

PRESS RELEASE

OUR PEOPLE OUR STORIES
690 SHERBROOKE STREET WEST
MONTREAL (QUEBEC) H3A 1E9
T. 514 398 7100 F. 514 398 5045
WWW.MCCORD-MUSEUM.QC.CA



THE SEVENTH EDITION OF THE McCORD MUSEUM'S *URBAN FOREST*

Throughout the summer: free performances, including magic shows, yoga, street food and a recreation area accessible to all!

Montreal, May 25, 2017 – Montreal lovers are invited to discover Victoria Street's new look this summer as it becomes a pedestrian mall open to everyone throughout the day from May 25 to October 1, 2017. Passersby will be able to buy delicacies from a food truck at noon each day, improvise on an outdoor piano, do morning yoga on the carpets, have a relaxing lunch at the picnic tables and enjoy many weekly activities. The *Urban Forest* will offer plenty of entertainment, including music, improvisation and magic.

Decked out in shades of red, the *Urban Forest* was designed by Paula Meijrink of WANTED Paysage. A space has also been created at the corner of Victoria Street and President Kennedy Avenue, on the east side, where a magnificent abstract mural will be unveiled in June, in partnership with MURAL.

For the first time, the layout will extend to McGill College to reach *the Promenade Fleuve-Montagne* and *La Balade pour la Paix* along Sherbrooke Street.

"On the cusp of the summer season, we are pleased to offer once again a relaxing haven in the downtown area – a vacation spot in the heart of the city. The McCord Museum's *Urban Forest* is now part of the summer landscape of our lively metropolis," says Suzanne Sauvage, President and Chief Executive Officer of the Museum.

REGULAR PROGRAMMING – *MIDDAY IN THE FOREST*

Every day of the week: street food

A daily rendezvous in the *Forest* for street food fans. Take advantage of the picnic tables, and discover what the food trucks have to offer on-site every day at noon. A new truck appears each day!

To learn more about the participating food trucks and their schedule: montreal.streetfoodquest.com

Roulo-Boulo, le bus de l'emploi

Every Thursday, from May 29 to October 1, 11:30 a.m. to 2:30 p.m., the CJE Montréal Centre-Ville job bus will be on-site.

This initiative facilitates meetings between young job seekers and employers.



Photo: McCord Museum

Outdoor concerts

Musical performances will take place in June, July and August, from 12:30 p.m. to 1:30 p.m.

- **Rouge fm**, June 21
- **Montreal Baroque Festival**, June 23
- **CKUT**, June 28 and August 30
- **Suoni Per Il Popolo**, July 5, 12, 19 and 26 and August 2, 9, 16 and 23

Unless otherwise indicated, concerts will be cancelled in case of rain.

For more information about these concerts:

<http://www.musee-mccord.qc.ca/en/activities/>

Follow us on [Facebook](#) for programming details.

Morning yoga

This activity, organized by the Art of Living Foundation, will take place twice a week from July 5 to August 25, on Tuesday and Thursday mornings, 7:45 a.m. to 9 a.m.

McCord Museum sidewalk sales

From noon to 2.30 p.m. on Wednesdays, June 21 and 28, and August 2 and 9. Items from the Museum Boutique are sold at reduced prices.

SPECIAL PROGRAMMING



After Hours at the McCord, presented by **National Bank**, is hosting an evening that will immerse you in the Golden Age of Magic. Discover the new exhibition *Illusions – The Art of Magic*, feel the mystery, and see some of the most eccentric performers in the city! Celebrate the beginning of summer with a drink that looks like a magic potion, and have fun in an atmosphere worthy of the fairground and la Belle Epoque, which extends into the *Urban Forest*.

<http://www.musee-mccord.qc.ca/en/activities/after-hours-eccentric-montreal/>

Improvised Neighbourhoods

Sunday, July 30, from 2 p.m. to 4 p.m.

See some improvisational theatre in the *Urban Forest*.

Tricks and Illusions

Tuesdays, June 27, July 11 and 25, August 8 and 22 and September 8, from 12:30 p.m. to 1:30 p.m.

Three magicians, Marc Trudel, Yannick Lacroix and Sébastien Talbot, will fascinate spectators with their astonishing tricks.

Yogathon – fundraiser

Saturday, August 19, from 9:30 a.m. to 1 p.m.

Organized by the Art of Living Foundation, this yogathon will offer yoga and relaxation sessions, as well as musical performances, as part of a fundraising

event to support its activities. The event highlights the benefits of yoga while raising funds for the Care for Children program.

For more details: www.yogathon.org / www.artdevivremtl.ca/home

Information and registration:

The Art of Living: montreal@yogathon.org / 438-380-9642

The *Urban Forest* was created with the support of the Ville-Marie borough, Destination Centre-Ville, La Vitrine culturelle, and Papillon Ribbon & Bow (Canada).

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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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:

Catherine Guex

Marketing-Communications Officer, Public Relations, McCord Museum

514-861-6701 – ext. 1239

Catherine.guex@mccord-stewart.ca

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