



**MAY 17 — 19**  
**NATHAN PHILLIPS SQUARE**  
**MUSIC DESIGN FASHION URBAN ARTS**

PRESS RELEASE  
FOR IMMEDIATE RELEASE

***URBANI\_T Public Playground for Urban Culture & Creativity***  
**Launches the Programming for their First Edition**

**Bringing over 100 creative minds to Nathan Phillips Square for the May Long weekend.**

TORONTO, Tuesday, May 1<sup>st</sup>, 2018 – URBANI\_T *Public Playground for Urban Culture & Creativity* (“URBANI\_T”) will transform the city’s Nathan Phillips Square into a hub for all things music, urban art, fashion and design from May 17<sup>th</sup> to May 19<sup>th</sup>, 2018. This open to all outdoor lifestyle event will bring Canadian creativity out of the studio and into the streets for the community to engage and enjoy.

The festival, presented by Groupe Sensation Mode, will offer over 30 immersive performances & installations, showcasing the work of hundreds of local and national creative minds. By bringing so many talents to the same event, the festival will spark discussion with DJs, talks, workshops, urban art, runway shows, pop-ups shops, fashion squads and performances. Here’s URBANI\_T’s schedule:  
Thursday, May 17 from 5PM to 11PM  
Friday, May 18 from NOON to 9PM  
Saturday, May 19 from 10AM to 6PM

*“After 2 years in the making, it is an understatement to say that we are excited to launch URBANI\_T in Toronto.”* states Jean-François Daviau, Groupe Sensation Mode President. *“We are extremely proud to provide Torontonians with free access to such a spectacular range of creative minds through URBANI\_T’s first edition.”* adds Groupe Sensation Mode VP, Chantal Durivage.

Below is a taste of what’s to come from URBANI\_T’s first edition. For a full list of events visit the online schedule here: <https://www.urbani-t.com/schedule-2018/> Please note that the online schedule will be updated frequently with more details and additional activities.

All shows will be presented on a spectacular stage built upon Nathan Phillips Square's pool providing the perfect platform for a fun-filled evening of music, fashion and special events.

URBANI\_T's fashion shows will feature professional models as well as models selected from our April 23<sup>rd</sup> open casting call where over 100 aspiring models, from all walks of life came to impress our guest jury members including fashion icon, Jeanne Beker and Program Coordinator at The Suzanne Rogers Fashion Institute, Dylan Kwacz.

*"I am so happy I got to help with URBANI\_T's model casting. So many beautiful people showed up, and what gorgeous energy! I'm really looking forward to the festival to show you who made the cut!"* says URBANI\_T's Associate Creative Director, Jeanne Beker.

*"We are extremely excited to be showcasing our latest collections at URBANI\_T's opening night, alongside our longtime partner, Groupe Sensation Mode. As a key player in fashion retail in Canada, we are proud to contribute to this 1<sup>st</sup> edition celebrating Canadian creativity and talent."* says Crystal Walton, Senior Marketing Manager at Dynamite.

## **LET'S STRUT BY THE POOLSIDE!**

### **simons**

Since 1840, Simons has been nurturing its creative spirit through design, visual arts, and discovery. It is a uniquely different and inspiring fashion retailer known for offering the most sought-after styles from all around the globe. Its 15 locations across Canada are a dazzling tribute to architecture, art, and fashion. Get a glimpse at Simons' summer looks for men and women from its Edito, Contemporaine, Le 31, Icone, DJAB and Twik collections.

### **DYNAMITE**

Established in 1984, Dynamite is a women's fashion brand that is continuously evolving to provide relevant fashion needs to young working professionals from day to night. Constantly seeking fashion inspiration from the runways, in the streets, and from the inspiring women they have to pleasure to interact with. Sneak a peek of the latest Summer 2018 Collection and see which looks we're loving this season.

### **playground** a Groupe Sensation Mode production

This show will be the closing piece for URBANI\_T's first day. It will feature more than 20 of Toronto's and Montreal's most promising and established designers, highlighting Canadian creativity. *Playground* is set to translate the event's urban culture and creativity orientation with live music, dancers and vibrant fashion.

## LET'S BE INSPIRED

- Josephine Cruz aka [JAYEMKAYEM](#) will be spreading good vibes and good times with her eclectic selections that span the genres of rap/trap, R&B, grime, UK garage and beyond.
- Little Dada will be showcasing his latest creation, [Android Appataus](#), a majestic dance performance with a glowing piece of cyber armour
- A life size photo installation by the talented [Stephanie Moscall-Varey](#) aka Moskal, fellow at the [Suzanne Rogers Fashion Institute](#) will be the perfect addition to all Instagram Stories
- Toronto designer & artist, [Adrienne Wu](#), will set up an impressive art installation on site.
- Fashion Squads: Multiple Canadian designers will showcase their upcoming collections. Models from our open casting call will be strutting, posing and interacting with the public.
- A vibrant live graffiti performance by local artists. See an impressive piece of art come to life before your eyes.

## LET'S CONNECT

- [FashionTalks](#) hosted by Donna Bishop, director of programming for [CAFA](#), will speak on inclusivity in fashion with Sage Paul (Artistic director and founder, [Indigenous Fashion Week](#)), [Hayley Elsaesser](#) (fashion designer) and [Adrienne Wu](#) (fashion designer and artist.)
- MTL ↔ TO – A discussion between Montréal & Toronto featuring a panel of lifestyle, travel and fashion bloggers, including [Fashion is Everywhere](#). Hosted with the collaboration of *Tourisme Montréal*. Be a part of the discussion around themes such as relooking tips or style at every age.
- Beker & The Beckermans – Fashion icons [Jeanne Beker](#) and [the Beckerman twins](#), Cailli and Sam, will exchange about their vision of fashion.
- The [Design Exchange Museum](#) will offer a fun upcycling workshop where creativity will contribute to bringing new life and purpose to an unwanted object. (Our top pick activity for families and kids!)

## FOR FOODIES & SHOPAHOLICS

URBANI\_T will host up to 40 pop-up shops, including a delegation of designers from *La Grande Braderie de Montréal* collective as well as a dozen of gourmet food trucks.

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URBANI\_T wishes to thank their official supporter Dynamite, as well as friends of the festival — Simons, La Vie en Rose and Parasuco. Special thanks to Redken, official hair stylist partner. URBANI\_T is supported by numerous institutional partners including the City of Toronto, Export Québec, the City of Montreal, Tourism Toronto, Tourism Montréal and Montreal International. Thank you to CAFA, the Retail Council of Canada, the Susan Rogers Fashion Institute, Mmode, La Braderie de la Mode de Montréal and the Downtown Yonge B.I.A for their precious collaboration. URBANI\_T also wishes to thank their beauty partners — Bioderma, Esthederm & Dove, their media partner — The Kit, as well as their suppliers — Left Field, Villa Maria, San Pellegrino and Acqua Panna.

## About URBANI\_T

URBANI\_T: *Public Playground for Urban Culture & Creativity* is a large-scale free outdoor celebration of creativity and local talent. For its first edition, the event will take over Nathan Phillips Square with live music, art installations, fashion talks, squads and shows, design workshops, as well as a vibrant selection of pop-up shops and food trucks. Produced by Groupe Sensation Mode, URBANI\_T is a lifestyle experience that will bring Canadians together via the spirit of the street.

## About Groupe Sensation Mode

For the past 20 years, Groupe Sensation Mode has been packaging fashion, street sense, consumers, retailers, and creators into entertaining, smart, and innovative lifestyle experiences. Driven by its creative passion, Groupe Sensation Mode is known for having conceptualized, produced, and presented the largest lifestyle events in Canada, including the Fashion & Design Festival in Montreal. Its experience has helped to shape its mission, expertise, offering, and network, making it a true leader in its niche. Groupe Sensation Mode's innovative events serve as a local and international showcase for the artists' creativity and talent. Groupe Sensation Mode has developed an enviable reputation with activities that are built upon four major pillars: fashion, culture, tourism, and business.

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For additional information about URBANI\_T or for interviews with Groupe Sensation Mode's team or partners, please contact:

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#urbani\_t #festival

DYNAMITE

 SIMONS

la Vie en Rose

PARASUCO

REDKEN  
37th AVENUE NYC

THE KIT

 TORONTO

Québec 

Montréal 

TOURISM  
TORONTO

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