

PRESS RELEASE

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THE McCORD MUSEUM *URBAN FOREST*: A FLAMBOYANT FOURTH EDITION! NEW PARTNERS, AN OUTSTANDING MUSICAL PROGRAM AND A FOODIE'S HAVEN

Montreal, June 10, 2014 – Until September 28, 2014, the McCord Museum's colourful *Urban Forest* will enchant the city for a fourth consecutive year. Twelve metallic structures strewn with beautiful orange ribbons, a summer colour if there ever was one, add a distinctly festive atmosphere to Victoria Street between Sherbrooke West and President Kennedy. The space, once again designed by architectural landscapers Thierry Beaudoin and Paula Meijerink of WANTED Landscape, is a true haven for passersby and local office workers who make it their lunchtime destination. Building on the success of its urban initiative, this year the McCord Museum is proudly collaborating with new partners that include Les FrancoFolies de Montréal, Festival international de la chanson de Granby, and Rouge FM in conjunction with the *Urban Forest* Wednesday evening concerts.



A giant swing, a piano for passing pianists, picnic tables and food trucks all combine to make this a particularly enjoyable place to visit. In 2013, 144,000 people took part in the activities offered on Victoria Street, three times more than the first edition of the *Urban Forest*. “*This highly original use of a downtown street underscores the importance of offering leisure space in the city while providing Montrealers and visitors alike with a surprising and entertaining place to take a break, right next to the Museum,*” says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

A three-phased launch to mark these entertaining local festivities.

- The Museum will hold a ***Neighbours' Day*** on Tuesday, June 10, from 11:30 a.m. to 1 p.m. in celebration of this special place.
- From June 10 to 13, between 11:30 a.m. and 2 p.m., passersby and people who work in the area are invited to the *Urban Forest* sidewalk sale, which will feature a host of interesting items and gifts from the Museum Boutique.
- On June 11, as a pre-opening concert to Les FrancoFolies and in association with the exhibition *Music – Quebec: from Charlebois to Arcade Fire*, the ***Wednesday Evenings*** concert series welcomes Ludovic Alarie, a talented young singer-songwriter who has just launched his first solo album. In creating his introspective and contained musical realm, he adds wind and stringed instruments to a traditional rock band.

Start up the Music!

Music is front and centre at the McCord Museum this summer, and not just indoors in the exhibition *Music – Quebec: from Charlebois to Arcade Fire*. It also plays a major role in the *Urban Forest*. Music enthusiasts are invited to consult the extensive and varied program of free outdoor concerts, which is available online at mccord-museum.qc.ca/urbanforest.

- **Noon in the Forest**

Les Étoiles du métro are featured in free concerts presented on weekdays around noon. These artists have been recruited by the STM and Regroupement des musiciens du métro de Montréal. What better than to take a break at lunchtime and enjoy the delicious offerings of the food trucks while listening to a mini-concert!

Special note: Wednesday, August 20 at 12:00 noon: Concert in unison of all of the public pianos in Montreal

Pianists seated at all of the public pianos in the city will play the same musical piece in unison. It's an *Urban Forest* event you won't want to miss!

Live radio broadcast from the Urban Forest

On Friday, June 27, from noon to 3 p.m., the radio program *Via@Fehmiu*, hosted by Philippe Fehmiu, will be broadcast live from Victoria Street. The show will celebrate the exhibition *Music – Quebec: from Charlebois to Arcade Fire* as well as the summer programming schedule of ICI Musique. A few surprise guests are also expected to drop by!

- **Wednesday Evenings** concert series, 5:30 to 6:30 p.m., June 11 to August 27.

Wrapping up your afternoon with an hour of music as you sip on a cool drink at the *Urban Forest* outdoor bar and enjoy a savoury treat from one of the food trucks is an ideal way to begin a summer's evening. The program is presented in collaboration with Les FrancoFolies de Montréal, Festival international de la chanson de Granby and Rouge FM. Folk, blues, country, pop: something for everyone!

June 11: Ludovic Alarie (FrancoFolies)
June 18: Dylan Perron (Festival de Granby)
June 25: Surprise concert – *Talent discovery* (Rouge FM)
July 2: Raton Loveur (Festival de Granby)
July 9: Jonathan Savage (Festival de Granby)
July 16: King Melrose (Festival de Granby)
July 23: Les Gourmandes (Festival de Granby)
July 30: Surprise concert - *Talent discovery* (Rouge FM)
August 6: Claire Morrison (Festival de Granby)
August 13: Philippe Brach (Festival de Granby)
August 20: Éric Charland (Festival de Granby)
August 27: Surprise concert - *Talent discovery* (Rouge FM)

For more information about each of these concerts, please visit mccord-museum.qc.ca/urbanforest.

Food trucks

- As one of the designated food truck locations selected by the City of Montreal and the Quebec Street Food Association, the McCord Museum's *Urban Forest* welcomes street food trucks serving a mouth-watering selection of menu items. For the complete list of participating food trucks and their schedules, please visit montreal.streetfoodquest.com.
- The McCord Museum Café Bistro will also offer a delectable menu on its beautiful sunny terrace on Sherbrooke Street in front of the Museum.

The *Urban Forest* has been made possible with the support of the Borough of Ville-Marie, Destination Centre-Ville, La vitrine culturelle, First Capital Realty and Papillon Ribbon.

About the McCord Museum

The McCord Museum is dedicated to the preservation, study and appreciation of Montreal's history, as recounted by its people, artists and communities living in the city's past and present. The McCord Museum is home to one of the largest historical collections in North America, consisting of First Peoples objects, costumes and textiles, photographs, decorative and visual artworks, and textual archives, totalling more than 1,440,000 artefacts. The McCord Museum produces exciting exhibitions that engage visitors from Montreal, Canada, and beyond by offering them a contemporary look at the world. The McCord Museum also offers educational and cultural activities, as well as innovative projects on the Internet. **McCord Museum: Our People, Our Stories.**

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Photographs available at <http://bit.ly/1mxKALv>. Interviews can be arranged with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum; Sylvie Durand, Director, Programs; and Paula Meijerink, landscape architect.

Source and information:

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