



L'AVENUE DU  
MONT—ROYAL

## PRESS RELEASE

**Go with the flow...**

**And enjoy the Avenue's new configuration this summer.**



*Montreal, July 22, 2020* – Starting tomorrow and until the fall, Montrealers are invited to safely rediscover Mont-Royal Avenue which has turned its nearly three kilometres into a pedestrian-only zone. This new configuration will last longer than it has in the past for any event or festival and complies with all guidelines issued by public health authorities. The Société de développement de l'avenue du Mont-Royal (SDAMR) in partnership with the Plateau-Mont-Royal borough invited five experienced designer and artist collectives to take on this immense challenge. They are: **Castor et Pollux**, **En Temps Et Lieu**, **Îlot 84**, **Le Comité**, and **MU**. The theme of “flowing water” ties the area’s signage, installations, creative ground markings, and artwork together and will incite passersby to take a break and even have a bit of fun.

“In this urban laboratory, the challenge was to preserve and recreate significant human experiences while respecting social distancing guidelines despite the fact that Mont-Royal Avenue

is famous for its large artistic and commercial gatherings and the close relationship that exists between its residents and merchants,” said Claude Rainville, CEO of the SDAMR.

### **Castor et Pollux: a tactile landscape**

Castor et Pollux is a firm specializing in urban landscape and design. Its dedicated team is mobilized around a common vision: to transform the city by leveraging its natural features and getting citizens involved. The firm was mandated with creating the overall plan, the pavement markings along the Avenue, and the area’s urban signage. They decided the image of a stream meandering from one end of the Avenue to the other would be a perfect symbol of the overarching theme of “flowing water”. In fact, the stream is designed to help enhance pedestrians’ time on the Avenue, leads to areas where they can take a break, promotes physical distancing while fostering social togetherness, and provides an experience that is coherent throughout the entire Avenue. This blue stream also acts as a guide for ground markings: it ambles between terraces, shops, and installations. In addition, two large objects designed to act as signage are visible from afar and placed amid the stream to allow the flow of passersby to enjoy a moment of rest.

### **EN TEMPS ET LIEU**

EN TEMPS ET LIEU is a multidisciplinary design workshop uniting the talents of Stéphanie Leduc and Manuel Baumann who are interested in the manifestations that combine visual art, architecture, and design in ways that go beyond traditional modes of representation. The duo presents two original urban furniture projects on the Avenue this summer. The first is *Escale 52006*, named in honour of the bus stop on the corner of De Bullion. It’s an area that invites pedestrians to take a break while respecting social distancing guidelines thanks to platforms, a large lounge, red cedar and hemlock benches, as well as a variety of plants designed to act as a screen and immerse the passerby in their own bubble. Their second project is titled *Place du Formidable Défilé des Marcheurs* and is located at Place Fleurs-de-Macadam on the corner of Boyer Street. Pedestrians can enjoy a moment to themselves on the furniture in the shape of bright yellow diamonds and observe the urban wildlife that we all so dearly missed during quarantine.

### **Îlot 84**

Îlot 84, the organization who designed *Aire commune*, is a non-profit whose mission is to revitalize urban areas through cultural, professional, and artistic projects. Having cancelled all their summer events due to COVID-19, the organization decided to leverage its expertise in urban landscaping in order to take part in the challenge of making the Avenue a pedestrian-only zone in a short amount of time alongside the SDC de l’avenue du Mont-Royal and its partners. Titled *Aire commune sur l’Avenue*, their interventions can be seen in three areas of the Avenue: on the corner of Henri-Julien, at the parc des Compagnons-de-Saint-Laurent, and between De Lorimier and des Érables. Their installations include meetings areas, a small scene, a petanque court, play and relaxation areas, and shaded terraces. Îlot 84’s installations will enhance the experience of everyone who visits the Avenue this summer.

### **Le Comité**

An urban design and event coop, Le Comité views every project as an opportunity for social change and innovation. Their current undertaking, titled *Les pieds sur la table*, provides passersby in the eastern sector of the Avenue, between Parthenais and Fullum, with a work of art comprising three giant experiential tables. As a nod to the Avenue’s renowned culinary offering, the

installations playfully disrupt restaurant codes and invite people to wander, discover, and play. A cross between a table and a boardwalk, the installations integrate various paths that lead through urban gardens.

## **MU**

MU wants to transform Montreal into an open-air gallery. The organization's mission is to initiate citizens to the world of mural art by creating works of art that become part of the community. Over the past 13 years, MU has produced more than 130 large-scale murals in 17 neighbourhoods. Their project on the Avenue: one giant work of art made up of 30 different tableaux! MU invited 30 artists to create an immense mural painted on the ground, combining a variety of styles into one single blue work of art around the theme of water. The result is an immense ground painting made of 30 tableaux spanning over 2.5 kilometres and 7,156 sq. m. (76,000 sq. ft) that invites pedestrians to stroll alongside it and discover new artists. Resembling the Avenue's renowned "Grande Fresque de Nuit", this huge ground mural features the work of, among others, Roadsworth, Cyndie Belhumeur, Doras, Julian Palma, Rafael Sottolichio, and Malicious.

Until the end of the summer, Mont-Royal Avenue will be turned into a street waterway, where new ideas and creativity can ebb and flow to the rhythm of merchants, residents, and passersby.

Artistic direction: Stéphanie Leduc (EN TEMPS ET LIEU)

Layout: Castor et Pollux

Production: Société de développement de l'avenue du Mont-Royal and Odace Événements in partnership with the Plateau-Mont-Royal borough.

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