

Button

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This round white diaper pin badge features three lines of text in a stylized yellow font and a blue design at the top. Superfrancofête button.

Accession Number 2022.12.74

Date 1974

Materials metal, paper, plastic

Measurements 5,3 cm

Historical context

This macaron was produced for the Superfrancofête, an event celebrating Quebec culture and the richness of the French language. The celebrations, held in Quebec City from August 13 to 24, 1974, attracted 800,000 spectators. Delegations from 24 French-speaking countries attended the event.

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For the opening, on the evening of March 13, a show was organized that transformed the history of Quebec music. Félix Leclerc, Gilles Vigneault and Robert Charlebois were brought together on the Plains of Abraham. It's the first time in Quebec's history that the great names of song have come together on the same outdoor stage to produce a joint show. While only a few thousand people are expected to attend the show, between 100,000 and 125,000 actually do.

The festival was held against a rather tense political backdrop. Prime Ministers Pierre Elliott Trudeau and Robert Bourassa attended the event and met with pro-independence activists. Bourassa was even booed. The independence movement was in full swing in Quebec, and Bill 22, the Official Language Act, had been passed the previous month.

Photo by Michel Julien