



方卓怡 市議員 **Paula FLETCHER**

Councillor Toronto-Danforth Ward 30

September 14, 2016

New Leslieville Mural pays homage to Leslieville's Past, Present, and Future.
Plaque Unveiling Ceremony – Thursday September 15th at 3:30pm

TORONTO - Following an extensive community engagement process, well known street mural artist Elicser has completed his new signature mural for Queen and Jones. Elicser's contemporary mural captures an updated Alexander Muir and Silver Maple while maintaining the iconic LESLIEVILLE font.

Using the City's StART program, the local selection panel - comprised of the wall owner, and representatives from the Leslieville BIA, Leslieville Historical Society, the Ralph Thornton Centre, the neighbourhood and the local Councillor's office - felt Elicser's proposal best reflected the community's vision for this important landmark.

"It was very important for Leslieville residents that the mural be the right fit for this important corner," said local Councillor Paula Fletcher. "Three very talented artists shared their designs with the community, and residents were moved by this modern take. I know the new mural will be appreciated for years to come."

The proposal and selection process was put in place after it became clear that necessary repairs to the wall would damage the current mural beyond repair. Elicser's concept encourages residents to take a moment to put down their phones and daydream under a Maple Tree.

"The BIA is pleased to have been part of the steering committee for the creation of this new mural," said Chair of the Leslieville BIA Andrew Sherbin. "The location of this mural as well as the image seem to 'mirror' the past - with Leslie Grove Park across the way. This mural speaks well to both the area's history but through the man's expression, we can also imagine a bright future for the Leslieville community. We hope all will enjoy."

All are welcome to attend the plaque unveiling for the new mural, meet the artist Elicser Elliot, sit under a Maple Tree in Leslie Grove Park and celebrate the past, present and future of Leslieville at the Queen & Jones on September 15th at 3:30pm.

StART is a program of the Transportation Services Division, Public Realm Section. It is an innovative, public-private partnership designed to develop, support, promote and increase awareness of street art and its ability to beautify the city's visual landscape.

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