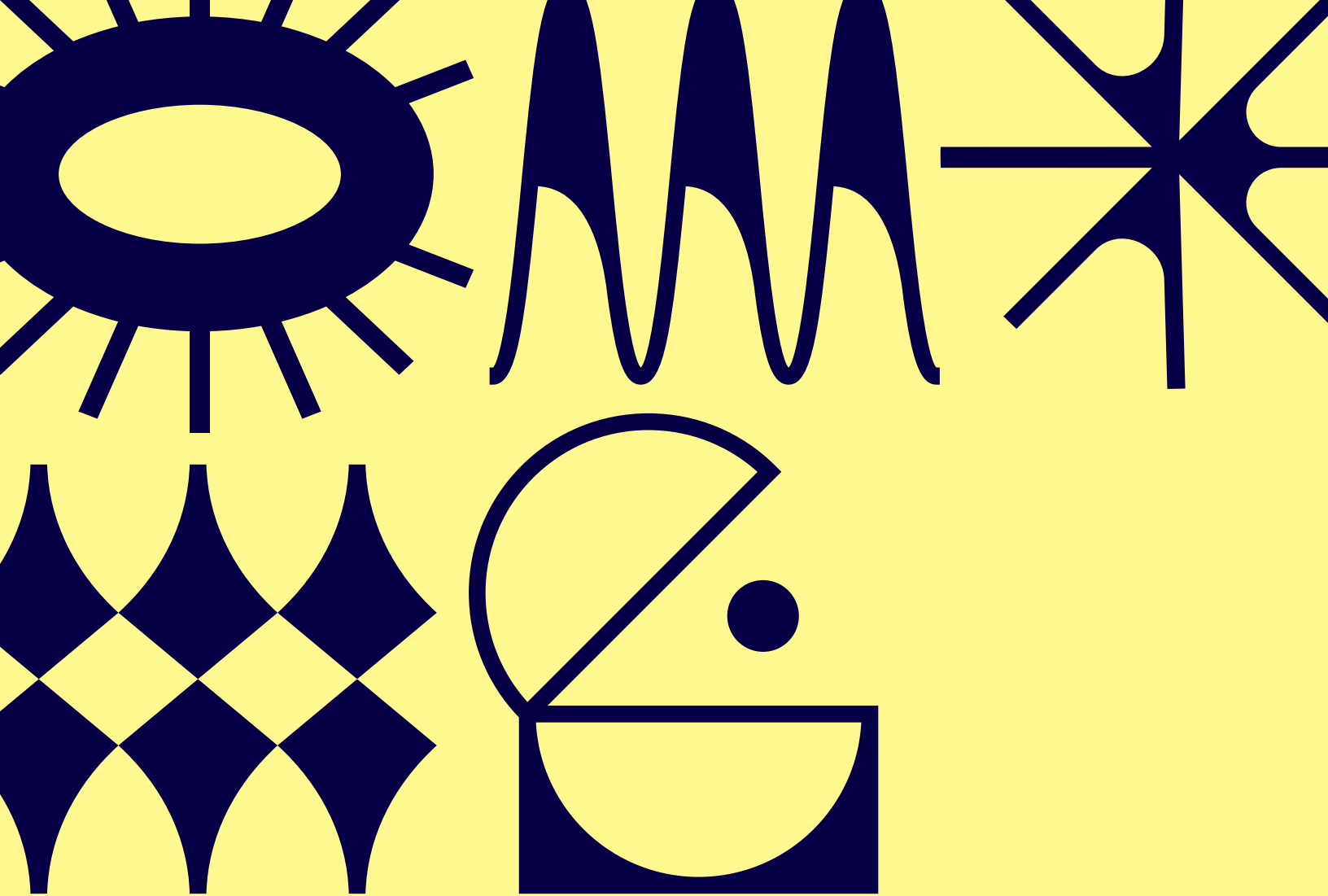




ACE District Media Kit



ACE District
Quartier **DAC**





ACE District
Quartier **DAC**

Ottawa's Arts, Culture and Entertainment District

The ACE District is Ottawa's first Arts, Culture and Entertainment (ACE) District, launched in June 2026 by the City of Ottawa in collaboration with the Ottawa Art Gallery. Encompassing several iconic downtown areas — including the ByWard Market, Rideau Street, Sparks Street, Centretown and the Bank Street and Elgin Street corridors — ACE connects the cultural, entertainment, business and visitor experiences that already make downtown Ottawa worth visiting.

Through public art, live performance, festivals, restaurants, galleries, museums, music venues, local businesses, major cultural institutions, creative wayfinding, digital platforms and new placemaking initiatives, the ACE District creates a more visible and walkable cultural destination for residents and visitors.

The initiative supports a lively downtown where culture is visible every day and for everyone. By bringing together cultural institutions, grassroots creators, local businesses, festivals, venues, tourism partners and civic leaders under a shared identity, ACE aims to strengthen Ottawa's visitor experience, support local economic activity, increase foot traffic, and contribute to downtown renewal leading up to Ottawa's 200th anniversary.

Key Facts

- The ACE District is Ottawa's Arts, Culture and Entertainment District.
- The district was launched by the City of Ottawa in collaboration with the Ottawa Art Gallery.
- The Ottawa Art Gallery serves as the inaugural ACE District Secretariat.
- The City of Ottawa is supporting this work with a \$600,000 funding contribution to OAG, made possible through the \$18.5-million allocation for downtown revitalization under the Ontario-Ottawa Agreement.
- ACE encompasses the ByWard Market, Rideau Street, Sparks Street, Centretown, and the Bank Street and Elgin Street corridors.
- Featured ACE District programming includes the Arts Corridor, the Asphalt Art Initiative and the SoundScape Festival.





Why ACE Matters

ACE positions arts, culture and entertainment as essential parts of downtown revitalization, helping bring people into the core, support local businesses, activate public spaces, and make downtown Ottawa feel more vibrant, welcoming and discoverable.

Culture can also have a measurable economic impact; according to [Ottawa Tourism's 2024 economic impact report](#):

- 9.8 million people visit Ottawa every year.
- Over 35,000 people are employed by the visitor economy every year.
- Tourism in Ottawa generates \$2.8 billion in total GDP and \$3.1 billion in direct economic output.

The goal of ACE is to not only draw people downtown for one event, but to create a stronger and more connected cultural ecosystem over time.

Featured ACE District Programming

Arts Corridor

Led by the Ottawa Art Gallery

Arts Corridor is a curated public art initiative commissioned by the Ottawa Art Gallery. It connects three of Ottawa's major cultural anchors — the Ottawa Art Gallery, the National Arts Centre and the National Gallery of Canada — through bold, contemporary art installations in unexpected locations across the downtown core.

The initiative will deliver over 10 commissioned artworks across multiple sites, ranging from large-scale vinyl façade installations on landmark buildings to experimental projections and participatory public works. Arts Corridor is conceived as a legacy initiative for Ottawa's 200th anniversary and a meaningful contribution to downtown renewal, with works rolling out in phases through fall 2026.

Local and national artists involved in the Arts Corridor include:

- **Caroline Monnet**, Anishinaabe and French multidisciplinary artist from Outaouais, Quebec.
- **Gayle Uyagaqi Kabloona**, Inuit artist working in print, ceramics and graphics based in Ottawa.
- **Norman Takeuchi**, Japanese-Canadian painter and graphic designer.
- **Jimmy Baptiste**, Haitian-Canadian mural artist multidisciplinary designer in Wakefield, Ottawa and Montreal.
- **Pony**, a Montreal-based visual artist and illustrator.
- **Peter Owusu-Ansah**, a Ghanaian-born, Deaf visual artist based in Toronto.
- **Simon Brascoupé**, Anishinabe artist practicing in community-based and community-engaged public art.
- **Ryan Stec**, Ottawa artist, producer, designer, Co-Director of Artengine and Adjunct Professor, Department of Visual Arts, University of Ottawa.
- **Rich Loen**, Ottawa-based artist working with computers and software, wood, metal and welding.





ACE District
Quartier DAC

Asphalt Art Initiative

Led by the ByWard Market District Authority

The Asphalt Art Initiative brings a large-scale, colourful street mural to York Street West and ByWard Market Square, transforming two of the ACE District's busiest public spaces through art, placemaking and safer street design.

Led locally by the ByWard Market District Authority and the City of Ottawa in collaboration with the Ottawa Art Gallery, the project brings colour, movement and public art to two of the ACE District's most-visited spaces. Artwork created by Hamilton-based Clear Eyes Collective.

SoundScape Festival

Produced by Immersive International

Presented by Ottawa Tourism and the City of Ottawa as a marquee Ottawa 200 event, the SoundScape Festival will transform the corridor beneath the Plaza Bridge, at Elgin and Rideau streets, into an immersive performance venue.

Produced by Immersive International, the festival integrates projection mapping, spatial design and live performance to create a distinctive, participatory audience experience for residents and visitors.

Programming is being developed in collaboration with the National Arts Centre, the Ottawa Art Gallery, the Bytown Museum and other local cultural institutions.

Ottawa Art Gallery and ACE Spokesperson:

Alexandra Badzak, Director and CEO, Ottawa Art Gallery / Lead, ACE District Secretariat

Alexandra Badzak is the Director and CEO of the Ottawa Art Gallery and the inaugural Secretariat lead for Ottawa's Arts, Culture and Entertainment District. Over more than ten years at OAG, she led the OAG Expansion project, one of the most significant cultural infrastructure projects in Ottawa in a generation, which opened in 2018.

Under her leadership, the Gallery has expanded its physical space, staffing, programming, development and public profile, helping position Ottawa's cultural scene within evolving contemporary conversations. Through ACE, Alexandra and her team are helping connect downtown Ottawa's public art, institutions, artists, businesses, venues and public spaces into a more visible, walkable and connected cultural destination.

She is an Adjunct Professor at the University of Ottawa and President of the Canadian Art Museum Directors Organization. She is also a member of the International Women's Forum and the Association of Art Museum Directors.



ACE District
Quartier DAC

Approved Quote

“I’m incredibly excited to see ACE move from an idea, to a framework, to something people can now experience in the streets of downtown Ottawa. ACE is about celebrating the extraordinary cultural assets already here — from national institutions to grassroots festivals — and creating new ways for creatives, institutions and businesses to work together so the whole ecosystem can thrive.”

- Alexandra Badzak, Director and CEO,
Ottawa Art Gallery / Lead, ACE District Secretariat

Media Assets

[Media assets linked here](#), including:

- ACE District logo
- Public artworks
- Images of OAG’s Director and CEO, Alexandra Badzak

Media Contacts

Nickie Shobeiry

shobeirynickie@gmail.com
613-581-3027

French-language media contact:

Véronique Couillard

vcouillard@oaggao.ca
613.233.8699 +244

