



## “POP-UP ART GALLERY” TO ENLIVEN YONGE & GERRARD

TORONTO May 10, 2018 – The southeast corner of Yonge St. and Gerrard St. in downtown Toronto will soon be home to a pop-up art gallery, featuring short-term exhibits as the area undergoes redevelopment. Commissioned by the Downtown Yonge BIA in partnership with Cresford Developments, “Yonge Space” launches May 10.

“This is an activation that will engage the community, keeping it vibrant and exciting,” says DYBIA Chief Operating Officer and Executive Director Mark Garner. “Yonge Space will be an accessible, interesting celebration of arts and culture.”

Three exhibits have been confirmed, with more to come:

- Starting May 10, the pop-up gallery will launch with the *Toronto Mural Archive Exhibit*. Curated by Mural Routes, it is the first research project and touring exhibit of its kind, surveying the history of mural art in Toronto. (Notably, the Downtown Yonge BIA recently commissioned two giant murals celebrating Toronto’s music history. The 22-storey murals are on each side of a building a block north of where Yonge Space will be.) The *Toronto Mural Archive Exhibit* will run from May 10-June 2.
- Starting on June 14, the pop-up gallery will feature *Made-Up Toronto*, a photography exhibition exploring the artistic and cultural relevance of cosmetics. The selected photos will highlight the social and cultural beliefs that influence the way make-up is used to construct identities, of both individuals and communities. This exhibit will run June 14-July 7.
- In July, the space will feature *Shelton Chen Presents Karsh*, a collection of portraits by Yousuf Karsh, an Armenian-Canadian photographer best known for his portraits of notable individuals. A recipient of the Order of Canada, Karsh has been described as one of the greatest portrait photographers of the 20<sup>th</sup> century. The Karsh gallery exhibit will open July 19.

“We are actively working to ensure Yonge Street maintains its vibrancy as Toronto’s social, cultural and economic hub,” Garner says. “That should not stop during redevelopment, and we are delighted to be working with Cresford to make sure Yonge Street continues to thrive for residents and visitors alike.”

### About Downtown Yonge

The Downtown Yonge Business Improvement Area (DYBIA) is a catalyst for creating vibrant urban experiences and events in the heart of downtown Toronto. Representing more than 2,000 businesses and their employees, as well as the broader community of residents, students and visitors, the DYBIA champions attractive public spaces, popular events, safety and cleanliness. It plays an active role both at street level and in boardrooms, advocating for a thriving and diverse community of retailers, restaurants and services.

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