

NEW RECORD FOR THE MONTREAL MUSEUM OF FINE ARTS 58th BALL
More than \$1.5 million net profits!



Montreal, November 4, 2018 – Over 950 guests congregated at the 58th Ball of the Montreal Museum of Fine Arts (MMFA) on Saturday, November 3th, to demonstrate their support for the institution and to celebrate the creativity of Quebec’s fashion designers. The evening entitled *NUIT COUTURE*, organized by the Museum Foundation, paid a sparkling tribute to the artists and artisans of Quebec fashion and thereby raised a historical record of \$1.5 million in net profits!

The co-presidents of this colourful benefit evening were **Isabelle Chevalier**, CEO of Bio-K+ international; **Mitch Garber**, chairman of the boards of directors of Cirque du Soleil and of Invest in Canada; and **Mark Pathy**, president of Mavrik Corp. In addition, the Museum was delighted to be hosting consummate businessman **Aldo Bensadoun**, founder of the Aldo Group, as the guest of honour at this memorable event.

A not-to-be-missed date on the calendar of Quebec’s business community, *NUIT COUTURE* would not have been such a success without the indispensable support of the members of the advisory committee – **Caroline Deitcher**, **Willamina Leus Martire**, **Julie Moisan**, **Louise Racine** and **Debbie Zakaib** – as well as the team of the MMFA Foundation.

This benefit evening celebrated Quebec fashion by dedicating each banquet hall to one of nine local designers. The highly imaginative décors reflected the artistic worlds of **Philippe Dubuc**, **Denis Gagnon**, **Helmer Joseph**, **Nathon Kong**, **Marie-Ève Lecavalier**, **Markantoine**, **Fecal Matter**, **Atelier New Regime** and **Marie Saint Pierre**, and the artistic direction of the evening was provided by **Cirque du Soleil** under the creative lens of **Catherine Nadeau** and **Melissa Thompson**. The Ball concluded with a preview of the exhibition *Thierry Mugler: Couturissime* devoted to the internationally famous designer, to be presented at the MMFA from March 2 to September 8, 2019.

The gourmet dinner served to the guests – designed by **Antonin Mousseau-Rivard**, chef and owner of the restaurants Le Mouso and Le Petit Mouso – was prepared by **Baptiste Peupion**, executive chef, and **Hervé Dumont**, catering chef, led by **Armando Arruda**, catering director of the Fairmont The Queen Elizabeth.

The director of the Museum Foundation, **Danielle Champagne**, and the director general and chief curator of the MMFA, **Nathalie Bondil**, thanked the co-presidents, the members of the executive committee, all the partners of the event and the many people who contributed to the success of the evening. Their efforts made it possible to reach and even surpass the anticipated goals of the Ball, enabling the Museum to make a difference in our society, as it is to a very great extent a self-financing institution. The net profits accumulated by the Ball will enable the Museum to expand its services in education and well-being for the young and underprivileged in our community, to extend the reach of its collection, to feature major exhibitions, develop a range of educational programmes, publish art books and acquire new works.

It should be remembered that the Ball is a vital benefit gala that gives wing to the Museum’s operations and activities, since it must self-finance up to 58% of its annual operating budget.

Acknowledgments

The 58th edition of the Montreal Museum of Fine Arts Ball was made possible thanks to the indispensable support of RBC Royal Bank, who presented the evening. The artistic direction of the event was generously offered by the Group Cirque du Soleil under the creative lens of Catherine Nadeau and Melissa Thompson. The MMFA also acknowledges the invaluable collaboration of Holt Renfrew and Ogilvy’s – souvenir photos, and that of Group Park Avenue and their car dealer Mercedes-Benz Silver Star – valet parking.

The Museum also thanks all those who contributed to the artistic programme of the evening: Anne-Séguin Poirier – set designer, Mathieu Rousseau – technical director, Elektrik – music, Thomas H – DJ dance music, Productions L’Eloi and Martin Laporte – animated portraits, agence Folio – muses, hairdressers, makeup artists, and the paper artist Miss Cloudy, Charlotte Lefebvre – floral decorations, Camille Côté, Canadian Hat and Heirloom – hats, Les Muses Choir under the direction of Xavier Brossard-Ménard – choir, Frédéric Faddoul, Jimmy Hamelin and Pierre Longtin – photographers.

The MMFA is also grateful to its sponsors and partners in goods and services: the Queen Elizabeth – catering, SAQ – wines & champagne, Paprika – visual identity, Clarins and Maison Ishi – gifts for guests, Expert’Ease – sound and video technology and lighting, ABP Sofa to Go – layout of the galleries, Valet Québec – valet service, Roche Bobois – furniture, Atelier Chabanel and Jean Paul Gaultier, Pur Vodka – vodka, Cacao70 – petits fours, PDI Impression – impression décors, TC Transcontinental – printing, and Peroni – beer.

The 59th MMFA Ball will be held on Saturday, November 2nd, 2019.

From left to right : Louise Racine, member of the MMFA Ball consulting committee; Debbie Zakaib, member of the MMFA Ball consulting committee; Mark Pathy, Co-President of the MMFA Ball; Isabèle Chevalier, Co-President of the MMFA Ball; Nathalie Bondil, Director General and Chief Curator of the MMFA; Jacques Parisien, President of the MMFA; Sylvie Demers, President of the MMFA Foundation; Mitch Garber, Co-President of the MMFA Ball; Julie Moisan, member of the MMFA Ball consulting committee; Willamina Leus Martire, member of the MMFA Ball consulting committee; Caroline Deitcher, member of the MMFA Ball consulting committee; Geneviève Lafaille, Department Head of Event Management of the MMFA and Chief Co-ordinator of the MMFA Ball; Danielle Champagne, Director of the MMFA Foundation.

Photo: Pierre Longtin

– 30 –

Download high-resolution image [here](#).

Press Room: mbam.qc.ca/en/press-room

Information

Maude N. Béland
Media Relations Officer | MMFA
T. 514-285-1600, ext. 205

Patricia Lachance
Media Relations Officer | MMFA
T. 514-285-1600, ext. 315

C. 514-886-8328
mbeland@mbamtl.org

C. 514-235-2044
plachance@mbamtl.org

About the Montreal Museum of Fine Arts

Boasting more than 1.3 million visitors annually, the MMFA is one of Canada's most visited museums and the eighth-most visited museum in North America. The Museum's original temporary exhibitions combine various artistic disciplines – fine arts, music, film, fashion and design – and are exported around the world. Its rich encyclopedic collection, distributed among five pavilions, includes international art, world cultures, decorative arts and design, and Quebec and Canadian art. The Museum has seen exceptional growth in recent years with the addition of two new pavilions: the Claire and Marc Bourgie Pavilion, in 2011, and the Michal and Renata Hornstein Pavilion for Peace, in 2016. The MMFA complex also includes Bourgie Hall, a 460-seat concert hall, as well as an auditorium and a movie theatre. The MMFA is one of Canada's leading publishers of art books in French and English, which are distributed internationally. The Museum also houses the Michel de la Chenelière International Atelier for Education and Art Therapy, the largest educational complex in a North American art museum, enabling the MMFA to offer innovative educational, wellness and art therapy programmes. mbam.qc.ca