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## ***ACTIVATE* kicks off the summer with interactive artwork and music in downtown Chicago alley on Friday, May 15**

### **Chicago Loop Alliance transforms the Sullivan Center alley into free pop-up “Nightbloom” exhibit**

CHICAGO (April 30, 2015)—**Chicago Loop Alliance** (CLA) launches its first ***ACTIVATE*** event of the year on Friday, May 15 from 5-10 p.m. in the **Sullivan Center alley**, located on Monroe Street between Wabash Avenue and State Street. The free pop-up event is the first of six to immerse the public in a spectacle of sound, art and performance. Guests who RSVP in advance at [www.LoopChicago.com/ACTIVATE](http://www.LoopChicago.com/ACTIVATE) will receive a complimentary drink ticket for beer or wine at the event, with additional beverages available for purchase on site.

CLA's first seven ***ACTIVATE*** events from September 2013 to October 2014 generated nearly \$400,000 in economic impact to Loop businesses, with more than 14,000 people in attendance over the course of the series. This summer attendees will be encouraged to “Linger Longer” in the Loop by taking part in special offers from downtown businesses before and after each ***ACTIVATE*** event.

On May 15, attendees will enjoy immersive art from [Johalla Projects](#)' ***Nightbloom*** exhibit, an exploration of the dynamic relationship between light and dark. Artists will respond to the eternal theme through a recreation of the night sky, a floral installation, a mural inspired by botanical nightshade illustrations, and other portrayals. Participating artists include Suzy Poling, Elizabeth Cronin of Asari Garden, Charlie Ernest Roberts III, Heather Gabel, Andrea Jablonski, Dictator studios, Johnny Decker Miller, Lauren Payne and Jeffery Michael Austin.

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

- Friday, June 12
- Thursday, July 30
- Thursday, August 27
- Friday, September 18
- Friday, October 16

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](http://www.LoopChicago.com/ACTIVATE). *ACTIVATE* is made possible by Blue Moon, Columbia College Chicago, The School of the Art Institute of Chicago, Zipcar, PNC Bank, KIND, Chicago magazine, Do312 and WXRT.

**Chicago Loop Alliance** (CLA), the sole service provider for Special Service Area #1, creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit [www.LoopChicago.com](http://www.LoopChicago.com).

The **Chicago Loop Alliance Foundation** is a 501 (c)(3) corporation that develops, supports, and promotes artistic, cultural, and public events that benefit businesses, individuals, and stakeholders within the service area of Chicago Loop Alliance. The Foundation backs programs and initiatives in priority areas, such as increasing arts participation, strengthening cultural programming in the community, fostering cross-sector partnerships, supporting public arts education, and more. For more information, please visit [www.LoopChicago.com/foundation](http://www.LoopChicago.com/foundation).

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