



**FOR IMMEDIATE RELEASE**

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**GRAND PARK BRINGS LOS ANGELES TOGETHER ONCE MORE FOR  
SECOND ANNUAL NEW YEAR'S EVE CELEBRATION**

- *Grand Park's N.Y.E. L.A. Triples in Size to Give Angelenos a Central Place in the Heart of Los Angeles to Ring in the New Year, All Together* –**
- *Two Sides of Iconic City Hall Building to be the Platform for Highly Innovative, Interactive 3-D Digital Mapping Experience in the Countdown to Midnight* –**

LOS ANGELES (December 2, 2014) – Responding to overwhelming support for its first New Year's Eve event, [The Music Center](#) today announced it will triple the size of its highly successful [Grand Park's N.Y.E. L.A.](#), a free grand-scale multi-dimensional celebration for New Year's Eve. The second annual *Grand Park's N.Y.E. L.A.* will provide Angelenos from all parts of Los Angeles County with a central destination where they can join together to ring in the New Year. This year's event, which takes place from 7:00 p.m. on December 31, 2014 to 12:30 a.m. on New Year's Day, will expand to include the entire 12-acre Grand Park as well as adjacent city streets – from Temple Street to 2<sup>nd</sup> Street and from Grand Avenue to Main Street – for a total of 84 acres. This footprint will be able to accommodate 50,000 people. The celebration will surround audiences with messages about Los Angeles with a spotlight on an innovative and highly creative L.A.-centric countdown to midnight featuring a 3-D digital mapping presentation that will cover two sides and 22 stories of the iconic City Hall. With three stages this year, Grand Park's N.Y.E. L.A. will treat New Year's Eve revelers to live musical performances by Los Angeles-based bands featuring a variety of genres, including electronic, rock, Latin alternative, and pop; dancing to some of Los Angeles top DJs; access to free photo booths; and a wide range of food vendors.

“As The Music Center celebrates 50 years of providing world-class performing arts to Los Angeles, we are excited to ring in the New Year with our community and to look forward to the next 50 years of excellence in the arts,” said Howard Sherman, chief operating officer, The Music Center.

“Guests at our first *Grand Park's N.Y.E. L.A.* said the event met a real need in Los Angeles for a special place where everyone can share the experience and feel at home as they ring in the New Year together,” said Lucas Rivera, director, Grand Park. “This year, we will dimensionalize that experience with new elements throughout the evening that will encourage collaboration and participation, as we bring the community together to reflect on this past year and look to the future of Los Angeles,” he added.

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In an effort to captivate audiences with an even more spectacular countdown to midnight than in the first year of its New Year's celebration, Grand Park selected Garson Yu and his Emmy award-winning design agency yU+co. to create an evening of interactive multimedia content that transforms the park into an audiovisual playground. This year's spectacular will represent the tallest interactive sound display ever seen in Los Angeles, culminating in a 10-minute countdown narrative that relays a story centered on "the heartbeat of Los Angeles," featuring L.A. landmarks, as well as aspects of L.A. life that unite its many communities. The projection will be expanded this year to include both the west and south sides of City Hall, making it visible to thousands more.

Throughout the evening and leading up to the countdown, City Hall will also serve as the platform for a number of two-dimensional projected images. Audience members will participate directly by interacting with the projections, making them move and dance by raising their voices in unison. They will also have the opportunity to take selfies during the event and Tweet them to **#grandparkselfie** with select images projected on City Hall.

According to Garson Yu, founder/creative director of yU+co., the projections on City Hall and the countdown itself are designed to pull people into a story, one in which they can participate. "We will use sound, imagery and movement to create an experience that is not only visually compelling, but that also stretches the imagination," Yu explained. "Ultimately, the goal is push the limits of this technology to reflect the many distinctive aspects of Los Angeles," he offered.

Grand Park is also collaborating with Discover Los Angeles to showcase the creativity of influential L.A. Instagrammers who are shooting photographs around Los Angeles as part of Discover Los Angeles' [#LAStory](#) campaign. The exterior of the Hall of Records building will provide the canvas for images shot by this group especially for *Grand Park's N.Y.E. L.A.* with a focus on what they believe personifies Los Angeles now and what they believe the future has in store for the city.

Guests will also be treated to a wide range of music performances throughout the evening, including DJs Chris Douridas and Garth Trinidad from KCRW-RM, who will be on the "Get Down Stage" located on Grand Park's Performance Lawn between Grand Avenue and Hill Street. DJ Aaron Byrd will kick off the fun on the "Countdown Stage" on the Event Lawn in front of City Hall between Broadway and Spring Street. The "Low Down" stage on 1<sup>st</sup> Street between Olive and Hill Streets will feature indie folk-rock band Run River North, Latin rock singer Ceci Bastida, and rock band Dorothy. Additional artists to be announced.

For more information about *Grand Park's "N.Y.E. L.A.*, visit <http://grandparkla.org/>

**CALENDAR INFORMATION: *Grand Park's N.Y.E. L.A.***

December 31, 2014, 7:00 p.m. – January 1, 2015 12:30 a.m.

- Throughout all of Grand Park and adjacent streets with a footprint from Grand Avenue to Main Street and from Temple Street to 2<sup>nd</sup> Street.
- Free event.
- Take the Metro Red or Purple Lines to Civic Center/Grand Park station or the Gold Line to Little Tokyo/Arts District Station; Note: The Temple Street exit will be closed prior to the event. It will re-open at 11:30 p.m. to accommodate departures. The 1<sup>st</sup> Street exit will remain open during the event. Metro service runs 24 hours on New Year's Eve with free fares from 9:00 p.m. to 2:00 a.m.
- Food and non-alcoholic beverages for sale in the park.

**Schedule**

7:00 p.m. – 12:30 a.m. Performances on all three stages

11:50 p.m. – Countdown to Midnight – Celebrate 2015: 3-D Digital Mapping Presentation on City Hall

**About Grand Park**

A vibrant outdoor gathering place, Grand Park is a beautiful public park for the entire community in Los Angeles County. With expansive green space for gatherings large and small, Grand Park celebrates the county's cultural vitality and is host to community events, cultural experiences, holiday celebrations, and many other activities that engage and attract visitors from all communities. The 12-acre Grand Park stretches from The Music Center on the west to City Hall on the east, and is easily accessible by Metro via the Red/Purple line to the Civic Center/Grand Park station. The park was named one of American Planning Association's 10 "Great Public Spaces" in the U.S. for 2013. Grand Park's transformation is a credit to the leadership of former Los Angeles County Supervisor Gloria Molina and the Grand Avenue Committee, established to create and implement the vision for Grand Park and commercial developments on Grand Avenue. The \$56 million for the construction of Grand Park was comprised of \$50 million in pre-paid rent for ground leases from Related Companies—a key condition Supervisor Molina was instrumental in securing—plus other city funds and interest. Under the direction of the county, Grand Park was developed by Related Companies with an award-winning creative team, including landscape architect, Rios Clementi Hale Studios; general contractor, Charles Pankow Builders; environmental graphic design firm, Sussman/Prejza; and fountain design consultants, Fluidity. Working closely with the county, The Music Center is responsible for all operations and programming for the park. For more information, visit <http://grandparkla.org/> or follow Grand Park on Facebook at [facebook.com/grandparklosangeles](https://www.facebook.com/grandparklosangeles) and Twitter and Instagram @GrandPark\_LA.

**About yU+co.**

Since its inception, yU+co. has evolved from a design studio specializing in film title sequences to a global award-winning firm that offers design and production services for feature films, television, commercials, gaming and new media. The company's story-driven approach to design inspires marketing solutions that engage consumers with brands and captivating narratives that entertain viewers across multiple digital platforms. With offices in Hollywood, Hong Kong and Shanghai, yU+co. boasts an international talent roster that includes directors, designers, producers, animators, writers, programmers and visual effects artists. The diversity of its talent pool creates a wellspring of cross-cultural ideas and experiences that adds depth and originality to every project they work on. For more information, visit <http://www.yuco.com/>

**About Los Angeles Tourism & Convention Board (Discover Los Angeles)**

The Los Angeles Tourism & Convention Board is a private, nonprofit business association whose primary mission is to market and promote Los Angeles as the premier site for leisure travel, meetings and conventions. L.A. Tourism is recognized as the City's official tourism marketing organization. For more information about the endless entertainment experiences offered in Los Angeles, go to <http://www.discoverlosangeles.com/> and like us on [Facebook.com/LosAngelesFan](https://www.facebook.com/LosAngelesFan) or follow the destination on Twitter @discoverLA.

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