's must take on. Thanks to his collaboration and support, the Foundation was able to sustain and increase its gains. We know he will continue to carry the torch for everyone who wants to discover and love Montréal, past and present. He remains our friend and ambassador, and we hope to have the pleasure of seeing him often at Pointe-à-Callière. Thank you, Robert!

# AT THE MUSEUM!



Laura Dimitriu

**A Hermes Creative Award for exhibition design**  
 Pointe-à-Callière is the proud recipient of a 2021 Platinum Hermes Creative Award for *Come Aboard! Pirates or Privateers?* The Hermes Creative Awards bring together some 230,000 participants in 125 countries. Designed for children 8 to 12 years old, the renewed exhibition is an immersion into the world of pirates and privateers. The digital installations, ambient lighting, and interactive games charmed the jury and our young visitors! Congratulations to Carrier Design, which helped create the exhibition in the Old Custom House – Fondation J. Armand Bombardier Pavilion.



Sébastien Roy

**Nous sommes Montréal earns another excellence award**  
 The *Nous sommes Montréal – La grande Paix racontée – tome 2* project was recognized once again with the Canadian Museums Association's Outstanding Achievement in Social Impacts Award. High school students whose first language is not French were given the opportunity to express their poetry skills in a collective (and inclusive!) work that blends their personal stories with the story of Montréal. Congratulations to our colleagues Katy Tari, Director of Collections and Public Programs, and Annick Deblois, Project Manager, who initiated this inspiring project.



Anna Gainey



Olivier Marcil

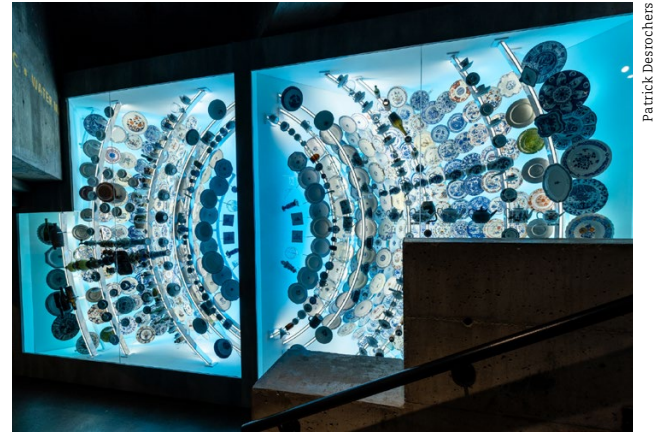
**New members appointed to the board of directors**  
 Two new members were appointed to the Museum's board of directors. Anna Gainey is the Executive Chair of Canada 2020, a leading independent and progressive think tank whose goal is to build a community of progressive ideas and people that will move and shape governments. Ms. Gainey is a graduate of McGill University and the London School of Economics. Olivier Marcil is Vice President of Public Affairs Canada at Alstom. He previously held senior management positions at Bombardier, McGill University, and within the Québec government. He earned a bachelor's degree in history from Université de Sherbrooke, as well as a master's in history from Université de Montréal. Welcome!



Myriam Ménard

### **Italian Montréal: all about community!**

When the *Italian Montréal* exhibition was still in its earliest stages, Pointe-à-Callière contacted Italian community associations in a range of sectors across the city. They generously contributed to the project by loaning objects, photos and videos, thereby enriching the exhibition's content by sharing their personal stories and perspectives on Montréal's Italian communities of yesterday and today. When the exhibition was inaugurated in March, we invited these vital partners to a special, socially distanced, sneak peek.



Patrick Desrochers

### **May 17, 2021: important anniversaries**

Pointe-à-Callière recently inaugurated the new museography of its signature exhibition, *Crossroads Montréal*. To truly mark the occasion, the Museum offered free admission on May 17, which happens to be the anniversary of Montréal and the 29<sup>th</sup> anniversary of Pointe-à-Callière. Many visitors made the most of the special Monday event to explore the exhibition. The entirely reimaged museography shines a spotlight on Indigenous oral traditions and sparks a dialogue between the past and present through contemporary art installations and highly educational interactive elements. Now, it's your turn to discover this fascinating archaeological journey in the Museum's reception pavilion.

### **Hot summer on the point!**

The pedestrian area around the Museum was finally reopened to visitors, who could enjoy a space brimming with flowers, have a bite to eat at one of the picnic tables, or catch some rays in one of the Adirondack chairs. After a break in 2020, Musical Middays were back every Thursday this summer, much to the delight of everyone in the neighborhood. On weekends in July and August, children were invited to climb onto the carousel of Great Bernardo's Little Circus, as their parents pedaled to make it work. This participative theatre experience complemented both *A Railroad to Dreams*, which was presented until September 6, and *It's Circus Time!* which opens in October. And that's not all! On June 27, visitors and passersby were invited to a unique performance by the Chœur Métropolitain. As part of Archaeology Month, several thematic and learning activities were organized, including tours of the site of Saint Anne's Market and the Parliament of the United Province of Canada in Old Montréal, where the *Parliament Under your Feet* outdoor exhibition is being presented. Finally, in late August, we hosted our very popular 18<sup>th</sup> Century Public Market in a hybrid format that combined on-site and virtual activities.



Sébastien Roy

# THE FOUNDATION IN ACTION

## New membership card

Museum members will have access to new membership cards that proudly bear the colours of our group of loyal ambassadors. New members and individuals who renew their membership may request a laminated card at the ticket counter. Last spring, Pointe-à-Callière implemented a customer relationship management tool that supports on-site and online ticketing and Museum memberships. In a few months, when readers will be installed, ticketholders and cardholders will be able to skip the line-up when accessing the exhibition halls.



## Special edition of Montréal Museums Day

On May 30, Museum members supported the Foundation team at a special edition of Montréal Museums Day, under the theme *Donate and visit us!* Teams asked visitors to donate to the Foundation, and new members were given the chance to gift a regular membership to a person of their choice. The event helped raise \$1,700 for the Foundation, and 70 people joined the Museum or renewed their membership.

## The Foundation welcomes three new administrators

The board of directors of the Pointe-à-Callière Foundation recently appointed a new chair, Pierre Turcotte (see pages 16–17). Three new administrators also joined the board. Mackie Vadacchino, who graduated from the John Molson School of Business, is the CEO of Bioforce Canada Inc. (A.Vogel), manufacturer and supplier of A. Vogel fresh-plant medicines. Caroline Healey, who earned law degrees from Université de Montréal and Université Laval, is Executive Vice President and General Counsel for the Railway Association of Canada. Pascal Pépin, who is a graduate of Université Laval and a fellow of the Canadian Institute of Actuaries and Society of Actuaries, is the Director of Compensation and Benefits at Power Corporation of Canada. Welcome!

1. The Foundation's booth at Montréal Museums Day. Alexandre Jeong and Pierre Lampron, members and volunteers, joined Foundation employees Zoé Massé Jodoin and Gabrielle Gagné.



Mackie Vadacchino



Caroline Healey



### Member exclusive: Signature Talks

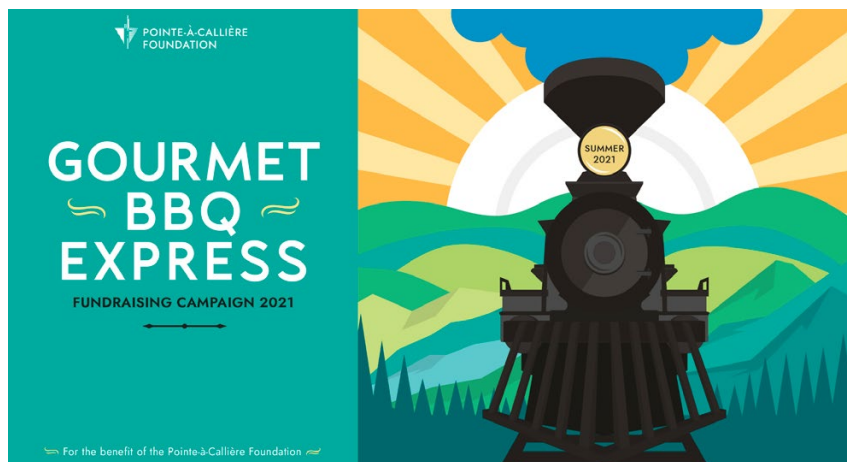
Until all restrictions are lifted and Pointe-à-Callière can host group activities once again, two new virtual series were created for members. Signature Talks featured one-hour discussions with three of our Museum’s key figures: [Francine Lelièvre](#), Founder and Executive Director of the Museum from 1992 to 2020; [Anne Élisabeth Thibault](#), our new Executive Director, who spoke about her career and upcoming projects; and Christine Dufresne, the new Director of Exhibitions—Technology and Multimedia. The second series, our [Book Club for Members](#), kicks off in September and will present publications and collections developed by the Museum. More information is available in our newsletter.

### La Relève in action

This fall, [La Relève](#) will host a series of activities, including an exclusive virtual discussion on working abroad with Jean-François Lupien, a former Relève member who is Director of Foreign Direct Investment at Investissement Québec in Paris. In addition, the *Montréal en couleurs* campaign—which raises funds through the sale of unique and exclusive serigraphs featuring the city of Montréal—will be back this November. The Foundation is also actively collaborating with La Relève to organize an evening at the Museum celebrating the inauguration of the *It’s Circus Time!* exhibition. Stay tuned!



Jean-François Lupien



### Summer culinary journey

To mark Father’s Day and the start of summer, the Foundation gave donors the chance to celebrate in style while supporting the Museum’s development. The *BBQ Gourmet Express* fundraising campaign—a nod to [A Railroad to Dreams](#)—brought a barbecue-style meal by renowned chef Philippe Mollé to every donor’s table. The initiative raised \$10,000 for the Foundation. Thank you to everyone who took part!

## GET TO KNOW OUR MEMBERS

Pointe-à-Callière has thousands of members. Get to know two of them, Alexandre Jeong and Marie-Josée Duguay.

My name is Alexandre Jeong. I'm originally from Brazil and have lived in Montréal for a decade. I'm a senior manager at Deloitte, and I've been a member of Pointe-à-Callière for almost nine years.

### **Why Pointe-à-Callière?**

The quality of the exhibitions and the very meticulous installations that rely on technology to create a spectacular atmosphere combined with a narrative presentation that's always very well designed. I've always had a passion for history. I was wandering around the Old Port one Sunday afternoon when a poster for an upcoming exhibition caught my eye. It was *The Etruscans!* I walked in and fell in love with what I saw. The Museum helped me discover the rich history of Montréal, New France, Québec, and the world. It's really wonderful!

### **How does the Museum fit into your cultural activities?**

Pointe-à-Callière is such an important part of my cultural life. The temporary exhibitions are always so interesting, and members can take part in quality talks by archaeologists and historians—passionate people who share their knowledge and expertise.



My name is Marie-Josée Duguay. I'm originally from New Brunswick and have lived in Montréal for five years. I was a student until very recently: I just completed a master's degree in Information Science. I joined the Museum in March 2020.

### **Why Pointe-à-Callière?**

The amazing *From the Lands of Asia* exhibition captured my interest in 2017, on my first visit to Pointe-à-Callière. It drew me in right away.

### **How does the Museum fit into your cultural activities?**

I'm a curious person and I love discovering new exhibitions, whether I'm initially interested in the topic or not. I really enjoy visiting the Museum because it's always an enriching experience. I try to stop by on a regular basis. I also volunteer for the Pointe-à-Callière Foundation from time to time as a way of showing my appreciation for the institution.

## THANK YOU TO OUR ANNUAL PARTNERS



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## Cité

Volume 9, No. 2

Fall 2021 – Winter 2022

Cité is the magazine of the  
Pointe-à-Callière Foundation.

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### Graphic design

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### Printing

Accent Impression inc.

### Legal deposit:

ISSN 2291-2924  
English ed. print  
ISSN 2291-2932  
English ed. online

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### COVER

Langskip, a Viking longship  
Photo: MuseumsPartner © Luis Sanz

# THANK YOU!

Pointe-à-Callière would like to sincerely thank the partners that make it possible for the Museum to produce its exhibitions and activities.



Caroline Bergeron

### ITALIAN MONTRÉAL

An exhibition produced by  
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### Presented by

National Congress of Italian  
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### VIKINGS

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partnership with the National  
Museum of Denmark and  
MuseumsPartner, in collaboration  
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### NOUS SOMMES MONTRÉAL - LA GRANDE PAIX RACONTÉE - TOME 2

Project carried out with the finan-  
cial support of the Government  
of Québec and the Ministère de la  
Culture et des Communications'  
program to promote the  
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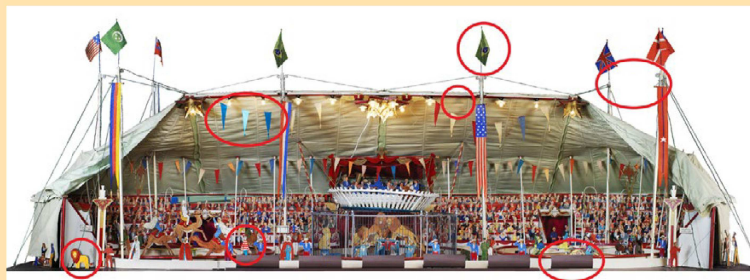
### ACTiViTY No. 1

Jumbo is an elephant

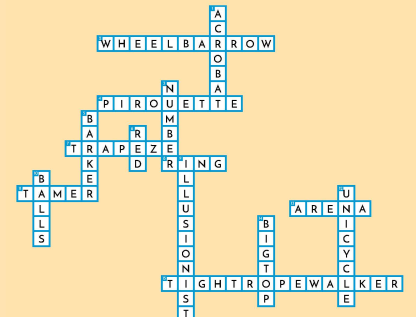
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