



FOR IMMEDIATE RELEASE

Contact: Bonnie Goodman
for Grand Park
213-308-9539 direct
bgoodman@goodmancommunicationsgroup.com

**THOUSANDS OF ANGELENOS PUT LA'S SIGNATURE ON
NEW YEAR'S EVE WITH MAJOR CELEBRATION AT GRAND PARK**

– Countdown to Midnight Capped with West Coast's Largest-Ever Projection Mapping Display –

LOS ANGELES (January 1, 2014) – More than 10,000 people gathered in downtown Los Angeles' Grand Park for a grand-scale 12-block New Year's Eve celebration, "Grand Park's N.Y.E. LA." The park's first New Year's Eve event introduced Angelenos to a new tradition, the opportunity to gather together in a central location for free where they could ring in the New Year all together. Guests enjoyed music and dance performances; interactive visual arts installations commissioned especially for the event by Grand Park; roving performing artists; an interactive photo booth, where guests could see their New Year's wishes projected high above the park; food trucks; and more. The evening culminated with a countdown to midnight, in which Grand Park made its mark on the New Year with a brilliant and powerful projection mapping presentation. New Year's Eve revelers were amazed when 22 stories of Los Angeles' iconic City Hall became the dynamic canvas for the highly artistic digital projection presentation, the size and scope of which have not been seen to date on the West Coast.

"Much like we experienced with the 2013 Presidential Election Day and the Fourth of July, 'Grand Park's N.Y.E. LA' offered a place and a platform Angelenos seem eager for, where they can come together for public gatherings to mark major moments in time," said Stephen D. Rountree, president & CEO, The Music Center, the organization that programs and operates Grand Park.

"Grand Park's N.Y.E. LA' not only united many members of our diverse communities as they shared the excitement of ringing in a new year, but provided them an opportunity to celebrate the creativity and talents that are distinctly Los Angeles," said Lucas Rivera, director, Grand Park. "We were delighted to see so many call Grand Park 'home' for the New Year."

Grand Park guests marked the New Year with a highly anticipated 10-minute projection mapping presentation that led up to the countdown to midnight. Projection mapping, also referred to as video mapping, is a digital technology that allows three-dimensional objects – often buildings, walls and architectural structures – to function as dynamic canvases for video and graphic animation that is projected

– more –

onto them. Produced by Grand Park in partnership with Idea Giants, the New Year's presentation at Grand Park included animations of Grand Park images and icons, which were synced to a music and sound effects composition and projected on City Hall. Among the imagery, guests experienced a 3D replica of the park's Arthur J. Will Memorial Fountain, which appeared to "flow" with the help of a specialized liquid simulation program. The piece also featured architectural manipulation in which City Hall seemed to disappear. The performance culminated with the countdown to 2014, followed by digital fireworks and celebratory images. Earlier in the evening, guests enjoyed a series of animations that turned the City Hall tower into a giant neon structure; neon palm trees moved, giant light bulbs pulsed and floated like fireflies, and the tower itself appeared to change its shape.

"Grand Park's N.Y.E. LA" also showcased visual art installations commissioned by Grand Park specifically for the New Year's Eve celebration. Three internationally-acclaimed, highly innovative visual artists created special pieces symbolic of Los Angeles. Michael Murphy designed "LA 2014," which is comprised of 750 lead spheres suspended by monofilament. Murphy's works challenge the boundaries between the second and third dimensions, often with the use of optical illusions. Charlie Becker, a Los Angeles-based artist and designer, created a piece out of love for Los Angeles' amazing inflatables, playing in Grand Park with his daughter, and memories of his first time staying up to watch the ball drop on New Year's Eve. Becker's works often combine elements of realism and absurdity. George McFetridge, a well-known graphic artist and director based in Los Angeles, is known within the graphic design community for simple, but highly powerful imagery. His works have graced magazine covers, clothing, posters and furniture.

Grand Park's main stage on the Event Lawn in front of City Hall featured both musical and dance performances throughout the evening, including Daedelus and other top DJs from dublab – a non-profit web radio collective devoted to the growth of positive music, arts and culture – as well as DJs from KIIS-FM. Guests were treated to a high-energy performance by Versa-Style Dance Company, a youthful ensemble of socially conscious dancers who fuse Hip-Hop and Afro-Latin dances styles that are of cultural significance in the community. Soul vocal duo, Myron & E, and cumbia band, Buyepongo, provided a range of musical entertainment, with the evening's headliner, Los Angeles-based indie collective, Fool's Gold, weaving together western pop aesthetics with African rhythms and melodies. The evening was hosted by DJ and photojournalist, Azul 213* Amaral.

Performing artists, including members of Aarrow Sign Spinners, and face painters from Tribal Markers, roamed the entire park, entertaining and engaging visitors in creative art-making. Grand Park guests shared their personal wishes for 2014 year with those wishes and their photos projected 100 feet above Grand Park. Families appreciated an early opportunity to greet the New Year with a live Times Square feed at 9:00 p.m. Pacific. Guests enjoyed the celebration from any vantage point within the 12 block area of the park, with the help of video screens.

About Grand Park

A vibrant outdoor gathering place, Grand Park is a beautiful public park for the entire community in Los Angeles County. With expansive green space for gatherings large and small, Grand Park celebrates the county's cultural vitality and is host to community events, cultural experiences, holiday celebrations, and many other activities that engage and attract visitors from all communities. The 12-acre Grand Park stretches from The Music Center on the west to City Hall on the east, and is easily accessible by Metro via the Red/Purple line to the Civic Center/Grand Park station. The park was named one of American Planning Association's 10 "Great Public Spaces" in the U.S. for 2013. Grand Park's transformation is a credit to the leadership of Los Angeles County Supervisor Gloria Molina and the Grand Avenue Committee, established to create and implement the vision for Grand Park and commercial developments on Grand Avenue. The \$56 million for the construction of Grand Park was comprised of \$50 million in pre-paid rent for ground leases from Related Companies—a key condition Supervisor Molina was instrumental in securing—plus other city funds and interest. Under the direction of the county, Grand Park was developed by Related Companies with an award-winning creative team, including landscape architect, Rios Clementi Hale Studios; general contractor, Charles Pankow Builders; environmental graphic design firm, Sussman/Prejza; and fountain design consultants, Fluidity. Working closely with the county, The Music Center is responsible for all operations and programming for the park. For more information, visit <http://grandparkla.org/>