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***ACTIVATE* turns downtown Chicago alley into free public art celebration on Thursday, June 5**

Chicago Loop Alliance “Unthinks the Alley” and transforms Chicago Theatre alley with DJ, surrealist art and more

CHICAGO (May 15, 2014)—**Chicago Loop Alliance (CLA)** will transform the **Chicago Theatre alley** into an urban celebration with **ACTIVATE** on Thursday, June 5 from 5-10 p.m. The free pop-up event is the second 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. The event is presented in partnership with **the Art Institute of Chicago**, whose exhibition, *Magritte: The Mystery of the Ordinary, 1926-1938*, opens June 24.

On June 5, **ACTIVATE** will present art curated by **King Art Collective** and music by **The Galaxie** and **DJ Madrid**. Inspired by surrealist artist René Magritte, the exhibit will feature works that “unthink” the societal norms to which we are accustomed and present the public with a juxtaposition of reality and fiction. Participating artists include Ali Aschman, John Bambino, Tegan Brace, Christopher Buchakjian, Latent Design, Andrew De la Rosa, Alexandria Eregbu, FLASH ABC, Gretchen Hasse, Jeremiah Jones, Ian Lantz, Geno Malusek, Kevin Dean Taylor and Bill Weyna.

Over 1500 guests attended the first **ACTIVATE** event of the year in Sullivan Center alley earlier this month. Additional **ACTIVATE** events will pop up in the Loop on the following dates:

- Friday, August 1
- 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, 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.

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