

Sherbrooke

From murals to fine dining

**CULINARY ART
MEETS CREATIVE ART**



destination
SHERBROOKE.com

urban nature

DOWNTOWN

Sherbrooke



PICTOGRAMS USED IN THIS BROCHURE



CHEFS CRÉATEURS: Highly talented chefs in unique restaurants, where you're sure to be served dishes that incorporate regional products.



Café de village
CANTONS-DE-L'EST

CAFÉ DE VILLAGE: Warm and friendly cafés where the staff will give you valuable advice about the best places to see in the area!



CRÉATEURS DE SAVEURS: A brand that brings together all Eastern Townships products grown, prepared or processed in the region. A guarantee of quality.

LEGEND:



MURAL



CAFÉ



RESTAURANT



MICROBREWERY

14

Bowen Nord

King Est

12
13

Bowen Sud

Saint-François Sud

28

(3,5 km)

143

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SHERBROOKE, CITY OF FRESCO MURALS

With its 14 murals, downtown Sherbrooke is a like an open-air art gallery. Created over the last ten years, each of them reveals a slice of Sherbrooke's history. From the arrival of the region's first inhabitants to the city's industrialization, you'll become acquainted with those who left their mark on the city of Sherbrooke's development.

In summer and winter alike, leisurely stroll along the streets of the old neighbourhoods, and as you do so, discover a small neighbourhood café, fine food, a museum or a sunny terrace.

The murals tour will also please little ones. Ask them to sharpen their sense of observation and help them find the tiny elves on each mural. Identify and count the animals or ladybugs hiding in the paintings! There's fun for both young and old!

Happy discoveries!





Download the free **Balado
Discovery*** mobile application
by scanning this QR code, for a
GPS-guided tour of the murals.

*Please note that the order of this
GPS-tour is different than the one
presented in this brochure.



THE MILLS UP RIVER

SITE: 785 King Ouest

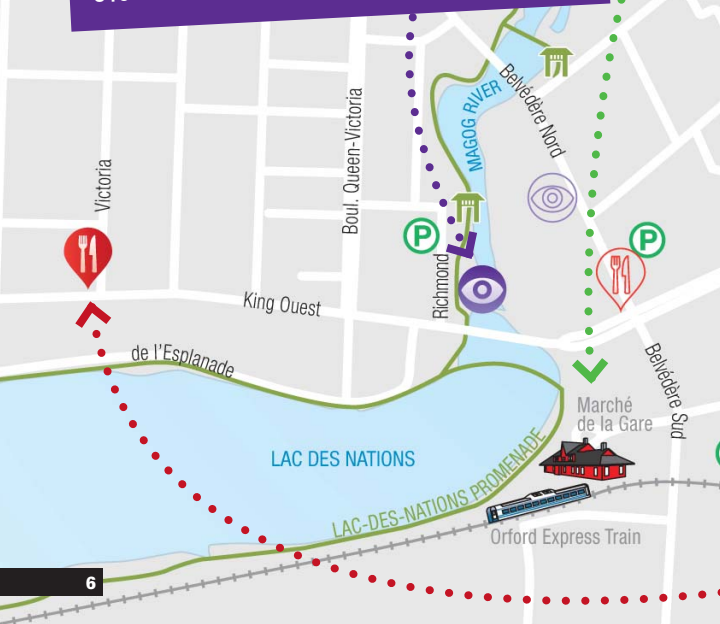
Your absolute best point of departure, this mural is located at the Sherbrooke Tourist Information Office.

DESCRIPTION: Featuring an area once known as “Upper Mills”, this mural harkens back to the businesses that once thrived here. The stairway leading to the entrance of the Magog River gorge takes us back to 1867.

GUIDED CITY TOURS IN A VINTAGE CAR

Two guided tours are available: an historical visit of Old Sherbrooke and a tour of the city's fresco murals. Vintage cars from the 1920s to the 1960s, based on availability at the time of the tour.

Information: lamoureuxdelavoitureantique.com
819-348-0485



MARCHÉ DE LA GARE

From the mural, cross safely under Montcalm bridge on foot to get to the market for some shopping!

YOU'LL FIND:

- Fromagerie de la Gare: wide variety of fine cheeses, breads and pastries,
- Boucherie du Terroir: local and regional meat producers,
- Savoroso: gelato, gourmet coffee, restaurant and terrace,
- William J. Walter: sausages and fine “terroir” products,
- and many outdoor merchant stalls, depending on the season.

Did you know that... you could also see the Orford Express tourist train here
Information: orfordexpress.com
or 819-575-8081 – 1-866-575-8081



LA TABLE DU CHEF

11 Victoria
819-562-2258 • latableduchef.ca

CHEF: Alain Labrie

SPECIALITY: Rabbit, duck, pan-seared foie gras.

WE LOVE: The extraordinary service, more than personalized.



HEART, CULTURE AND EDUCATION

SITE: 155 Belvédère Sud

2 minutes away from the Lac-des-Nations promenade, a 3.5 km loop linking the Marché de la Gare (fine food marketplace) to Jacques-Cartier Park.

DESCRIPTION: An impressive trompe-l'oeil that allegorically represents the source of our wealth; our “city of knowledge.” A metaphor of our literary universe in which over one hundred regional authors are represented.



CAFÉ PIERRE JEAN JASE

550 de Montréal • 819-829-5927

Welcoming and friendly, Café Pierre Jean Jase invites you to a tasty breakfast with friends, a delicious lunch or even one of its delicious burgers for supper. We also offer many vegetarian options!



Café de village
CANTONS DE L'EST



DA TONI

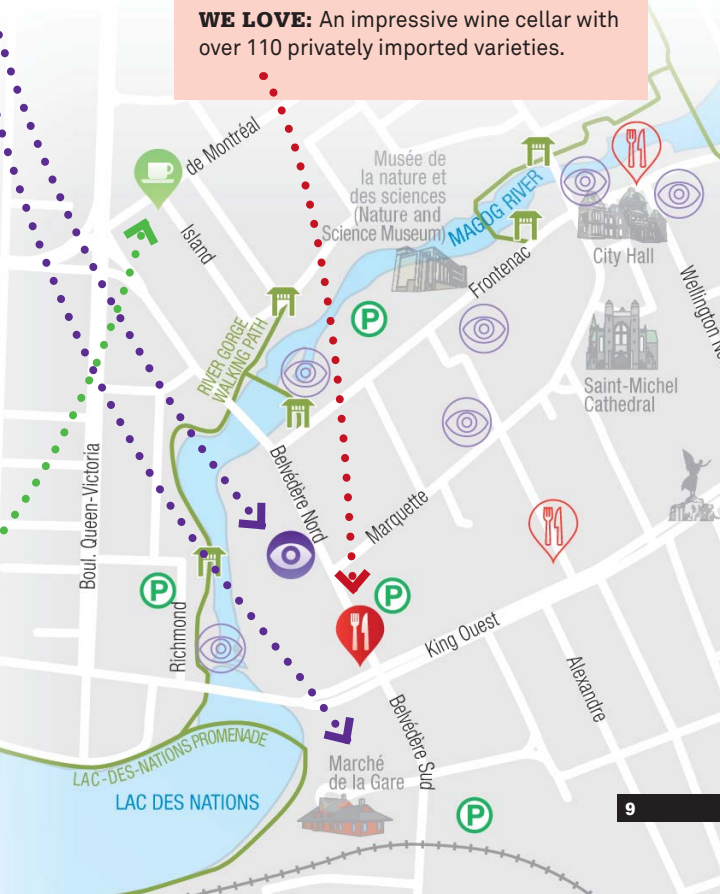
15 Belvédère Nord
819-346-8441 • datoni.com



CHEF: Christian Fréchette

SPECIALITY: The fine Italian cuisine
and the decadent gnocchis

WE LOVE: An impressive wine cellar with
over 110 privately imported varieties.



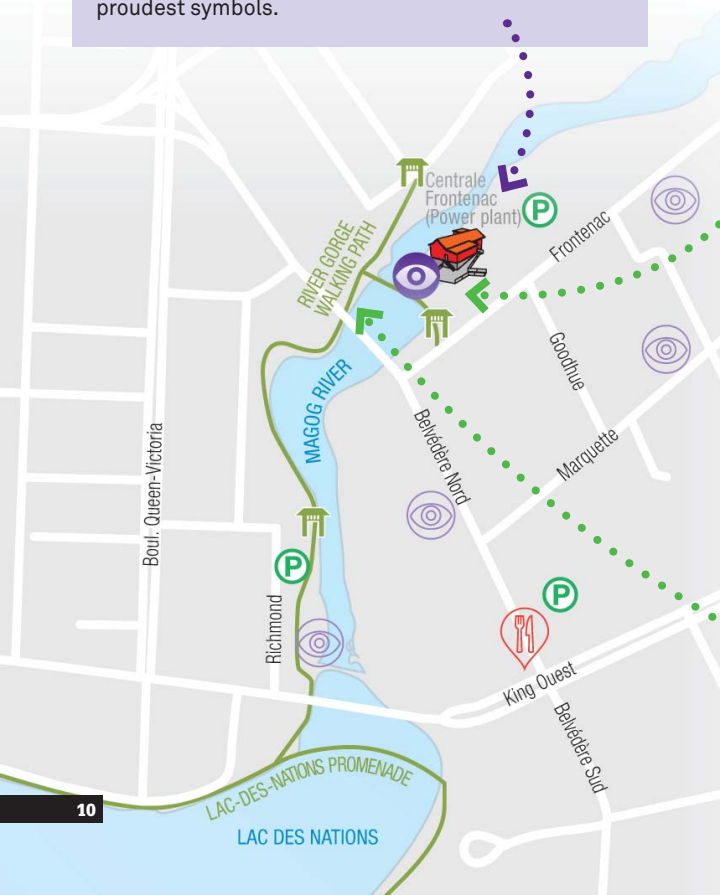
100 YEARS SERVING THE PEOPLE

SITE: 395 Frontenac

At mid-point in the Magog River gorge proudly stands the Frontenac power plant, the oldest hydroelectric facility still operating in Quebec.

DESCRIPTION: This mural commemorates the centennial of the municipalization of electricity in Sherbrooke. On May 1st, 1908, the city of Sherbrooke acquired the Frontenac power plant and all assets of the Power Light & Heat Co., the sole energy producer and distributor at that time.

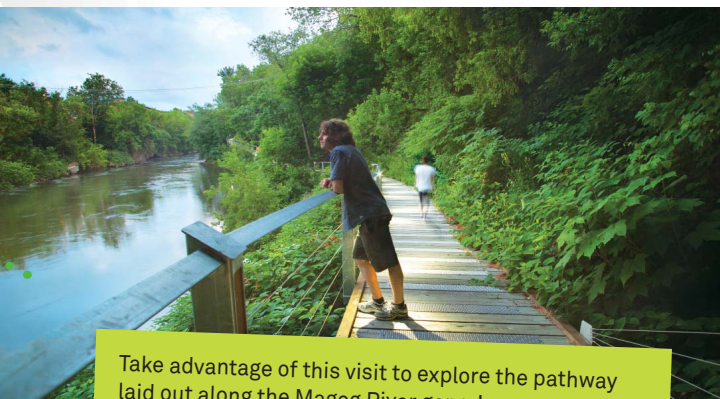
After a fourth referendum on the issue, and nearly six years of effort by city councillors Daniel McManamy and Donat Denault, this public property was born, making Hydro Sherbrooke one of the city's proudest symbols.





Come visit the interactive exhibition “La ville électrique” (The Electric City) that will take you through the history of Sherbrooke’s electrification. You’ll better understand how an electric power plant works. This visit is offered by the Société d’histoire de Sherbrooke (Sherbrooke Historical Society).

For reservations, call: 819-821-5406
histoiresherbrooke.com



Take advantage of this visit to explore the pathway laid out along the Magog River gorge!



TRADITION AND PREVENTION

SITE: 275 Marquette

A few steps from Lo Ré Restaurant, offering fine market cuisine.

DESCRIPTION: This mural honours the firemen and policemen who have been keeping the people of Sherbrooke safe since 1852. The west wall of the building is a symbolic representation of the old central fire station, featuring 25 characters.



LO RÉ

17 Peel

819-822-4177 • restaurantlore.com

CHEF: Stéphane Lo Ré

SPECIALITY: Its “créateurs de saveurs” spices and its fine market cuisine.

WE LOVE: The chef serves you himself and tells you about the ingredients in your dish.

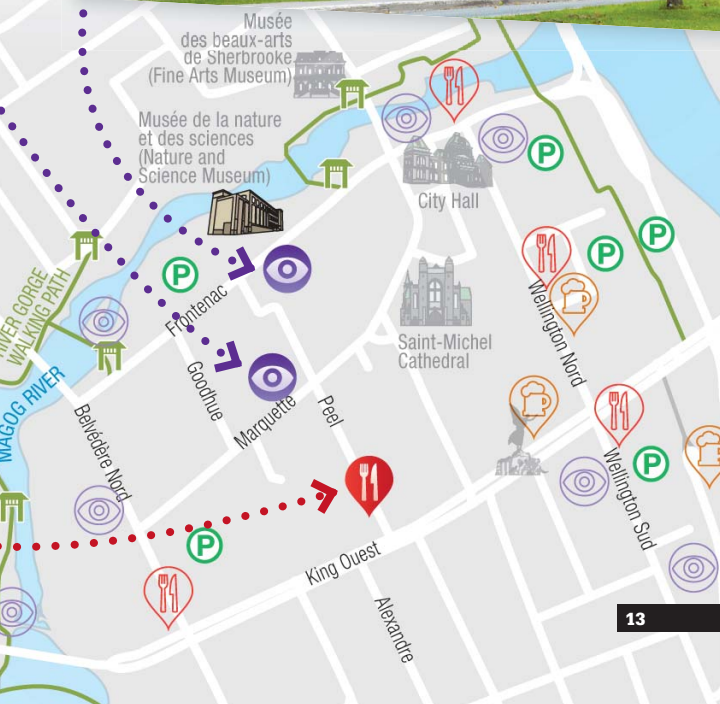


CHLT-TV, 50 YEARS IN OUR IMAGE

SITE: 222 Frontenac

Directly across from the Musée de la nature et des sciences (Nature and Science Museum), who invite you to come see their new permanent exhibition “Alteranima,” for unusual encounters! Information: naturesciences.qc.ca or 819-564-3200 / 1-877-434-3200

DESCRIPTION: CHLT-TV (Channel 7) celebrated its 50th anniversary on August 12, 2006. In 1954, Senator Jacob Nicol obtained a license to operate a bilingual television station in Sherbrooke. The mural features 30 well-known cultural personalities of yesterday and today, brought together to celebrate the 50th anniversary.



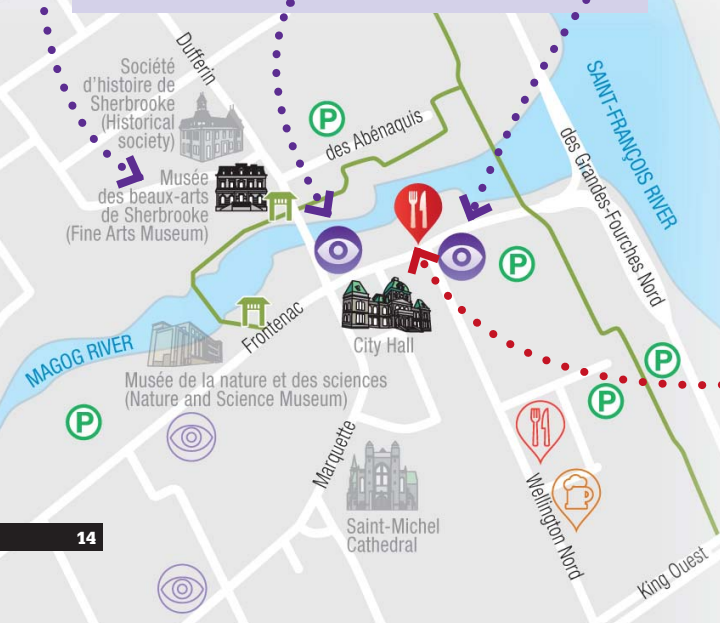


SHERBROOKE 2002 BICENTENNIAL MURAL

SITE: 143 Frontenac

Just 2 minutes walking distance from the Musée des beaux-arts de Sherbrooke (Fine Arts Museum), which is housed in a magnificent historical building – the former head office of the Eastern Townships Bank – offering 3 exhibition rooms and a collection of over 4,700 works of art. Information: mbas.qc.ca or 819-821-2115.

DESCRIPTION: It was on the 200th anniversary of the founding of the city of Sherbrooke that the first trompe-l'oeil mural was inaugurated. This scene looks as if time stood still on the sunny afternoon of June 2, 1902. Some 23 characters are realistically represented.



NEKITOTEGWAK

SITE: 222 Wellington Nord

On the other side of Wellington Street, you'll find City Hall, in front of which several free outdoor musical performances are held throughout the summer!

DESCRIPTION: This mural shows the junction of the Magog and Saint-François rivers as the Abenakis would have once seen it. Nekitotegwak means "where the rivers meet". This is where Sherbrooke's first settlers made their home.



*Chefs
créateurs*
Contons-de-l'Est

LE BOUCHON

107 Frontenac

819-566-0876 • lebouchon.ca

CHEF: Michel Carrier

SPECIALITY: Tartar trilogy (duck tartar isn't something you get to eat every day!).

WE LOVE: Its modern and urban decor; the energy emanating from downtown.

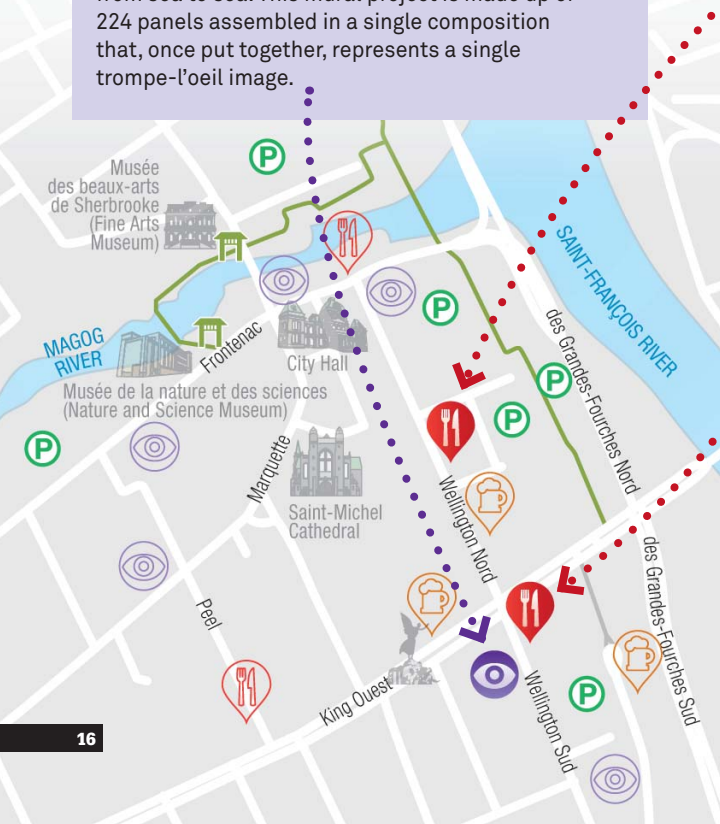


CANADA GAMES 2013 MURAL

SITE: 21 Wellington Sud

In the heart of the downtown area, you'll find good restaurants, terraces, cafés, and boutiques.

DESCRIPTION: This mural is a collective effort, produced with the participation of approximately 200 local and national artists from all 13 provinces and territories participating in the Sherbrooke 2013 Canada Summer Games... in other words, artists from sea to sea. This mural project is made up of 224 panels assembled in a single composition that, once put together, represents a single trompe-l'oeil image.





AUGUSTE

82 Wellington Nord

819-565-9559 • auguste-restaurant.com



CHEF: Danny St Pierre

SPECIALITY: The inverted “poutine” that melts in your mouth.

WE LOVE: The open kitchen that lets spy on the kitchen staff at noon and in the evening.

BISTRO KAPZAK

20 Wellington Sud

819-791-1176 • bistrokapzak.ca



CHEF: Jason Kacprzak

SPECIALITY: The pierogies and the borchst soup (cold soup in the summer is quite refreshing!).

WE LOVE: The chef’s Polish roots, bringing originality to his dishes, and the vodka selection... Polish, of course.





LE MURVILLE

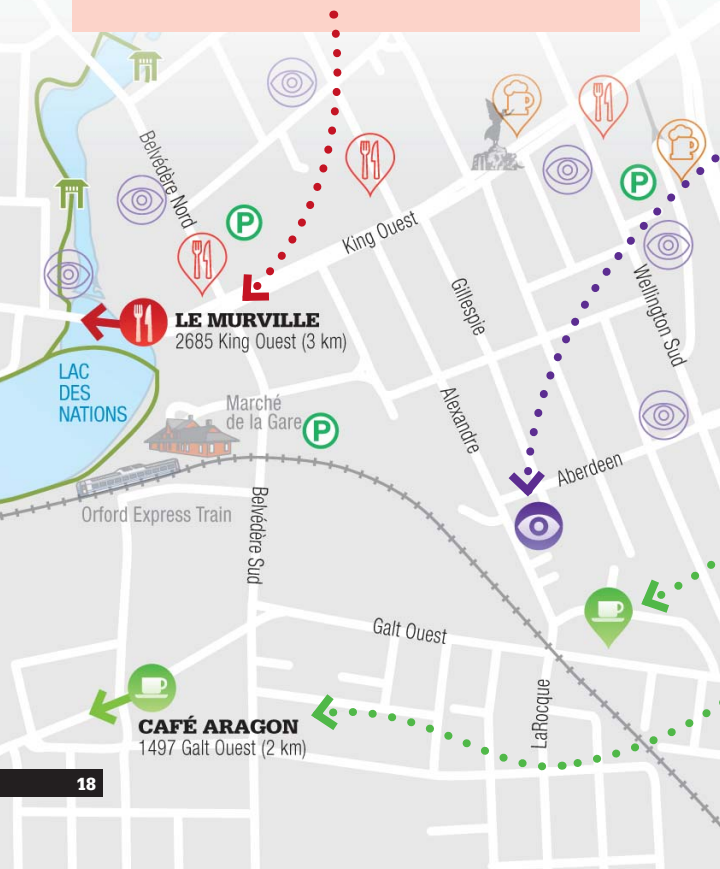
2685 King Ouest
819-822-9873 • deltasherbrooke.com



CHEF: Renaud Collignon

SPECIALITY: Local products from the region.

WE LOVE: Its location, right inside a comfortable 4-star hotel.





THE BEST YEARS

SITE: 364 Alexandre

DESCRIPTION: This mural is an homage to the South-West neighbourhood of Sherbrooke, once known as the “Little Canada” and inhabited by French Canadian labourers. Represented here on September 27, 1957, this neighborhood was linked to the textile, mechanical engineering and metallurgy industry. It was mostly composed of large families during the post-war baby boom years.

THE SINGING GOAT CAFÉ

287 Galt Ouest • 819-820-1118

A colourful café, serving biological and vegetarian dishes! A warm and welcoming atmosphere. A different art exhibition every two months, music, story-telling and other events.



Café de village
CANTONS DE L'EST

CAFÉ ARAGON

1497 Galt Ouest • 819-820-0142

A neighbourhood institution, the Café Aragon is celebrating its 18th anniversary this year. The secret to its success is the close and intimate relationship between its cuisine, its local producers and its clientele.



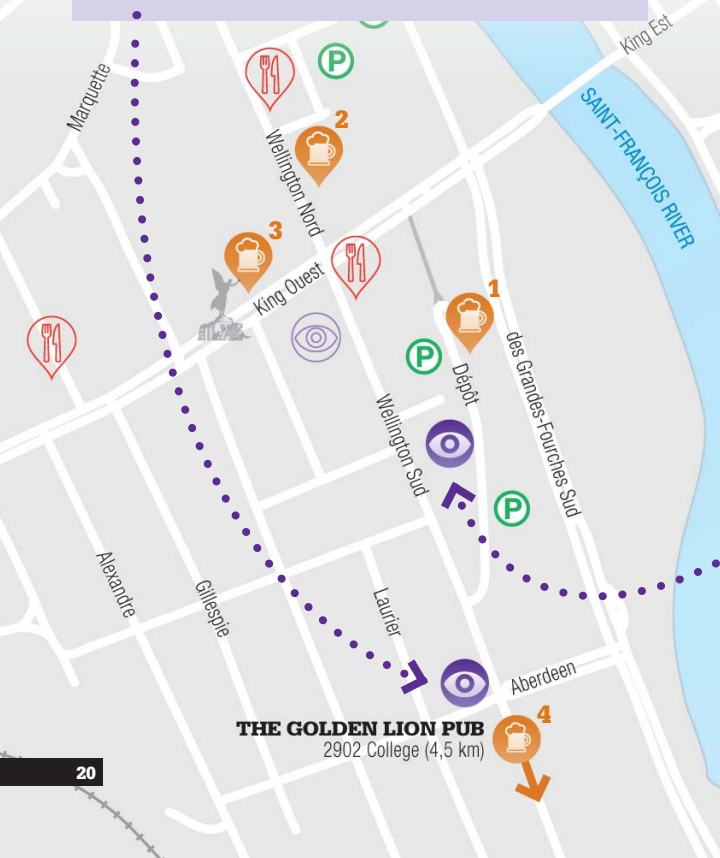
Café de village
CANTONS DE L'EST

DESTINIES AND ORIGINS

SITE: on the corner of Wellington and Aberdeen

DESCRIPTION:

This huge trompe-l'oeil depicts the historical origins of the neighbourhood. It's only a few steps from there that the first land clearings occurred in Sherbrooke, then referred to as Ascot Township. This mural, with its forced vanishing point, seems to swivel the wall of time over the lands and forests as they were in 1792, only to progressively return to today's urban surroundings.



THE GOLDEN LION PUB
2902 College (4,5 km)



MICROBREWERIES

SIBOIRE (1)

80 du Dépôt (bus station)
819-565-3636 • siboire.ca

BOQUÉBIÈRE (2)

50 Wellington Nord
819-542-1311 • boquebiere.com



LA MARE AU DIABLE (3)

151 King Ouest • 819-562-1001

THE GOLDEN LION PUB (4)

2902 College • 819-565-1015 • lionlennoxville.com

THE VOYAGEURS HOTEL

SITE: 121 du Dépôt

Located near the Siboire microbrewery, a popular meeting place where you can enjoy a variety of beers brewed right on site with a nice serving of fish & chips.

DESCRIPTION: This mural is a reminder of the city's former hotel district. The mural symbolically illustrates the Voyageurs Hotel. Built on du Dépôt street around 1910, this small and modest hotel was popular with travellers in transit through the city.





THE EAST WARD'S PROGRESS

SITE: 13 Bowen Sud

DESCRIPTION: Located at the corner of King Est Street, this mural features business establishments that once stood nearby, such as Pamphile Biron & Son and Ressort Déziel. We also see a few political personalities, namely Stanislas Fortier, first French Canadian mayor of Sherbrooke or William Bullock Ives, member of Parliament for Sherbrooke and minister. Many details tell us about the lives of people at the end of the 19th century.



ONCE UPON A TIME IN THE EAST

SITE: 55 King Est

DESCRIPTION: This mural represents daily life in the East ward of the city, which is now part of the Fleurimont burrough. Located at the corner of Bowen Sud Street, this mural represents a scene from the urban life of the neighbourhood, featuring the cultural and musical life of the city from the 1930s to the 1960s.

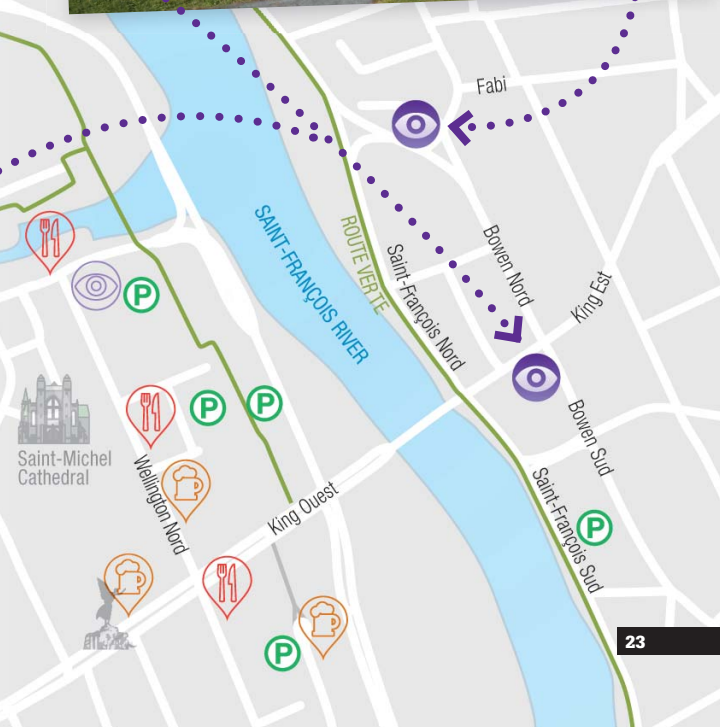
LEGENDS & MENA'SEN

SITE: 157 Bowen Nord

DESCRIPTION: This mural represents historical deeds and legends from the Sherbrooke area. It is a purely fictitious representation.

In the foreground, First Nations representatives are opening a huge curtain. Most of these characters represent people once well known, long before the creation of Hyatt's Mill (the name of the first village that later became Sherbrooke).

The characters are represented here on the shores of the St-François River, directly in front of a regional historical symbol – the legendary Lone Pine rock.





Always the right choice! Québec



**OTHER "CRÉATEURS DE
SAVEURS" IN SHERBROOKE**

Chocolaterie La Truffinoise
(Handcrafted chocolates)
819-348-1414 / latruffinoise.com
6002 chemin St-Élie

La Halte des Pèlerins (Vineyard)
819-563-5115
haltedespelerins.com
693 chemin du Sanctuaire

Pâtisserie Duquette (Pastries)
819-564-7075
patisserieduquette.com
85 12^e avenue Sud

**WHERE TO PURCHASE
"CRÉATEURS DE SAVEURS"
PRODUCTS IN SHERBROOKE?**

Coop Alentour
819-562-3443
boutiquealentour.ca
4740 Boul. Industriel

Fromagerie de la Gare (Cheeses)
819-566-4273
fromageriedelagare.com
710 Place de la Gare

Provigo Stéphane Tremblay
819-562-8684 / 800 King Est

William J. Walter, sausage maker
819-563-6294 / williamjwalter.ca
710 Place de la Gare



Free *BaladoDiscovery**
virtual application
for iPhone, iPad and
Android.

*Please note that the
order of this GPS-tour
is different than the
one presented in this
brochure.

To find out what to do, as
well as where to eat and
sleep in Sherbrooke, visit
destinationsherbrooke.com

**Sherbrooke Tourist
Information Office**

785 King Ouest
Sherbrooke (Québec) J1H 1R8

Phone: 819-821-1919
Toll free: 1-800-561-8331

destination
SHERBROOKE.com

