

PRESS ALERT

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For Immediate Release

Chicago's New Free Architecture and Art Event in September
Level brings five-days of architecture, art and music to the
Chicago River

Chicago, IL (September 18 - 22) This September, Chicago will showcase *Level*, a five-day, contemporary architecture and art event that explores the latest in design and technology through the presentation of innovative, large-scale architecture and new media installations. This 2013 preview will feature: six architecture, art, and technology installations located along the Chicago River; curated local, site-specific DJs and musicians; and special events to educate and expose the public to both the producing organization, the Laboratory for Experimentation and Research in Art, Technology and Architecture (LERATA), and the upcoming 2014 city-wide *Level* event.

During the five-day preview of *Level*, September 18 - 22, 6pm – 10pm nightly, this free, public event invites locals and visitors to view the Chicago River in a new way. The unique sites along the Chicago riverfront, starting at Michigan Avenue and ending at 2 N. Riverside Plaza, will be activated with an eclectic variety of site responsive installations by local Chicago architects and artists. The riverfront locations between State and Lake are particularly special as this will be the last event held within this portion of the old Riverwalk as this section will be closed October 2013 to prepare for Phase 2 of the new Chicago Riverwalk, set to open October 2014.

LERATA is presenting the event in partnership with the contemporary art fair EXPO CHICAGO, AIA Chicago, SOM, 2 N. Riverside Plaza, and numerous private businesses, organizations, and individuals. *Level* is recommended to be viewed over the course of a few evenings, and to be experienced on foot as a self-guided walking tour. More information can be found on the website, www.lerata.org.

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The 2013 presentation of *Level* is a smaller and shorter preview in anticipation for the full 2014 *Level* presentation. The 2014 *Level* event will take place all within, and directly adjacent to the Chicago Loop. The 2014 presentation will be expanded from six to 16 sites. Eight local Chicago architects and artists will be selected via an RFP process and selected by a host committee consisting of recognized Chicago architects, artists and cultural leaders. This host committee will also identify and invite the remaining eight participants from award winning architects and artists from across the world. Beyond the installation sites, LERATA is also working with local Chicago architecture firms to assist in designing the information center and kiosks for the 2014 *Level* presentation.

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About LERATA:

LERATA (Laboratory for Experimentation and Research in Art, Technology and Architecture) was established in Los Angeles, California in 2012. The mission of this non-profit organization is to provide a platform for experimentation and research in the fields of art, technology and architecture, and to foster collaboration for the purpose of discovery and advancements in these fields. LERATA aims to provide the public with the opportunity to experience and learn about these advancements via public exhibition, lectures, and other interactive educational means to develop a broader understanding of these collaborative explorations, including their impact and importance in society today and implications for the future. www.lerata.org