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Chicago Loop Alliance's *ACTIVATE* turns downtown alley into immersive art exhibition from Chicago Design Museum on Friday, June 12

CHICAGO (June 3, 2015)—**Chicago Loop Alliance (CLA)** will transform the **Chicago Theatre alley** into an urban celebration with ***ACTIVATE*** on Friday, June 12 from 5-10 p.m. The free pop-up event is part of an ongoing monthly series that immerses 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 for beer or wine at the event, with additional beverages available for purchase on site.

On June 12 attendees will enjoy an installation curated by the **Chicago Design Museum** and music spun by DJ Madrid. The project, entitled **PLAY**, will explore dynamic relationships between basic elements of design — space, shape, and color. The installation will include a video display, florescent lighting, typographic illustrations, giant weather balloons, and freestanding geometric structures of cardboard, wood and aluminum. Participating designers include The Patternbase, Programme x Michelle Kliman, and Jennifer Wandro.

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 are encouraged to “Linger Longer” in the Loop by taking part in special offers from downtown businesses before and after each ***ACTIVATE*** event. “Linger Longer” special offers are available [here](#).

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

- Thursday, July 30
- Thursday, August 27
- Friday, September 18
- Friday, October 23

The specific location of each ***ACTIVATE*** event will be announced along with the details of each event two weeks prior at www.LoopChicago.com/ACTIVATE. ***ACTIVATE*** is made possible by presenting sponsor Blue Moon, with additional support from Columbia College Chicago, The

School of the Art Institute of Chicago, Zipcar, WeWork, PNC Bank, KIND, Chicago magazine, Do312, SPRITZOLOGY 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.

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.

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