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PRESS ALERT

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For Immediate Release

Participants Announced for New Los Angeles Architecture and Art Event

SKYLINE brings ten-days of architecture, art and music to Downtown L.A.

Los Angeles, CA (February 13 - 22) This February, LERATA will present *SKYLINE*, a free, ten-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. *SKYLINE* 2014, is proud to feature ten installations created by local Los Angeles designers and artists with international collaborators including: amphibianArc; Juan Azulay + Benjamin Rice (MTTR MGMT); Natasha Bajc + Samy Kamkar; Heidi Duckler Dance Studio; Behnaz Farahi; Raymond Salvatore Harmon + Heavy; Guvenc Ozel (Ozel Office); Joanna Shaw + Helen Cheuk + Christian Prasch; John Umbanhawar + Elizabeth Umbanhawar (hughesumbanhawar Architects); Filipa Valente and more. All of the installations will be on view nightly from 6pm – 10pm, and are located in Downtown Los Angeles Historic, Broadway and Fashion Districts.

SKYLINE is an annual, ten-day, free, public event that invites locals and visitors to view and interact with Downtown L.A. in a new way. The unique sites within the Historic, Broadway, and Fashion Districts will be activated with an eclectic variety of site responsive installations. Music performances will also be held most nights during *SKYLINE*, as a unique collaborative component between musician/DJ, architect/artist, and installation site. Site locations include building penthouses, historic bank and hotel lobbies, converted office floors, manufacturing lofts and more; all within a walk-able 10X10 block grid.

LERTA is presenting the event in partnership with the Downtown Los Angeles Art Walk, Gilmore Associates, Gensler, SOM, Metro, Azure, AIA Los Angeles, HOK, Kimball Office, Knoll, SCI-Arc, and numerous private businesses, organizations, and individuals. *SKYLINE* is recommended for viewing over the course of a few evenings, and to be

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experienced on foot or by Metro as a self-guided walking tour. Printed map guides will be available at all *SKYLINE* installation sites. Online downloadable and interactive map guides will be available at www.lerata.org as of February 7, 2014. Guided tours will be available for a fee most weekend nights, and provide unique ‘behind-the-scenes’ content provided by *SKYLINE* director, Melissa Urcan, and participating architects and artists.

Additional special events include a ticketed ‘After Party’ to be held at the LA Exchange on Thursday, February 13 from 10pm – 2am, held after the Downtown LA Art Walk. This event is a fundraiser for LERATA and the *SKYLINE* event. Tickets for both the guided tours and the After Party will be available for purchase online at www.lerata.org as of January 27, and also by phone at 213-761-8061. More information for the *SKYLINE* event can be found on the website, www.lerata.org.

Images are available upon request.

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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