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FOR IMMEDIATE RELEASE

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What: WE ARE THIS LIVING MOMENT – a first-of-its kind artistic experience in a Downtown Phoenix public space.

When: January 7 through 9, 2016, from 7 p.m. to 10 p.m. at The Herberger Theater, 222 E. Monroe, Phoenix, Arizona 85004

(PHOENIX, AZ) For three days beginning January 7, the public is invited to experience an interactive art installation in Downtown Phoenix, “We Are This Living Moment,” created by Katharine Leigh Simpson and other local and National artists and conducted in partnership with the Herberger Theater Center.

The renowned Herberger Theater’s bronze sculptures created by artist John Waddell, located in a public spaced near the theater’s entrance, will be adorned with paper art designed by local artist Katherine Leigh Simpson, and enhanced through a 3D light experience produced by Mark Hughes and Justin Winters with an original Musical Score by Jimmy LaValle of the Album Leaf.

The installation and lighting experience will take place at the outdoor pavilion at the main entrance of Herberger Theatre, January 7-9 from 7 p.m. to 10 p.m.

“Through the use of projectors, fabric, paper, and music we will create an immersive art installation environment that will touch people and imbue them with a sense of feeling alive again,” noted Katharine Leigh Simpson, local artist and creator of the experience.

The interactive art project is free for the public to enjoy. Each day will bring a new public experience.

We Are This Living Moment

A full immersion art experience incorporating audio-visual, performance art, and live music in a 3 day evolutionary environment. We Are This Living Moment is a collaboration between local fine artist Katharine Leigh Simpson, local projection artists Mark Hughes and Justin Winters, national artist/musician Jimmy LaValle of “The Album Leaf,” and The Herberger Theater Center. The art experience will happen outside The Herberger Theater, incorporating John Waddell’s sculptures, the surrounding landscaping, and the outside walls of the Herberger Theater to create a unique

environment for thousands of viewers during the National Football Championship Game Weekend.

About We Are This Living Moment

We Are This Living Moment changes and evolves from evening to evening. Each night features a different theme and colors. The art experience's intent is to create an environment where people will come together to contemplate their own existence, growth and find opportunities to bloom as a community.

The first night, "Existence," will feature white costumes, lighting and video imagery to symbolize the fabric of our being. The second night, "Growth," will feature green and blue imagery symbolizing the living universe and the organic expansion of growth. The third night, "Bloom," will feature a multi-colored celebration of the highest arc of the natural world and human existence.

The art happening will incorporate existing statues by John Waddell adorned with paper and light costumes made by Katharine Leigh Simpson who will also perform live each evening. Jimmy LaValle of "The Album Leaf" will be creating original music for each night and will perform live on the third night. Mark Hughes and Justin Winters will be utilizing video projection and lighting to create a distinct environment each evening. This powerful collaboration seeks to engage the audience in a participatory fashion to remember their own Existence, Growth and the opportunities to Bloom.