



NEW MURALS CELEBRATE DOWNTOWN THEATRES

TORONTO October 17, 2018 – Colourful murals celebrating downtown Toronto’s performing arts are adding to the visual vibrancy of the Downtown Yonge area. Commissioned through a partnership of the Downtown Yonge BIA and Chelsea Hotel, Toronto, the theatre-themed murals are the work of renowned artist Pam Lostracco.

“Pam is taking drab concrete and turning it into an eye-popping attraction, as befits the excitement of the neighbourhood,” says Downtown Yonge BIA Executive Director and Chief Operating Officer Mark Garner. “Live theatre has always been a big part of Toronto’s thriving downtown, and this is a great way to celebrate the productions that continue to keep the area vibrant.”

Murals surrounding the Chelsea’s parking ramp are divided into panels – to resemble a film strip – and include colourful elements that highlight the evolution of theatre on Yonge Street. Reflective paint, beams of colour and a unique marquee overhang welcome guests as they drive down the ramp; including a scene from Phantom of the Opera – riffing on the signature song All I Ask of You with a caption, “All I ask is ... a stay at the Chelsea!” This otherwise unadorned enclosure was brought to life with vibrant colours and memories.

“We wanted this mural to showcase the history of theatre on Yonge Street and reminisce on the hotel’s involvement as the go-to entertainment hotel,” says Robert Housez, General Manager of Chelsea Hotel, Toronto. “Pam’s artistic talents really brought the theatre theme to life.”

The Chelsea murals add to public realm improvements spearheaded by the Downtown Yonge BIA, including two 22-storey murals celebrating Yonge Street’s musical heritage on the sides of a building at 423 Yonge St.

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.

About Chelsea Hotel, Toronto

Centrally located in the heart of downtown, the Chelsea Hotel, Toronto is steps away from city’s best shopping districts, theatres, nightlife and attractions. The hotel is a full-service urban resort that offers something for everyone; guests can enjoy attraction discounts, three dining options, as well as separate adult and family recreation areas and pools – including the Family Fun Zone, featuring the “Corkscrew” – downtown Toronto’s only indoor waterslide! The Chelsea Hotel, Toronto is an affiliate property as part of the Langham Hospitality Group’s international portfolio of hotels and resorts. For more information about the Chelsea Hotel, Toronto visit: www.chelseatoronto.com.

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