

MIAMIBEACH

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PRESS RELEASE

FOR IMMEDIATE RELEASE

October 9, 2020

Miami New Drama Lights Up the Colony Theatre

— *Friday, Oct. 9 through Sunday, Oct. 11 from
8:30 p.m. to 10 p.m. Every Half Hour* —

Miami Beach, FL - In collaboration with **Miami New Drama** and featuring music by **Nu Deco Ensemble**, some of Miami New Drama's most valued technicians and designers, **Alejandro Pérez, Yamil Charif, José Antonio Bermúdez, Ernesto Pinto, and Santiago Sharry**, have joined forces to bring awareness to the entertainment industry and all of the artists and technicians currently out of work due to the pandemic. Every 30 minutes, between 8:30 p.m. and 10 p.m. the facade of Miami Beach's historic **Colony Theatre** on Lincoln Road will be illuminated in a spectacular light show set to the rhythms of the Nu Deco Ensemble.

"The arts community is a key part of the fabric of Miami Beach history and culture," expressed **Miami Beach Mayor Dan Gelber**. "It's critical that we as a city support artists, musicians and technicians as they strive to produce creative and engaging content under what have been unprecedented circumstances."

"The arts have an enormous economic impact on Miami Beach," said **Michel Hausmann, Miami New Drama's artistic director**. "Few have been as impacted by the nearly seven-month shutdown as the independent designers and technicians who make the magic of theater possible. This project is important to us because it gives voice to the current plight of artists you rarely see or hear about. The ghost light may be on inside, but outside we are lighting up the night and sending a signal that we are here to stay."

"The essence of this project lies in the architecture, the architecture of a space that cannot survive without the public who give it life, or the people who work behind the scenes to make that possible," noted **Ernesto Pinto, lighting designer and master electrician at Miami New Drama**. "We built on that with an original lighting design, conceived especially for this event, and added interactive elements. We hope that the audience connects with the essence of the piece and the message we want to put forth."

The designers and technicians planned the project as a response to the protracted shutdown of their industry and collaborated with Varilite and ETC, industry leading equipment manufacturers, to obtain the enormous amount of equipment needed to illuminate the Colony structure. After a successful trial run the first weekend of October, the project's second weekend features even more music by **Nu Deco Ensemble**, and is sponsored in part by the **Lincoln Road Business Improvement District**.

"Our industry was the first to come to a full stop, and it will be the last to return to normalcy. This industry's workforce has suffered through unimaginable economic and emotional turmoil,

and we just hope our contribution will shine a small light at the end of this tunnel,” added project organizer **Alejandro Pérez**. “Thanks to the support of Miami New Drama, we aim to communicate the serious repercussions of COVID-19 on the entertainment industry.”

What: *Light the Arts*, a light show on the Colony Theatre

When: Friday, October 9 - Sunday, October 11

Show Times: 8:30 p.m. – 10 p.m., light show every thirty minutes

Where: Colony Theatre, 1040 Lincoln Road, Miami Beach

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About Miami New Drama:

Miami New Drama is a nonprofit professional theater company based in Miami Beach, Florida committed to artistic excellence and groundbreaking work, with a vision of theater as a powerful form of social engagement. In residence at the historic Colony Theatre on Miami Beach, the company focuses on the development of new plays and musicals in both English and Spanish, most notably the first ever multilingual adaptation of Thornton Wilder’s classic “Our Town,” “The Cubans” by Michael Leon, “Confessions of a Cocaine Cowboy” by Billy Corben & Aurin Squire, “Queen of Basel” by Hilary Bettis, “Viva La Parranda!” by Betsayda Machado and “La Parranda El Clavo” in collaboration with Juan Souki, Gente Ociosa by Karin Valecillos, and the world premiere development of the new Louis Armstrong musical “A Wonderful World.” Miami New Drama is the winner of two Knight Arts Challenge awards and a Knight New Works Miami award from the John S. and James L. Knight Foundation and was the 2018 Miami New Times Best Theater for Drama.

PROFESSIONAL LIGHTING DESIGNERS AND THEATER TECHNICIANS
HAVE TEAMED UP WITH **MIAMI NEW DRAMA** TO SHINE LIGHT
ON AN INDUSTRY AND ITS PEOPLE SO PROFOUNDLY
AFFECTED BY THE PANDEMIC.

LIGHT THE ARTS

A LIGHT SHOW ON THE COLONY THEATRE
FEATURING THE MUSIC OF NU DECO ENSEMBLE

FRIDAY OCTOBER 9 - SUNDAY OCTOBER 11
8:30P - 10:00P, LIGHT SHOW EVERY 30 MINUTES
COLONY THEATRE, 1040 LINCOLN ROAD,
MIAMI BEACH, FL 33139

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NEW
DRAMA** LINCOLN RD

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