



Contact: Kevin McHale
Executive Director, Downtown BIA
613-230-0984 | kevin@hellodowntown.ca

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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**DOWNTOWN BIA & AIRE COMMUNE LAUNCH
METCALFE PLAZA SUMMER SEASON 2026**

Ottawa, ON – June 18, 2026 – The Downtown Business Improvement Area (Downtown BIA) and Aire commune announce a new full season at Metcalfe Plaza.

Building on the successful 2025 pilot, which attracted nearly 10,000 participants over a six-week period, the 2026 season launches on June 18 and runs until September 26. Metcalfe Plaza will continue to curate live DJ dance events on Thursday, Friday and Saturday nights, adding vibrancy to nightlife in the downtown core. New this year, programming will feature wellness classes, curated markets, community and corporate events, including a Capital PRIDE weekend from August 27 – August 30. In addition, every Friday, the public will have the opportunity to enjoy programming curated by Amashowza, Metcalfe Plaza’s lead cultural partner.

Metcalfe Plaza is made possible through the financial support of the City of Ottawa Nightlife Office, Downtown BIA and Ottawa Tourism.

This creative placemaking project is an ongoing investment in supporting community, cultural and commercial vibrancy in our downtown core,” said Kevin McHale, Executive Director of Downtown BIA. Collaboration and new cultural assets are key in attracting locals and tourists alike which, in turn, support our local businesses.”

“The success of Metcalfe Plaza is built on cultural partnerships to grow Ottawa’s nightlife economy for locals and visitors,” said Mathieu Grondin, Nightlife Commissioner for the City of Ottawa. “Curated placemaking and diverse community-based programming strengthen the entire nightlife ecosystem.”

Aire commune, known for its award-winning urban spaces in Montreal and Calgary, brings its production and placemaking expertise back to Ottawa with placemaking projects in collaboration with Downtown BIA, Centretown BIA and ByWard Market this year.

We re excited to bring our unique brand of urban placemaking back to Ottawa for a full season,” said Marie-Pier Tessier De L Etoile, Co-Founder of Aire commune. Our team is committed to expanding placemaking and public spaces downtown for communities to gather, celebrate, and enjoy local arts and culture.”

For more details on the Metcalfe Plaza placemaking project, visit www.hellodowntown.ca

About Downtown BIA

The Downtown BIA is a non-profit organization dedicated to enhancing the community, cultural and commercial prosperity of Ottawa's downtown core. Serving as the collective voice of the downtown business improvement area, the BIA works to support businesses, property owners, and partners. Its mandate is to steward economic and community development, destination development and member advocacy efforts.

To learn more visit: www.hellodowntown.ca

About Aire commune

Founded in 2017, Aire commune creates spaces and experiences that bring people together and enhance urban life. Specializing in placemaking, urban design, and event production, Aire commune designs, builds, and activates distinctive projects that transform collective spaces into vibrant and welcoming destinations. With a multidisciplinary team, an in-house fabrication workshop, and a network of partners across Canada, Aire commune supports projects from strategy to operations, including concept development, design, fabrication, programming, marketing, production, and activation.