



YORKVILLE MURALS EXPANDS TO MULTI-DAY ARTS FESTIVAL FEATURING OVER 20 PARTICIPATING PUBLIC ART PROJECTS AND WOMEN-ONLY ART FAIR

YORKVILLE TORONTO SERVES AS THE CREATIVE HUB FOR THE SEPTEMBER 24-26 FESTIVAL

TORONTO, SEPT 7, 2021. - Yorkville Murals announces its third annual cultural public art event by expanding its footprint and offering. The three-day festival will take place from September 24-26th in and around the hub of the historic Yorkville area. The festival will include over 20 participating artists over 4 centralized zones. Each creative zone will offer free public art, creative activations, and cultural expressions. The event is presented by Ink Entertainment and powered by Tagliatella Galleries. It is organized in partnership with the Bloor-Yorkville Business Improvement Association, ArtworxTO: Toronto's Year of Public Art 2021–2022 with support from the Government of Ontario.

“Yorkville Murals builds on the area's reputation as a historic enclave of Toronto's early art scene.” says Alan Ganey, Founder of Yorkville Murals. “We're transforming Yorkville Murals into a three-day festival for everyone to enjoy. With public art works, murals, music, speakers, film, food and beverage offerings, there will be non-stop activities throughout the weekend.”

Visitors are encouraged to come to the Yorkville area during the festival and take part in the self-guided, interactive tour that will bring them through the streets to explore some of the best public artworks in Canada from top local and international artists. In addition to the self-guided art tour, guests can attend a series of free creative speaker panels, movie screenings, and musical performances.

The 4 creative zones offer unique art experiences. Highlights include:

ZONE 1: Sit down and order local fares at the artfully created Cafe Artois and walk along “Generally Speaking” the first-ever public art work by internationally acclaimed artist Nina Chanel Abney, curated by Ashley McKenzie-Barnes.

ZONE 2: Discover the works of 9 different muralists as you enter Romeo Gin's World and enjoy ready-to-drink cocktails. The brand also will be presenting their first Romeo's Gin Gallery showcasing three artists that collaborated in their iconic bottle; Stikki Peaches, BirdO and Miss Me. After dark, acclaimed artist Ghost Atelier creates a mesmerizing, animated projection that incorporates the future-forward automotive group, Polestar.

ZONE 3: Internationally recognized The Other Art Fair is opening a POP-UP art fair in Yorkville Village. With 9 participating local artists, the fair focuses on women only, and guests can explore some of the best emerging talent in Canada.

ZONE 4: Exclusively on Saturday, September 25th, The YVM BLOCK party is an art, music, and food event that will take place on the top of the Cumberland Parkade. The rooftop will be transformed into a fun, open-air event powered in part by Hennessy and Stella Artois.

The Yorkville Mural team will ensure a safe passage throughout the festival and encourage guests to explore all zones. Yorkville Murals staff and volunteers will be monitoring high-traffic areas in accordance with Ontario health guidelines.

Participating sponsors include: Bloor-Yorkville BIA, INK Entertainment, Tagliatella Galleries, Stella Artois, Romeos Gin, Hennessy, W Hotels, Yorkville Village, The Other Art Fair, Manulife Center and Polestar.

Partners include: Government of Ontario, City of Toronto, ArtworxTO: Toronto's Year of Public Art 2021–2022, DP.E SHO ART FDN, Sofia Restaurant, Cumberland Private Wealth, Citipark, and Four Seasons Hotel.

LISTING INFORMATION

Yorkville Murals

Dates:

September 24-26, 2021

Location:

Yorkville Area

Price:

Free

Event Link:

yorkvillemurals.com

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About Yorkville Murals:

Toronto's Yorkville Murals is an annual three-day cultural event that celebrates contemporary muralism and public art. Through the creation of artistic murals in Yorkville, and the implementation of cultural activations such as artist installations, speaker panels, and movie screenings, this project focuses on making Yorkville a landmark in Toronto for public art and an ultimate tourist destination.

About ArtworxTO:

ArtworxTO: Toronto's Year of Public Art 2021–2022, a year-long celebration of Toronto's exceptional public art collection and the creative community behind it. Working closely with artists and Toronto's arts institutions, ArtworxTO will deliver major public art projects and commissions, citywide, from fall 2021 to fall 2022. Supporting local artists and new artworks that reflect Toronto's diversity, ArtworxTO is creating more opportunities for citizens to engage with

art in their everyday lives. This September, the City of Toronto invites the public to discover creativity and community—everywhere. Visit www.artworxTO.ca for full details.

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