



## ***Grand Park's N.Y.E. L.A. Fact Sheet***

### **Event Overview**

#### **Size/Scope**

- The 2nd Annual *Grand Park's N.Y.E.L.A.* is three times larger than the park's first New Year's Eve celebration in December 2013. The event covers the entire 12 acres of Grand Park plus adjacent streets, with a footprint extending from Temple Street to 2nd Street and from Grand Avenue to Los Angeles Street. There are four entrances to the event: Grand Avenue and Hill Street, Hill Street between 1<sup>st</sup> and 2<sup>nd</sup> Streets, Broadway between 1<sup>st</sup> and 2<sup>nd</sup> Streets, and 1st Street between Los Angeles and Main Streets. (See attached map for detail).
- The perimeter of the free event spans 84 acres with the event area itself covering 860,000 square feet.
- The footprint of the event can accommodate 50,000 people.

#### **Entertainment**

- There are three entertainment stages featuring Los Angeles-based bands and DJs, including the Countdown Stage (main stage) on Grand Park's Event Lawn in front of City Hall with MC Mario Hernandez, featuring electro-pop diva Mr Little Jeans, electro R&B duo Made in Heights, and funk band Breakestra; the Get Down Stage on Grand Park's Performance Lawn between Grand Avenue and Hill Street, with MC Chris Douridas of KCRW and featuring KCRW DJs Chris Douridas, Aaron Byrd and Garth Trinidad; and the Low Down Stage on 1<sup>st</sup> Street between Olive and Hill Streets with MC Stephanie Garcia and featuring indie folk band Run River North, Hip Hop artist Omid Walizadeh, Latin Alternative artist Ceci Bastida, and rock quartet Dorothy. See last page of this fact sheet for bios of the bands.
- The evening culminates with an innovative and highly creative L.A.-centric countdown to midnight with a 3-D digital mapping presentation that will cover two sides and 22 stories of City Hall. During the lead-up to the countdown, crowds will also have the opportunity to interact with two-dimensional projected images on City Hall throughout the evening in the tallest interactive sound display ever produced in Los Angeles.
- The park will display the creativity of influential L.A. Instagrammers as their photographs, shot especially for *Grand Park's N.Y.E. L.A.*, appear on the south-facing exterior of the Hall of Records building as part of Discover L.A.'s #LAsStory campaign. They have focused on what they believe personifies Los Angeles now and what they believe the future has in store.
- Guests can capture their own memories from the evening at one of four free photo booths at: Olive Street, Grand Park's Community Terrace (between Hill Street and Broadway), 1<sup>st</sup> Street between Hill Street and Broadway, and Spring Street near 1<sup>st</sup> Street.

#### **Food & Beverage**

- Food will be available from Los Angeles-based food companies offering classic Country Fair fare as well as a wide variety of ethnic food choices. Options include quick grab-and-go snacks such as ice cream and popcorn to heartier items such as burgers and pizza, along with Mexican, Salvadorian, Thai BBQ and Greek food. Food vendors include: Clarissa's Treats, Huntington Catering (Americana flavors), s, The King of Kettle Corn, Pizza on Wheelz, Curiel's

-- more --

## **Grand Park's N.Y.E.L.A. Media Preview Fact Sheet/Page 2**

Mediterranean Greek Cuisine (Veggie skewers, lamb gyro with eggplant, steak plates), Gigi's Concessions Snacks, What the Funnel, Market Burgers, Jack's Thai BBQ, Ramirez Mexican Food, El Torito Mexican Food, Leonor Mexican Food, Pop Gram Kettle Bakery, Cesar Bakery, Jugo Verde, The Grilled Cheese Truck, Gigi's Healthy Snacks, No Jodas Cuban Kitchen, Love Swirls, Fazoom, Mario's Tacos, Leticia, and more.

- Alcohol will not be sold onsite and will not be permitted. No empty or reusable water bottles will be allowed. Coffee and water will be sold throughout the event.

### **Security**

- Security at the event is being provided by more than 400 security and law enforcement officers in addition to the Los Angeles Police Department and Los Angeles Department of Transportation, who are located outside the event.

### **The Projection Mapping Spectacular**

- Los Angeles' historic City Hall will be transformed into a digital sculpture for Grand Park's N.Y.E.L.A. and take this year's countdown to midnight to a new level.
- The multimedia display expands in a number of ways from the park's first New Year's Eve celebration. It will cover two sides and 22 stories of City Hall; include the tallest interactive sound display ever produced in Los Angeles; allow guests to interact and influence the showcase of 2-D projected images; and present a 10-minute narrative, using 3-D digital mapping techniques to lead up to the countdown to midnight, along with the countdown and a five-minute post-countdown spectacular.
- Grand Park will become an audiovisual playground for five hours from the start of the event at 7:00 p.m. until the countdown with a blend of computer animation, visual effects, live-action cinematography, and time-lapse imagery.
- The 10-minute narrative, themed "The Heartbeat of Los Angeles," includes imagery and sounds that reflect the culture and vibe of Grand Park's many audiences in Los Angeles County.
- The presentation was written, directed and produced by Garson Yu, artistic director of the award-winning design studio yU+co and the Grand Park team.
- A clock will remain present throughout the night at the top of the City Hall Tower so that revelers will be able mark the time and the proximity to midnight no matter where they are on the event grounds.
- Footage of the 3-D digital projection 10-minute narrative, the countdown to midnight and the midnight celebration can be accessed by visiting <http://grandparkla.org/media/> under Videos & B-roll. The video will be available after 2:00 a.m. on January 1, 2015.

### **Transportation**

- Grand Park's strong partnership with Metro has become a win for audiences and an important to the success of Grand Park's N.Y.E.L.A. Visitors to Grand Park can travel via the Metro Red/Purple lines to Civic Center/Grand Park station or the Gold Line to Little Tokyo/Arts District Station. The Temple Street station exit will be closed prior to the event and will re-open at 11:45 p.m. to accommodate departures. The 1<sup>st</sup> Street exit will remain open during the event. Metro service runs 24 hours on New Year's Eve with free fares from 9:00 p.m. to 2:00 p.m.

-- more --

## **Grand Park's N.Y.E.L.A. Media Preview Fact Sheet/Page 3**

- The event is produced by The Music Center, which programs and operates Grand Park. The park team includes Lucas Rivera, director of Grand Park, and Julia Diamond, programming director.

### **About Grand Park**

- A beautiful public park for the entire community in Los Angeles County, Grand Park serves as a vibrant outdoor gathering place. Known as “the park for everyone, it features 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. 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/>
- Since its opening in October 2012, Grand Park has hosted more than 375,000 visitors and presented more than 240 cultural events and activities.

### **About yU+co**

- yU+co has evolved from a design studio specializing in film title sequences to a global award-winning multi-discipline creative firm that offers design and production services for feature films, television, commercials, gaming and new media. The firm’s story-drive approach to design inspires marketing solutions that engage consumers with brands and captivating narratives that entertain viewers across multiple digital platforms. With offices in Hollywood, Hong Kong and Shanghai, yU+co boasts an international talent roster that includes directors, designers, producers, animators, writers, programmers and visual effects artists. For more information, visit <http://www.yuco.com/>

### **About the Artists**

- **Mr Little Jeans** – Mr Little Jeans, a.k.a. Norwegian singer Monica Birkenes, makes propulsive, sometimes epic pop music with gnarled synth lines and alluring textures. While many have placed Mr Little Jeans alongside other Nordic songstresses, her singular voice and sweeping harmonies set her apart from her compatriots. Her breakout song was a moody and contemplative cover of Arcade Fire’s “The Suburbs,” which has racked up millions of plays on YouTube and SoundCloud alone. Since then, her music has appeared in commercials for companies such as Honda, TV shows such as Gossip Girl, and in several movies, including 21 Jump Street and Celeste and Jesse Forever.
- **Made in Heights** – Made in Heights includes Los Angeles based mythical-electronic pop duo Sabzi and Kelsey Bulkin. Alexei Saba Mohajerjasbi, stage name Sabzi, is a producer and a DJ. His genre is listed as alternative hip hop, given its association with hip hop through the use of rap lyrics. He has collaborated three times to form different bands. Having relocated to Los Angeles, Sabzi continues his collaboration with Kelsey Bulkin as Made In Heights. Made In Heights did a 14-stop tour in the US and Canada in September-October, 2014.

-- more --

## Grand Park's N.Y.E.L.A. Media Preview Fact Sheet/Page 4

- **Breakestra** – A funk music project of Miles "music man" Tackett, Breakestra and is based in Los Angeles, California. Breakestra was first formed in 1997 as a strictly live ensemble. The band plays "covers" of funk and soul-jazz music (breaks), which had been sampled in late 80s, and early 90s hip-hop, seamlessly blended into each other in the same style that the foundation Bronx-based funk (hip hop) DJs would do back in the pre-sampling days of the 1970s when they would DJ records at block parties. Miles Tackett, also known as "Musicman," records, composes, and plays bass, upright cello, guitar, keyboards and drums. He also sings along with the other front man Mix Master Wolf. The style in which the Breakestra plays in the live setting and on record is much influenced by late 60s and early 70s funk & soul-jazz music and the respective samples that were used in late 80s/early 90s hip hop as The Live Mix, Part 1 and The Live Mix, Part 2 show.
- **Chris Douridas** – Chris Douridas is a popular DJ and musical tastemaker at Santa Monica, California, radio station KCRW, where he hosts a two-hour program showcasing progressive new music. He is also a filmmaker, actor, television presenter, and a three-time Grammy-nominated producer of soundtracks and music videos.
- **Aaron Byrd** – KCRW DJ Aaron Byrd has always had a desire and curiosity to seek out new experiences, people, places and, most of all, music. Having visited 17 countries (so far) and spending at least three hours a day listening to new music, it's safe to say music and travel are his biggest passions in life. His attraction to the unknown and thirst for discovery has fueled an eclectic and expansive taste in music, from the underground hip hop scene the LA native explored as a teenager, to his love of Guaguanco from Cuba. An engineering major at UCLA, it's not surprising that he likes to dig into the roots of where things begin, from tango to trip hop. He fuses musical connections across all borders, boundaries and timelines because what he looks for is more than a catchy beat.
- **Garth Trinidad** – Garth Trinidad is a modern-day griot, a DJ, artist and culture critic who employs various platforms to frame a stylish narrative that celebrates creative independence. His award-winning international mix of music has been heard on KCRW's airwaves since 1996. Regarded by press and peers as a key influencer of global music culture, Garth has introduced the world to such artists as Little Dragon and Janelle Monae, interviewed the likes of Quincy Jones and Yoko Ono, and is credited in part with shaping LA's modern music landscape. Through radio and journalism, event and content curation, music supervision, consulting, and production, he inspires audiences to nurture discovery and better discern popular culture.
- **Omid Walizadeh** – Independent electronic music producer/composer, Omid Walizadeh hails from Los Angeles. He is best known for producing the highly acclaimed "Beneath the Surface" compilation, which was the New York Times independent album of the year in 1999. Omid has performed live in Japan, Italy and many other European countries. His music has been placed on television shows on ESPN, Showtime and MTV. Modern Persian Speech Sounds is his newest album, which draws heavily from his Iranian background. It is a sound experiment collage, mixing Omid's original drum beats and synthesizer melodies with intricate samples of hard to find vocal and musical material from Pre-Revolution Iranian cassettes and vinyl records, which took him a decade to acquire.
- **Run River North** – Run River North, formerly known as Monsters Calling Home, is a Korean-American indie folk-rock band. The band formed in 2011. Its early works were inspired by the background of the band members' Asian-American parents. The band has performed at venues across

-- more --

## Grand Park's N.Y.E.L.A. Media Preview Fact Sheet/Page 5

Southern California, including Super Concert, the DRIP coffeeshop in Los Angeles' Koreatown, and at the Kollaboration 11 competition at the Nokia Theatre on December 5, 2011. Because the band recorded a music video in the band members' Honda cars, the car company secretly booked the band for a gig on Jimmy Kimmel Live! on September 18, 2012, and recorded the surprise as an ad.

- **Cecilia Bastida** – Best Alternative Song Latin Grammy Award winner Ceci Bastida grew up in Tijuana playing the piano because her mother told her to. “I guess that’s where it all started,” says the singer who lives in Los Angeles with her husband and daughter. In the early 90s, at the age of fifteen, Bastida was asked to join Mexican ska-punk pioneers Tijuana No! as a vocalist. Since then her career has flourished.
- **Dorothy** – When a band is named after its frontperson, you’re going to have some high hopes for that special someone. Meet Dorothy, named after its lightning rod frontwoman’s first name -- not last -- so rest assured this isn’t '80s pop-metal. The Los Angeles quartet is the sort of band that’s dying to make rock cool again. Then you get a load of their easygoing cool.

# # #