

MANDEL'S DREAMERY

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MANDEL'S DREAMERY: "Butter, Cheese, Cream, Eggs: Only Memories."

**A window into Toronto's Jewish Past is Recreated at 402 College Street
August 14 - October 30, 2016**

Toronto, ON, August 9, 2016 – In a newly opened exhibition space called [Fentster](#) (Yiddish for window), a playful and evocative recreation of a Jewish storefront will be installed in the window gallery, viewable day and night from the street. Yiddish lettering on the window references the signage of Mandel's Creamery, which operated nearby at 29 Baldwin Street from around 1915 through the late 1970s. Even when the Creamery was sold to John's Italian Caffe, the hand-painted lettering remained on the glass throughout the years, becoming an iconic neighbourhood spot that represented the commingling of two distinctive Toronto food cultures. The signage is actually a mix of Yiddish together with English words written-out in Yiddish letters – what is often referred to as "Yinglish". When John's Italian Caffe closed last summer, the Ontario Jewish Archives intervened to save the window and it is now part of their collection.

The original sign announced: "Butter, Cheese, Cream, Eggs: Fresh Every Day." As kosher foods are no longer available "fresh every day" in this part of town, in **Mandel's Dreamery at 402 College Street**, the sign now reads "only memories," also in Yinglish. An enlarged 1920s black and white archival photograph of Trachter's Milk Store, a similar Jewish dairy, forms the dramatic backdrop. The window reflects this once vibrant Jewish neighbourhood and Toronto's ever-changing culinary and cultural landscape.

A hundred years ago, the Kensington Market neighbourhood was filled with kosher butchers and bakeries, poultry sellers, fish dealers, dry goods stores, grocers and delicatessens. These food businesses were owned and operated by Jewish immigrant families who settled there in the 1910s. By 1931, 80% of Toronto's Jewish population of 45,000 lived around Spadina Avenue, establishing businesses, synagogues and organizations. Today, the Jewish shops and restaurants of Kensington Market and College Street are only memories of an earlier era. After World War II, the Jewish community began migrating north to the suburbs and many of these stores eventually closed or followed their clients up Bathurst Street.

On view 24/7 through October 30, this installation is a partnership between [Fentster](#), UJA Federation's [Ontario Jewish Archives](#), [Blankenstein Family Heritage Centre](#) and the [Ashkenaz Festival](#). It is timed to coincide with the Ashkenaz Festival taking place from August 30 to September 5, 2016, at Toronto's Harbourfront Centre and other venues across the GTA. This year the Festival is highlighting the food culture of Eastern European Jews as part of its weeklong Yiddish and Jewish culture festival.

Mandel's Dreamery opens **on August 14**. There will be a free public reception on **Monday, August 29 from 5 to 8 PM**. Fentster is located at 402 College Street in Toronto.

Curated by Evelyn Tauben (Fentster) and Dara Solomon (Ontario Jewish Archives)

Presented together by Fentster; Ontario Jewish Archives, Blankenstein Family Heritage Centre; and Ashkenaz Festival

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