

PRESS RELEASE

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SIXTH EDITION OF THE McCORD MUSEUM'S *URBAN FOREST*: AN OASIS OF PEACE IN DOWNTOWN MONTREAL!

Montreal, May 25, 2016 – Until October 2, 2016, the McCord Museum will present its *Urban Forest*, nestled in the heart of Montreal, for the sixth consecutive year. For more than four months, Victoria Street between Sherbrooke West and Président-Kennedy will become a colourful pedestrian haven. Once again this year, the Museum has entrusted WANTED Paysage with the creation of this downtown destination popular for relaxation and discovery. The area will be awash in bright reds, oranges and pinks, reminiscent of the most breathtaking sunsets. Back are the site's outdoor furnishings and public piano, not to mention the delicious offerings of the food trucks that pull up at noon. The *Urban Forest* is definitely worth a daily visit. Its rich and varied program will also entertain passers-by all summer long free of charge, and its flower-lined Café Bistro terrace on Sherbrooke Street will serve up a light and fresh lunch menu from Monday to Friday.

"Visited by more than 200,000 Montrealers and tourists each year, the McCord Museum's *Urban Forest* has become a part of the urban landscape of our city. It's the ideal place to end a visit to the Museum or simply take a refreshing break while downtown. This year, our *Urban Forest* activities will be further enhanced by morning yoga sessions, which are new to our program, as well as our highly enjoyable noon concerts," says Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum.

Regular program – Morning and noon in the *Urban Forest*

Morning Yoga with the Art of Living Foundation

Tuesdays and Thursdays, July 5 to August 25, 2016, from 7:45 to 8:45 a.m.*

A morning yoga session will be held on Tuesdays and Thursdays in July and August amidst the inspiring *Urban Forest* surroundings. Instructors from the Art of Living Foundation will guide participants (who should bring their own mats) through a series of yoga postures that are achievable by all and promote concentration, relaxation, endurance and flexibility. It is possible to reserve a space on [Eventbrite](#).

Monday to Friday: Street food

Fans of street cuisine will want to stop by the *Urban Forest* at noon on weekdays. There's no better summer lunchtime plan than sitting at a picnic table enjoying the culinary offerings of the nearby street trucks. Visitors are also welcome to brown bag it!

Concerts POP

Wednesdays from July 6 to August 24, 12:30 p.m.*

In partnership with POP Montreal

Every Wednesday afternoon at 12:30, the McCord Museum, in partnership with POP Montreal, will present pop concerts in the *Urban Forest*. Passers-by and Museum visitors alike will be thoroughly entertained by an eclectic mix of up-and-coming talent:

July 6 – Nicolet

July 13 – Rawsiu

July 20 – Sin and Swoon

July 27 – Maude Audet

August 3 – Melody McKiver

August 10 – Elena Stoodley



The *Urban Forest* © Elias Touil, 2015



The *Urban Forest* © Elias Touil, 2015



The *Urban Forest* © Elias Touil, 2015

August 17 – Balkan Kafana

August 24 – Dead Man Get Up

*Unless otherwise indicated, in case of rain, the yoga sessions and POP Montreal concerts will be cancelled.

Launch of The Job Bus

Monday, May 30, 11:30 a.m.

The Job Bus will be back this year with many new features, including a mobile app! Come join us in the *Urban Forest* on Monday, May 30 at 11:30 a.m. for the launch of the second season!

The Job Bus

Thursdays beginning June 2, from 11:30 a.m. to 2:30 p.m.

Interested in approaching the job search from a whole new angle? Why not try! The Job Bus and its team of advisors will visit the *Urban Forest* every Thursday from 11:30 a.m. to 2:30 p.m.

Special program

Kickoff concert with Dominique Hudson – Montreal Museums Day

DANZA: Bringing Southern vibes and a Latin beat to the city!

Sunday, May 29, 2016, at noon and 2 p.m.

To mark this year's opening of the *Urban Forest*, the McCord Museum will present, in collaboration with Rouge fm, two 45-minute outdoor concerts at noon and 2 p.m. Everyone's invited to come dance to the rhythms of new singing sensation Dominique Hudson at his show, DANZA. The performance consists of well-known French-language songs adapted to a Latin beat. Hudson, who is known for his ability to get people up on their feet and dancing, adds a distinctly Southern flavour to his shows. His love for Latin music is clearly evident as he integrates his favourite Latino numbers into the performance. Accompanied by amazing Cuban band *The Cuban Martinez Show*, Hudson transforms concert halls into fiestas.

Museum Boutique Sidewalk Sales**

June 13 to 19, from noon to 2 p.m.

August 16 to 21, from noon to 2 p.m.

Lunchtime provides the perfect chance to discover the Museum Boutique's one-of-a-kind products and find great deals, whether you're treating yourself or shopping for gifts. Discounts of up to 75%** will be offered on a selection of books, postcards, reproductions, jewelry, home decorating items and fashion accessories.

**Offer valid on selected items only. Please note that the sidewalk sales will be cancelled in case of rain.

Montreal's public pianos in unison

Thursday, August 18, noon

Public pianos in Montreal and across Quebec will resonate as one on August 18 at noon. This year, the song *Quand les hommes vivront d'amour*, a moving, timeless piece by Raymond Lévesque, will be played in unison.

Art of Living Foundation's Yogathon

Saturday, August 20, beginning at 9:30 a.m.

For a second consecutive year, the *Urban Forest* will host the Art of Living Foundation's annual Yogathon, an event that highlights the benefits of yoga and raises funds for the Care for Children program. For details or to register for the Yogathon:

Art of Living Foundation: montreal@yogathon.org

Phone: 438-380-9642

www.yogathon.org/www.artdevivremtl.ca

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

1,451,000 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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Interviews possible with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, as well as with Maria Luisa Romano, Project Manager, Cultural Programs.

Source and information:

Until May 27, 2016

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