



2nd MUSIC MURAL TO TOWER OVER YONGE STREET

Downtown Yonge BIA commissions another 22-storey fresco celebrating Toronto's musical heritage

TORONTO August 17, 2017 – Having achieved eye-popping success with its first giant music mural, the Downtown Yonge BIA has commissioned a second 22-storey tribute to Toronto's musical heritage. The new mural will cover the entire south face of the Toronto Community Housing building at 423 Yonge Street, complementing the existing mural on the north wall.

"These murals are dazzling sights to celebrate amazing sounds," says Downtown Yonge BIA Chief Operating Officer and Executive Director Mark Garner. "They are a stunning visual reminder of the long, vibrant history of music in Downtown Yonge, which continues today."

The first mural featured images from the 1950s and '60s. The new fresco also celebrates music legends from that era, augmented by 1970s and '80s stars. Luminaries to grace the 2nd mural include The Band, David Clayton-Thomas, Rush, GODDO, Carole Pope, Kim Mitchell, Salome Bey and Lonnie Johnson. Once again, marquees from landmark Toronto music venues will fill out the scene, including the Brown Derby Tavern, Gasworks, Piccadilly Tube and A&A Records.

Artist Adrian Hayles, who created the first mural, has begun work on the new 70-metre-tall artwork, which is expected to take 2-3 months to complete.

"Great cities all over the world have murals as part of their public realm. We think the music mural fits perfectly with the vision for a vibrant Yonge Street – combining visual and musical artistry," Garner says.

The new mural is part of the Downtown Yonge BIA's Music Strategy, an ambitious, multi-pronged plan to re-establish the area as a 'Music Mecca.'

The mural is supported by StreetARToronto (StART), an initiative of the City of Toronto, Transportation Services Division, and a central feature of Council's Graffiti Management Plan. The plan encompasses a pro-active approach to eliminating graffiti vandalism, while adding vibrancy and visual interest to city streets.

A rendering of the mural is embedded below, and available at <http://downtownyonge.com/>.

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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Rendering of the new mural for the south face of 423 Yonge Street

