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***ACTIVATE* turns downtown alley into free public art celebration on Friday, August 1**

Chicago Loop Alliance transforms Chicago Theatre alley with fashion show, kinetic dance and visual art

CHICAGO (July 22, 2014) - **Chicago Loop Alliance** (CLA) will transform the **Chicago Theatre alley** into an urban celebration with **ACTIVATE** on Friday, August 1 from 5-10 p.m. The free pop-up event is the third of five to immerse the public in a spectacle of sound, art and performance. Guests who RSVP in advance at www.LoopChicago.com/ACTIVATE will receive a complimentary drink ticket at the event, with additional wine and beer available for purchase on site. This event is presented in partnership with **The School of the Art Institute of Chicago** (SAIC). Guests are encouraged to arrive early for a special program presented by high school students enrolled in SAIC's Early College Program as they showcase a culmination of their summer fashion projects in a runway show from 4-6 p.m. Following the fashion show and throughout the evening, guests will have the opportunity to take to the runway in their own favorite outfits – casual, formal or expressive.

ACTIVATE will feature visual and performance art, including traditional painting, abstract photography and sculpture as well as kinetic dance, found object installations and material cultures. Participating artists include dance group [Synapse Arts](#), as well as individual artists [Michelle Bierbower](#), [Estee Conaher](#), [Evan Conley](#), [Rodrigo Echeverria](#), [McKelvie Kuppinger](#), [Candice Latimer](#), [Sarah Rehmer](#), [Alexis Semptner](#), [Scott Footer](#), [Madison Turner](#), [Uncle](#), [Tyler Bergfield](#), and [Samantha Burrot](#).

Over 2,500 guests attended the most recent **ACTIVATE** event in the Chicago Theatre alley earlier this summer. The final **ACTIVATE** event will pop up in the Loop on
-Wednesday, September 17
-Thursday, 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. *ACTIVATE* is made possible by Blick Art Materials, Columbia College, Craft Brew Alliance, Do312, Exchequer Restaurant & Pub, Pabst Blue Ribbon, The School of the Art Institute of Chicago, 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.

The School of the Art institute of Chicago runs an Early College Program which takes high school juniors and seniors who are on a “fine arts track” and places them in a college level course (for college credit) for 3 weeks (July 7 through August 1) each summer. Students in this program come from all over the world and live in the Chicago building dorms (7 West Madison).

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