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***ACTIVATE* transforms iconic Chicago Loop alleys into free pop-up urban experiences five nights only in 2014**

Chicago Loop Alliance brings DJs, interactive artworks, light projections and immersive experiences downtown on May 1, June 5, August 1, September 17 and October 16

CHICAGO (April 16, 2014)—**Chicago Loop Alliance** (CLA) will transform iconic downtown alleys into urban celebrations this summer with **ACTIVATE** on May 1, June 5, August 1, September 17 and October 16 from 5-10 p.m. The free pop-up events immerse the public in a spectacle of sound, art and performance in one of the following alleys: **Sullivan Center, Couch Place or SAIC**. The specific location of each **ACTIVATE** event will be announced along with the details of each event the month prior at www.LoopChicago.com/ACTIVATE. Guests who RSVP in advance on the website will receive a complimentary drink ticket for beer or wine at the event, with additional beverages available for purchase on site.

The first **ACTIVATE** event of the year takes place on Thursday, May 1 in the **Sullivan Center alley**, located on Monroe Street between Wabash Avenue and State Street. Attendees will enjoy immersive art from **Johalla Projects** and music spun from a Zipcar DJ Booth. Works will explore the "death of winter and rise of spring," making inventive use of light and lasers to stimulate the senses. Participating artists include [Todd Diederich](#), [Heather Gabel](#), Brittini Hessler, Andrea Jablonski, [Ellen Nielsen](#) and Meg Noe.

"After welcoming over 2500 guests at last fall's **ACTIVATE** in Couch Place alley, we're excited to present a whole series of new events that are part happy hour, part urban transformation," says CLA Executive Director **Michael Edwards**. "Placemaking is a key priority for us, and we invite residents and visitors to hang out in the Loop with us this summer!"

Additional **ACTIVATE** events will pop up in the Loop on the following dates:

- Thursday, June 5
- Friday, August 1
- Wednesday, September 17
- Thursday, October 16

ACTIVATE is made possible by Blick Art Materials, Columbia College, Craft Brew Alliance, Do312, Exchequer Restaurant & Pub, Pabst Blue Ribbon, School of the Art Institute, Smilebooth, WBEZ and Zipcar.

Chicago Loop Alliance (CLA) creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit www.LoopChicago.com.