

PRESS RELEASE

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THE McCORD MUSEUM *URBAN FOREST*: THIRD EDITION GREENER AND MORE ENTERTAINING THAN EVER

Montreal, May 23, 2013 – From May 26 to September 29, 2013, for the third consecutive year, Victoria Street between Sherbrooke Street West and President-Kennedy will be transformed into the McCord Museum *Urban Forest*, a project made possible by the Société de transport de Montréal (STM).

As one of the McCord Museum's initiatives to bring the Museum to the streets and connect in new ways with museum-goers, this third edition offers a forest of 34 natural trees scattered along the street. The *Urban Forest* is a perfect lunchtime retreat for the downtown office crowd and offers a giant swing, foosball table, picnic tables, and even a piano for passing pianists.

"This year, we are reinventing the Urban Forest," affirmed Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. *"By installing these trees in the heart of Montreal, we are reinforcing the importance of offering green spaces in the city while providing Montrealers and tourists alike with an enchanting and entertaining area—nestled right next to the Museum—where they can take a break and relax."*

Once again this year, the McCord Museum entrusted WANTED and its duo of landscape architects, Thierry Beaudoin and Paula Meijerink, in collaboration with the City of Montreal, with the creation of this organic urban environment in the middle of the city's business district. In November 2011, the McCord Museum received the award for the best design in urban integration from the Conseil régional de l'environnement de Montréal and the Coalition pour la réduction et l'apaisement de la circulation for this project.

In 2012, more than 128,000 people took part in the many summer activities offered on Victoria Street, three times more than during the first edition of the *Urban Forest*.

On June 13, the Museum will hold a block party to enable the public to celebrate and enjoy this special venue.

"In combining art and environment, this project unites two objectives of the STM: it literally brings a breath of fresh air to Montrealers, and it promotes Montreal culture in its many forms," stated Michel Labrecque, Chairman of the STM. *"As a committed partner of the McCord Museum, the STM is proud to join in this initiative for the first time and contribute to its success."*

Street food

Because the McCord Museum has been selected by the City of Montreal and the Association des restaurateurs de rue du Québec as one of the nine locations to participate in the pilot food truck project, each day from June 20 to the end of August, from 11 a.m. to 1 p.m., visitors to the *Urban Forest* will have the chance to

sample the tasty offerings of some 30 food trucks, including Landry & Filles, Grumman '78, and the Super Truck, which will rotate from one location to the other.

For a sunlit meal, the Café Bistro at the McCord Museum will offer a delicious menu on its new terrace on Sherbrooke Street in front of the Museum.

Music in motion

Music will also be front and centre in the *Urban Forest* this summer, with the musical program developed in partnership with Vision Diversité and the STM. Every Wednesday between June 19 and August 21, the *Rythmes du monde* series will present free performances by an eclectic array of Montreal artists. The public will be treated to crossover and new music as well as music from around the world, including African blues with Gotta Lago and his musicians, Brazilian jazz with Thomas Morelli, Latin American and urban melodies from the group El Hispalis, and many other music genres, for a total of 10 festive shows that will beat to the rhythm of Montreal.

The STM will offer a series of noon concerts—*Les Midis-concerts Étoiles du métro*—presented on the first Thursday of each month (June to September) from 12:15 to 1:15 p.m. The concerts will feature artists from *Les Étoiles du métro*, a program that saw musicians recruited by the STM and the Regroupement des musiciens du métro de Montréal following auditions held during the winter.

The *Urban Forest* has been made possible through the generous support of Jean Raby and Goldman Sachs Gives, as well as with support from the borough of Ville-Marie, Destination Centre-Ville, and sponsors First Capital Realty and Savaria Landscape Products.

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 1.4 million 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 on request. 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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