



**FOR IMMEDIATE RELEASE**

**Contact: Bonnie Goodman**  
**for Grand Park + The Music Center**  
**213-308-9539 direct**  
**bgoodman@goodmancommunicationsgroup.com**

**THIRD ANNUAL *GRAND PARK + THE MUSIC CENTER'S N.Y.E.L.A.* TO UNITE ANGELENOS, FAMILY AND FRIENDS AT WEST COAST'S FLAGSHIP NEW YEAR'S EVE CELEBRATION**

**– Light Projections on Three Buildings Will Turn Event into Outdoor Digital Playground to Celebrate the Global Nature of New Year's Eve –**

**– All Eyes Will Turn to Iconic City Hall for Hallmark 3-D Animation Countdown to Midnight to Culminate Highly Popular Free Event –**

[Calendar Information on Page 3]

**LOS ANGELES (December 1, 2015)** – Acknowledging Los Angeles as one of the global capitals where people join together to ring in the New Year, [The Music Center](#) announced the expansion of the third annual [Grand Park + The Music Center's N.Y.E.L.A.](#) with an even larger footprint, more entertainment options and new opportunities for Angelenos, family and friends to connect with each other. The highly popular event, which attracts thousands from all over Southern California and beyond, has become the west coast's flagship celebration and put Downtown Los Angeles on the map as an important central location for grand-scale New Year's Eve experiences. *Grand Park + The Music Center's N.Y.E.L.A.*, which takes place from 8:00 p.m. on December 31, 2015 to 1:00 a.m. on New Year's Day, will cover 90 acres from The Music Center Plaza to City Hall (Hope Street to Main Street) and from Temple Street to 2<sup>nd</sup> Street. More than 50,000 people are expected to attend.

This year's celebration will highlight Los Angeles' dynamic music scene, with live performances by Los Angeles-based bands in a variety of genres, including rock, Latin alternative, indie pop, and electronic music, as well as dancing to some of Los Angeles' top DJs. The event will also showcase visual arts experiences created by Los Angeles-based artists who will underscore the theme of connectivity to individuals and to locations around the globe. Guests will also enjoy free photo booths and a wide range of food vendors.

For the first time, *Grand Park's + The Music Center's N.Y.E.L.A.* will feature interconnected, animated light projections on the surfaces of three major buildings surrounding the event, culminating with the event's brilliant 3D projection countdown to midnight on two sides of the iconic City Hall building.

"*Grand Park + The Music Center's N.Y.E.L.A.* has become an important central destination in the heart of Downtown Los Angeles where people can share in a tremendous night of global celebration," said Rachel Moore, president and CEO of The Music Center. "We are honored to work with so many excellent artists, community

-- more --

members and the County of Los Angeles to present a multi-dimensional event that brings everyone together with a common purpose, to reflect on the past and look forward to the future,” Moore added.

In a compelling reminder that people are celebrating New Year’s Eve across the globe, a series of animated light projections will appear on the facades of three buildings—the west and south faces of City Hall, the south face of the Hall of Records and the north face of The Music Center’s Dorothy Chandler Pavilion—surrounding and connecting audiences in the park, on The Music Center Plaza and on adjacent streets. Created and designed by Garson Yu, artistic director, and his Emmy award-winning design agency yU+co. in their second year working with The Music Center, these projections will appear to “bounce” from one building to the next and back again.

In what has become a hallmark of *Grand Park + The Music Center's N.Y.E.L.A.*, audiences will witness a projection spectacular leading to the countdown to midnight. According to Grand Park Director Lucas Rivera, guests will be wowed as two sides and 22 stories of City Hall morph and take on new appearances, providing a canvas for eye-dazzling imagery and a nod to other celebrations in locations around the world. “This year, we want to remind Angelenos that no matter how expansive Los Angeles County can be, when it comes to New Year’s Eve, we have an opportunity to come together to ring in the New Year, all together, and share our hopes and excitement for the year to come,” Rivera explained. “That spirit of community makes this event special and unlike any other in the nation,” he added.

Guests will be treated to a wide range of musical performances throughout the evening, including DJ Chris Douridas; Afro-Latin combo QUITAPENAS; disco-pop singer Gavin Turkek; and indie pop band Hunter Hunted on the “Countdown Stage” on Grand Park’s Event Lawn in front of City Hall between Broadway and Spring Street. DJ Rani de Leon and DJ Ry Toast will create a fun, non-stop dance party vibe on the “Get Down Stage” located on Grand Park’s Performance Lawn between Grand Avenue and Hill Street. DJs will also spin from the “Lowdown Stage,” located on the balcony of The Music Center’s Dorothy Chandler Pavilion between Hope Street and Grand Avenue. Additional artists to be announced.

To add further dimension to the celebratory spirit of the evening, *Grand Park + The Music Center's N.Y.E.L.A.* will spotlight three large-scale dynamic visual art installations created by Los Angeles-based artists and community organizations. The Do Art Foundation and The Ubuntu Dance Project will partner to create “Mirror Box,” in which live contemporary dancers will perform a site-specific piece inside a 16-foot-long by 12-foot-wide two-way mirrored glass rectangle. Audiences will witness the performance when the lights are turned on inside the box and see their reflections when the lights are turned off. Artist Daniel Gonzalez of Self-Help Graphics and Art will create “Sombras,” a large-scale shadow puppet gallery with representations of people celebrating New Year’s Eve around the world, as well as in Los Angeles. In addition, Lightriders Productions will create “Light Bright,” a vertical suspended

## ***Grand Park + The Music Center's N.Y.E.L.A.***

### **Page 3**

grid of glowing, ever-changing two-foot lanterns that will spell out New Year's Eve messages above the crowd. The three art installations will be located along 1st Street.

For more information about *Grand Park + The Music Center's N.Y.E.L.A.*, visit [grandparkla.org/nyela](http://grandparkla.org/nyela) or [musiccenter.org/nyela](http://musiccenter.org/nyela)

### **CALENDAR INFORMATION: *Grand Park + The Music Center's N.Y.E.L.A.***

December 31, 2015, 8:00 p.m. – January 1, 2016 1:00 a.m.

[grandparkla.org/nyela](http://grandparkla.org/nyela) or [musiccenter.org/nyela](http://musiccenter.org/nyela)

- Throughout all of Grand Park and on The Music Center Plaza plus adjacent streets, with a footprint from Hope Street to Main Street and from Temple Street to 2<sup>nd</sup> Street.
- Free event.
- Take the Metro Red or Purple Lines to Civic Center/Grand Park station or the Gold Line to Little Tokyo/Arts District Station. Note: The Temple Street entrance/exit will be closed prior to the event at 6:30 p.m. It will re-open at midnight for entry into the station to accommodate departures. The 1<sup>st</sup> Street entrance/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 a.m. Details on [metro.net](http://metro.net).
- Food and non-alcoholic beverages for sale throughout the event.
- Performance times:
  - 8:00 p.m., December 30, 2015 – 1:00 a.m., January 1, 2016 on the "Countdown Stage" located in Grand Park
  - 8:30 p.m., December 30, 2015 – 1:00 a.m., January 1, 2016 on the "Get Down Stage" located in Grand Park, and the "Lowdown Stage" located on the balcony of The Music Center's Dorothy Chandler Pavilion

Countdown at 11:55 p.m., December 30, 2015, Celebrate 2016: 3-D Projection Spectacular on the west and south facades of City Hall

### **About The Music Center**

One of the three largest performing arts centers in the United States, The Music Center is Los Angeles' home to the world's greatest artistic programs and events. With four iconic theaters and four renowned resident companies—Center Theatre Group, LA Opera, LA Phil and the LA Master Chorale—and recognized for its illustrious dance programming, Gloriosa Kaufman Presents Dance at The Music Center, The Music Center is a destination where audiences find inspiration in the very best of live performance, as well as nationally recognized arts education and participatory arts experiences. For more information, visit [musiccenter.org](http://musiccenter.org).

### **About Grand Park**

A vibrant outdoor gathering place powered by The Music Center, Grand Park is a beautiful public park created by The County of Los Angeles for the entire community. 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. Working closely with the county, The Music Center is responsible for all operations and programming for the park. For more information, visit [grandparkla.org](http://grandparkla.org)

# # #