



JOSE HUIZAR
COUNCILMEMBER, 14TH DISTRICT

*** * * FOR IMMEDIATE RELEASE * * ***

CONTACT: Rick Coca (213) 200-9974 Rick.Coca@lacity.org

Art Takes Center Stage at Night on Broadway

Hundreds of artists and exhibits will captivate audiences in theaters and throughout a multi-block street festival crowned by a five-story Ferris wheel overlooking Broadway - Live entertainment will headline seven historic theater venues and a lively outdoor festival stage

(Los Angeles) January 15, 2016 – Less than 15 days remain until Night on Broadway 2016! The celebration of the 8th anniversary of Los Angeles City Councilmember José Huizar’s [Bringing Back Broadway](#) initiative, a 10-year plan to revitalize the Historic Broadway corridor, is back again for a second year after drawing 35,000 people in 2015.

[Night on Broadway](#) takes place on Saturday, Jan. 30, 2016, and will be teeming with entertainment for all ages. Seven of Broadway’s glorious historic theaters will be filled with acts ranging from acrobats to performance art and comedians to recording artists, while the storied corridor itself will come alive with a large slate of outdoor activities and entertainment. The multi-block, arts-focused street festival will bring together Broadway’s iconic streetscape and historic theater venues into one fantastical event.

“There will be so much going on at Night on Broadway in the historic theaters and on the street that no two people will have the exact same experience,” said Councilmember Huizar. “On January 30th, we are going to showcase the best in art and entertainment on one of one of the City’s most historic corridors, which was once the entertainment capital of Los Angeles. Through these eight years of our Bringing Back Broadway initiative, this great street has been making quite a comeback and we want to share that with Angelenos from all over the City.”

Broadway between 3rd and 7th Streets will be closed to traffic for the street festival taking place within the overall event area, which spans 8 city blocks from 3rd Street to Olympic. A festival stage with live entertainment by [Aloe Blacc](#), [Ozomatli](#), the [Spazmatics](#) and others, will anchor the northern end of the festival at 3rd Street.

The nearby [Million Dollar Theatre](#), will showcase “The Million Dollar Cabaret” (directed by [Arya Davachi](#), featuring [Phat Cat Swinger](#); [Miss Tosh](#), [Diamondback Annie](#); [Lost Angels DTLA](#); and [Burgundy Bells](#)). The [Grand Central Market](#) will be open late and the remainder

of the block will be enlivened by popular food trucks and pop-up vendors, a variety of which will be present on each block throughout the festival.

[Downtown Los Angeles Art Walk](#) is curating the festival block of Broadway between 4th and 5th Streets. Focusing on hyper-local talent, Art Walk presents art activations from Downtown artists [Andre Miripolsky](#), as well as a self-contained Zine Fest and printmaking exhibition titled "Paperland Two" at [DAC Gallery](#). A variety of artists and performers, hosted by [Isabel Omero](#), will enchant the public with dance, movement and art performances. Street artists will compete live to win the favor of the crowds, armed only with paint, brushes and canvas. And [LA Opera](#) will be featuring large-scale video projections and a booth installation to introduce their latest production of *The Magic Flute*. An LADOT van will be distributing exciting new TAP Cards.

At 4th Street, [Friends of the Los Angeles River](#) (FOLAR), will host a Virtual Reality Lounge around their mobile visitor center, showing the "Los Angeles River VR Experience" - the first Virtual Reality documentary of its kind, taking you on a journey down the L.A. River using virtual reality technology for a "really there" experience never before possible. Along the journey, the Los Angeles River comes to life through personal stories, history, facts about the river and visions of its future, blending virtual reality photography and computer graphics visualization.

As a special treat in the virtual reality lounge, attendees can also virtually travel back in time, experiencing VR footage from last year's Night on Broadway never before publicly shown! Experience the grand theatres, chessboxing, and join the crowds on Broadway in VR! Hosted by Friends Of The Los Angeles River, [Pacific VR](#) and the [Topanga Film Institute Innovation Lab](#). VR film by Camilla Andersson and Anders Hjemdahl at Pacific VR in cooperation with [Lightsail VR](#).

Also at 4th Street, an LGBT Zone will be anchored by [One Archives](#) presenting an LGBT history exhibit. The [Boyle Heights LGBT Center](#), [Homo Riot](#), and Broadway's own [Precinct bar](#) will also be on hand.

A Silent Disco Party will unfold for participants between 4th and 5th streets through a special [HUSHconcerts](#) headphone interface, offering a unique way to experience live music. Guests wear wireless headphones and enjoy an individualized, high-energy musical performance with crisp, clear sound regardless of their position in the audience. The Silent Disco Party will feature music by DJ Spumoni, Winner, [DJ Oscure](#), [Noncoding](#), [LVNGRM](#), and [Morillo](#).

The intersection of Broadway & 5th Street will be alive with activity - from a complimentary bike valet coordinated by the [L.A. Bicycle Coalition](#) and [DTLA Bikes](#), to a five-story Ferris

wheel overlooking the Downtown L.A. skyline and historic Broadway corridor. This perch above Broadway will allow a bird's-eye view of Downtown while adding to the nighttime neon ambiance that has made the street famous.

The festival block between 5th & 6th will host a Kids' Zone presented by [STAR Education](#) featuring entertaining, interactive, and educational S.T.E.A.M. (science, technology, engineering, arts, and math) exploration for kids of all ages and their parents! Kid's Zone attendees will enjoy musical performances by talented kid rockers, autograph signings by special celebrity guests, face painting, karaoke, a giant peg light board, robot games, student-made artwork, and exotic wildlife rescued by the STAR Eco Station. The Kid's Zone will also feature a special area dedicated to toddlers and preschoolers consisting of blow-up obstacle courses, beach ball fun, creative art making and more!

Also between 5th and 6th, the kid in all of us will be enthralled by [Two Bit Circus](#), back for 2016 by popular demand. Presenting a space where interactive engineering intersects with technology and spectacle, Two Bit Circus blurs the line between physical and digital playgrounds by utilizing robotics, lasers, arcade games, and wearable technology fashion show. By presenting art and science as interactive and fun, they create a gateway that inspires, engages, and reinvents the way that people of all ages play and learn.

Down the block, [ArtShare L.A.](#) will bring the Arts District to Broadway with an "Arts District Arcade," representing more than 100 local artists. The arcade will feature seven pop-up galleries in the historic Broadway-Spring Arcade building, eight live mural activations, a community LEGO mosaic, and a 20-foot community mural.

In a first-ever attempt at projection mapping on Broadway, the exterior of the historic Roxie Theatre will be transformed. [Mapjacks Projection Mapping Crew](#) and [Evan Weitzberg](#) will tell a story through the surface of the [Roxie Theatre](#) using light and video projection. Adjacent to the Roxie, an interactive Tetris installation will captivate audiences.

The cutting-edge creatives at DTLA's [Think Tank Gallery](#) will curate art and activities between 6th & 7th. [Chessboxing](#) will make its encore Night on Broadway appearance in a special outdoor ring. Chessboxing bouts will feature special guest boxers competing for charity, and a surprise referee or two!

A mural garden will line the street, curated by Think Tank Gallery and [Superchief Gallery](#), featuring vans and box trucks up to 16 feet covered in murals by world renowned artists. They will additionally host installation artists and pop-ups inside the vehicles on view for guests to enjoy and even take home with them, with a custom-built prints boutique selling works from international and local artists. Artists include [Sheryo and TheYok](#), [Steiner](#), [Luke Pelletier](#), [Teddy Kelly](#), and more!

Also on this block, inside the glorious [Los Angeles Theatre](#), whose stage is headlined by the [Lucent Dossier Experience](#), sculptor/installation artist [Scott Hove](#), known for his work with Banksy on Dismaland, will stage a spectacular exhibit in the dramatic L.A. Theatre ballroom. "Slow Disco" is a dreamy and ethereal light experience resembling a disco, but on a very slow speed. Meditative yet uplifting, the feeling it evokes will make you forget everything but the immediate sensation of flying underwater.

Elsewhere in the Los Angeles Theatre, [New Filmmakers Los Angeles](#), sponsored by [SAG/AFTRA](#), will present a program of short films made by L.A. filmmakers about Los Angeles. Think Tank Gallery and Superchief will once again be hosting a split exhibition, with the former presenting Broadway-centric watercolor works painted by artist [Shplinton](#). Superchief will be drawing from their extensive art collection to curate an immersive pop-up with some of the most culturally progressive artists around!

Across the street, the historic [Palace Theatre](#) stage will host electronic musical artists [The Clouds Below](#), with dancers from Flipz Entertainment, while Patrick McPherson's sci-fi photographic experience [INVASION](#) will captivate audiences downstairs, depicting a retro-futuristic society inhabited by beautiful humans, diabolical masterminds and alien life forms both organic and synthetic.

While the street festival concludes at 7th Street, Night on Broadway continues south all the way to Olympic. The [Tower Theatre](#) curated by Think Tank Gallery will feature comedic acts including [Reggie Watts](#); [BAKED](#) with [Brendan Small](#) and [Steve Agee](#); [The Blue Truth](#); Golden Globe winning actress, writer and comedian [Rachel Bloom](#), and heavy metal parody tribute band, [Mac Sabbath](#). The [Globe Theatre](#) will stage the Broadway debut of [Rebel Bingo](#), curated by Think Tank Gallery.

At 9th Street, the stunning [Orpheum Theatre](#) will feature performing arts troupe [ZenArts](#) with "The Last Night" on stage, while the [NOH8](#) campaign offers an open photo shoot opportunity (additional fee) in the north hall, as part of a worldwide effort to promote marriage, gender and human equality through education, advocacy, social media, and visual protest. Photos feature subjects with duct tape over their mouths with "NOH8" painted on one cheek in protest, symbolizing their voices being silenced by the notorious Prop 8. The campaign has grown to over 55,000 faces, with portraits of Californians from all walks of life, politicians, military personnel, law enforcement, artists, celebrities and more from across the globe to promote love, acceptance, and respect for all human beings.

Onward to Olympic Blvd., the [Theatre at Ace Hotel](#) will host multiple acts curated by [The Well](#), including [OWSLA](#) and [Mad Decent](#) recording artists; Viva Presents [Thee Commons](#)

and [Slow Hollows](#); [Calentura](#); and a special engagement by singer songwriter [James Fauntleroy](#) providing a fantastic array of live entertainment. An L.A. designer fashion showcase, market and exhibition including [Zanerobe](#), [Skinraft](#), [Drifter](#), [The Squad](#), [YRU](#), [Dimepiece](#) and others will round out the robust activities at the Ace.

Special Night on Broadway destination discounts are available to attendees who show their Metro TAP cards. See www.NightOnBroadway.la for a list.

Night on Broadway revolves around short-form presentations and interactive activities that encourage circulation from venue to venue and experience to experience, both indoors and out, providing each attendee the opportunity to explore, enjoy and create their own unique [#NightOnBroadway](#).

Night on Broadway is free, open to all ages (Globe Theatre 21+) and will occur from 5 p.m. to 11p.m. on Saturday Jan. 30, 2016, rain or shine - in fact dancing in the rain is strongly encouraged if weather permits.

TRANSPORTATION

Night on Broadway is produced in partnership with [METRO](#). Go Metro! Show your TAP card at the Bringing Back Broadway for destination discounts related to Night on Broadway. Take the Metro Red or Purple Line to Pershing Square Station. For your best route or more info, visit the [Metro Trip Planner](#) or call 323-Go Metro or (323-466-3876).

Complimentary bike valet will be provided at 5th street in the festival area, coordinated by the [Los Angeles County Bicycle Coalition](#) and Broadway's [DTLA Bikes](#).

[Uber](#) is the exclusive rideshare provider for [#NightOnBroadway 2016](#). For quickest access, have your Uber pick you up and drop you off at 4th, 6th, or 9th and Spring. New to Uber? Use the code [LABroadway16](#) for \$15 off your first ride when using these zones from 5pm to 3am.

Parking is available at the City's [Pershing Square Parking Garage](#) at a flat rate of \$7 for vehicles entering after 5pm, and exiting before 2am. Surface lots and garages in the area offer varying commercial prices.

PARTNERS

Production partners for Night on Broadway 2016 include Councilmember José Huizar's [Bringing Back Broadway](#) and the [Los Angeles Neighborhood Initiative](#); [We Are Giants](#); [Think Tank Gallery](#), Full-On Production; and [The Well](#). Assistance provided by [L.A. Fashion District](#); [Historic Downtown Business Improvement District](#); and the [Downtown Center Business Improvement District](#).

Sponsors include [Armbruster, Goldsmith & Delvac](#); [Artist Entertainment](#); [Avalon Bay Communities](#); [Cirque du Soleil](#); [Community Resources Corporation](#); [City Market of Los Angeles](#); [Craig Lawson & Company](#); [Film LA](#); [Friends of the Los Angeles River](#); [HUSHconcerts](#); [Jarritos](#); [Kinetic Lighting](#); [LA Opera](#); [MerchCamp](#); [Metro](#); [Najafi Design Group](#); [Paramount Pictures](#); [Psomas](#); [Planet Fitness](#); [Raw Materials](#); [SAG/AFTRA](#); [SoCal Gas](#); [Star Education](#); [TapSnap](#); [Two Boots Pizza](#); [Uber](#); [Vertigo Entertainment](#); and [Whole Foods DTLA](#).

Media partners include: [Downtown News](#); [The Los Angeles Times](#); [L.A. Weekly](#); and [Yelp](#). [Mumtaz Marketing & Events](#) is coordinating for Bringing Back Broadway. Special thanks to the [Los Angeles Historic Theatre Foundation](#) and the [Los Angeles Conservancy](#) for volunteers, and to event co-chairs Jessica Hencier and Katie Kiefer.

The night promises plenty of surprises and a full roster of scheduled Night on Broadway acts and activities can be found at nighonbroadway.la

ABOUT BRINGING BACK BROADWAY: Bringing Back Broadway is an ambitious 10-year plan led by Los Angeles City Councilmember José Huizar to revitalize the Historic Broadway corridor in downtown Los Angeles, a National Register Historic District. Goals are to provide economic development and business assistance; encourage historic preservation; reactivate Broadway's historic theaters and long-underutilized commercial buildings; and increase transit and development options by bringing the beloved streetcar back to downtown Los Angeles with Broadway as the spine for the route. Under Councilmember Huizar's Bringing Back Broadway initiative the area has already experienced a surge in new retail and restaurants and is becoming a focal point for creative office and boutique hotel development.

City policies aimed at spurring this revitalization through Bringing Back Broadway include the City's Historic Commercial Reuse Guidelines, Broadway Entertainment Zone policies, a facade lighting grant program, an upcoming Historic Broadway Sign District, and the Broadway Streetscape plan, one of the country's largest road diets, which prioritizes people over vehicles and creates a safer and more vibrant pedestrian experience along Broadway. More at BringingBackBroadway.com.

ABOUT LANI: The Los Angeles Neighborhood Initiative (LANI) works with committed community members to revitalize neighborhoods through improvement of public transportation corridors, urban greening and business district projects. More at lani.org.