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Arts Council New Orleans Presents LUNA Fête 2014

NEW ORLEANS (Sept. 3, 2014) – In an unprecedented blending of New Orleans historic architecture, contemporary light and video mapping technology, sound installation and motion graphics, LUNA Fête (Light Up NOLA Arts) will launch at Gallier Hall on Sunday, November 30 with twice-nightly shows throughout the week. - LUNA Fête 2014 is the first of a five-year initiative by the Arts Council New Orleans to employ the city's iconic architecture as the canvas for large-scale, awe-inspiring outdoor light installations across the city, leading up to the New Orleans 2018 Tri-Centennial.

“It is my hope that LUNA Fête not only becomes a great way to highlight art in New Orleans through this new and exciting video mapping technology, but perhaps more importantly that it also serves as a way to make New Orleans a premiere holiday season destination so as to provide enhanced economic support for our hotels, restaurants and retailers,” said Will French, co-founder and president of Film Production Capital, LLC and a member of Arts Council board of directors who serves as the LUNA Fête 2014 committee chair.

“Adding LUNA Fête to the already much-loved holiday showcase at The Roosevelt Hotel, Celebration in the Oaks, and the lighting of Canal St. will hopefully do just that.”

“New Orleans has a long storied history of art and architecture,” said Mayor Mitch Landrieu. “We applaud the Arts Council New Orleans for creating a new platform to showcase our historical architecture through new technology with the LUNA Fête. This is a wonderful addition to our cultural offerings during the holiday season.”

According to Kim Cook, president and chief executive officer of the Art Council, France-based La Maison Production (<http://2329069.newcloudsite.com/>) will serve as the lead artist studio for the launch of LUNA Fête. The selection of the French studio as the inaugural artist team is rooted in their experience and accomplishments in the field of video mapping. Past work includes extraordinary shows incorporating the legendary Damascus Gate (<http://unitedwithisrael.org/watch-jeruselems-old-city-light-show-will-mesmerize-you/>) and the Bolchoi (<https://www.youtube.com/watch?v=-HjrQXig100>). The award-winning video mapping team will project a site-specific work made explicitly for the iconic façade of Gallier Hall with nearby Lafayette Square serving as an advantageous viewing spot.

“For the past two years, La Maison Production has captivated the world with its incredible shows. Sebastien Salvagnac and his team have won back-to-back competition at *Fête des Lumieres* illumination festival in Lyon, France, which is the inspiration for the Arts Council’s project,” said Cook. “Through LUNA Fête the Arts Council has initiated a cultural exchange effort intended to foster both international economic exchange and increased awareness of and opportunities for the local arts community.”

The week-long celebration of the arts, community and illumination kicks off with the Arts Market of New Orleans holiday weekend Nov. 29 & 30 in Palmer Park and continues with the Annual Community Arts Awards reception on December 3, a presentation of 2015 Arts Council grantees to City Council, twice-nightly free showings of LUNA Fête at Gallier Hall, and a cooperative marketing effort with local arts organizations promoting the LPO’s Cirque de Noël performance, Cidra Bell at the CAC, and other arts activities across the week.

LUNA Fête sponsors and partners include New Orleans Saints and Pelicans Owner/Vice Chairman of the Board Rita Benson LeBlanc, and the New Orleans Tourism and Marketing Corporation, as well as the distinguished LUNA Fête Committee: Will French, co-founder and president of Film Production Capital, LLC; Shawn Barney, principal at CLB Porter, LLC; Susan Brennan, president/CEO at Second Line Stages; Josh Mayer, creative director at Peter Mayer; Patrick Comer, CEO, Federated Sample; Alex Beard, Owner at The **Alex Beard** Studio; Meaghan Ryan Bonavita, sales associate with Carlisle Collection; Thomas Westervelt, executive vice president and senior private banker with Iberia Bank; and Tim Williamson, CEO of The Idea Village.

Arts Council New Orleans is a private, non-profit organization designated as the City’s official arts agency since its inception 39 years ago. As a multidisciplinary arts agency, the Arts Council operates in three conceptual areas: People- Community Engagement and the Creative Citizen, Place- Civic Design and the Urban Aesthetic, and Artists- Artistic Excellence and Creative Services. Each area works to advance the Arts Council’s overall mission to nurture creativity and enrich lives through inspiration, connection, transformation, and investment in the New Orleans arts and cultural community. For more information on the Arts Council or to join as a member of the organization call: (504) 523-1465 or visit: www.artsneworleans.org

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