

PRESS RELEASE

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An extraordinary *Urban Forest* in the heart of Montreal!

Montreal, June 7, 2012 - For the second consecutive year, and continuing until September 30, 2012, Victoria Street has been transformed into an *Urban Forest*. For this year's edition, the McCord Museum entrusted landscape architecture firm *Wanted Landscape* and designer Frederic Caplette with the creation of a playful and surprising space awash in shades of mauve and lined with sculptural metallic trees—a whimsical oasis in the heart of the city.

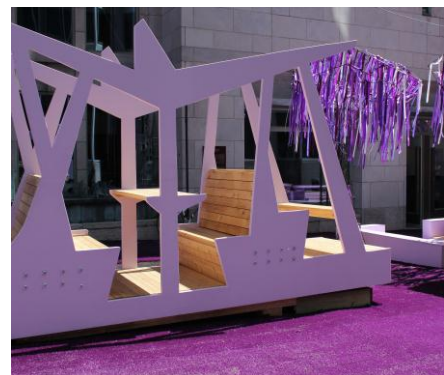
Throughout the summer, this one-of-a-kind venue, draped in mauve and extending from Sherbrooke Street to President Kennedy Avenue, will welcome Montrealers, the downtown business crowd, and tourists alike. Carpeted entirely in purple, the *Urban Forest* features a giant swing, a picnic area, the Museum's Café Bistro terrace, and a musical program showcasing the talents of upcoming young artists in a series of eight free concerts.

"We are delighted to present the Urban Forest for a second straight year," declared Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum. *"Once again, the Museum is extending beyond its walls to offer not only activities associated with its collections and educational programs but also a selection of outdoor shows to allow Montrealers to discover young musicians whose specialties are as varied as pop, experimental, jazz and bossa nova."*

The Borough of Ville-Marie has enthusiastically renewed its collaboration with the Museum for this year's edition. *"In once again creating this lively cultural space on Victoria Street, the McCord Museum is offering a venue that is in perfect harmony with our objective to make downtown Montreal more enjoyable, dynamic and safe,"* added Gérald Tremblay, Mayor of Montreal. *"Montrealers and visitors alike are sure to appreciate the Urban Forest, with its emphasis on fun, relaxation and discovery, as it takes its place among the parks and public attractions that add to the vibrancy of the city in the summer."*

Visitors are also welcome to participate in an installation by artist Geneviève Moisan—a public work inspired by objects and images drawn from the McCord Museum collection. And anyone craving fresh fruit or vegetables can buy them in the middle of the Urban Forest at the three-wheeled Fruixi cart, on site every Thursday from 11 a.m. to 3 p.m.!

The creation of the Urban Forest has been made possible with the support of the Borough of Ville-Marie, Destination Centre-Ville, Tourisme Montréal, Tourisme Québec, and sponsors Dynamite, First Capital Asset Management, and Papillon.



Terrace hours:

Monday, Tuesday and from Friday to Sunday: 11:30 a.m. to 3 p.m.

Wednesday and Thursday: 11:30 a.m. to 9 p.m.

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. Possibility of interviews with Suzanne Sauvage, President and Chief Executive Officer of the McCord Museum, and Paula Meijerink, landscape architect.

Source and information:

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The McCord Museum thanks the Ministère de la Culture, des Communications et de la Condition féminine du Québec and the Conseil des arts de Montréal for their support.