



New Riverside wayfinding art at the Bridge

MEDIA RELEASE

Join Toronto’s Riverside for Wayfinding Art Ribbon-Cutting JULY 11th, Steps from Athletes’ Village

Ribbon Cutting and Cake, followed by Guided Riverside Art & History Walk and Pan Am-themed Sidewalk Sales

Toronto, Ontario – July 6, 2015 – On the morning of Saturday, July 11th, the Riverside BIA and community will launch their involvement into the Games with Phase 2 of the Riverside Gateway Bridge Project - a capital installation illuminating the iconic Riverside bridge, launched in early June 2015. Phase 2 will cut the ribbon on the new wayfinding art pieces located where King and Queen Street East meet. The Bridge is the westerly gateway to Toronto’s Historic Riverside, located on Queen East, between the DVP and Empire Ave.

“With the bridge illumination and now the unveiling of this dynamic wayfinding art, Riverside is a beacon inviting the over 10,000 athletes, officials and spectators to come over the bridge and experience what our district and city has to offer,” said Mitch Korman, Chair of the Riverside BIA.

As part of the Riverside Gateway Bridge Project, the BIA looked to update the wayfinding banners to carry on the ribbons from the famous and beloved art installation atop the Bridge which reads "This River I Step in is Not the River I Stand In", created by world-renowned artist Eldon Garnet. The artist who recreated the wayfinding banners is Rebecca J. Houston who describes them as being “ribbons of steel that spiral around the pole and that reference the river and the ribbon.”

The public is invited to join in the wayfinding art ribbon-cutting and cake at Queen Street East and the DVP, starting at 11:00am, and to stay for the Riverside Art and History guided walk led by local author and historian Ron Fletcher, starting at the bridge immediately after the launch. Riverside will be animated from 12pm to 6pm with Pan Am Games-themed sidewalk shopping and tasters along Queen Street East from the DVP to Empire Ave.

The Riverside Gateway Bridge Project was made possible by a community of artists: Rebecca J. Houston led the wayfinding art design; Nick Chin of Ox Agency supported the branding of the monument; and Eldon Garnet was the founding bridge artist. This project grew from idea to inception thanks to public partnership with City of Toronto, Ward 30 Councillor Paula Fletcher, and private sponsors: Gold Sponsor - Streetcar Developments; Silver Sponsors - Hullmark Developments, and Downtown Automotive Group; and Bronze Sponsors – Ashlar Urban Realty, The Avro, BMO, Brightworks Interactive Marketing, Harhay Construction, il ponte, and OX Agency – all of whom shared the BIA’s vision.

More at www.riverside-to.com

ABOUT RIVERSIDE BIA - The Riverside Business Improvement Area (BIA), on Queen Street East from the DVP to Empire Ave, is known for its heritage buildings, award-winning restaurants, and the street that inspired the cult classic Degrassi TV series. The Riverside Gateway Bridge Project launches the district into the spirit of the Games and invites everyone to experience the area’s small town in the big city atmosphere.

###

Contact: Anjuli Solanki, Riverside BIA Executive Director, c.647-773-2547 p.416-466-8167, walkon@riverside-to.com

Riverside Business Improvement Area | 761 Queen St East | 416- 466-8167 | Walkon@Riverside-TO.com