

A Street Light Festival 2015

Partner Organizations:

21st Century Arts
PeaceArt International
AXOM Gallery
& Exhibition Space
Cheshire AV
Stern Properties

Festival Team:

Rachel Y. DeGuzman,
Founder & Executive Producer
Margot Muto,
Artistic Director
Rebecca Rafferty,
Assistant Artistic Director
Justin Cheshire,
Technical Direction
Chris Viera,
Lighting Designer
Deborah Tretter,
Marketing & Publicity Director

Festival Jury Panel:

Thomas Battley,
Rochester Regional
Photonics Cluster
Jonathan Binstock,
Memorial Art Gallery
Rachel DeGuzman,
Founder & Executive Producer,
A Street Light Festival
Rosalyn Baskt Goldman,
Art Appraiser and Consultant
Margot Muto,
Artistic Director & Jury Panel
Chair of A Street Light Festival
Rebecca Rafferty,
Art Writer and Assistant
Artistic Director of
A Street Light Festival
Marla Schweppe,
Rochester Institute of Technology
Tate Shaw,
Visual Studies Workshop
Thomas Warfield,
PeaceArt International

A Street Light Festival

website:

www.roctheyol.com

email:

info@roctheyol.com or

rdeguzman@21stcenturyarts.net

FOR IMMEDIATE RELEASE

June 3, 2015

CONTACT:

Deborah Tretter, Marketing Director
A Street Light Festival
djtretter22@gmail.com
585.752.4988

PRESS CONFERENCE SCHEDULED TO ANNOUNCE ROCHESTER'S FIRST FESTIVAL OF ITS KIND: A STREET LIGHT FESTIVAL – July 17 & 18

Monday, June 15, 2015

10:00 A.M.

176 Anderson Avenue - 14607

Rochester, NY – **Save the date** for the upcoming press conference announcing a new innovative festival coming to Rochester in July – “[A Street Light Festival](#)” – on **Monday, June 15, 2015, 10:00 A.M.** at 176 Anderson Avenue – Rochester 14607.

Founded by its executive producer, Rachel DeGuzman, “**A Street Light Festival**” is a two-day urban outdoor festival, in the heart of Rochester’s **Village Gate** and the **Neighborhood of the Arts**, that showcases the most innovative work of light artists as well as other creative people. It will feature interactive light-infused spectacles – experienced under the starlit sky. This event is a signature celebration of [ROC the YOL](#) – Rochester’s celebration of the International Year of Light and Light-based Technologies 2015.

Scheduled speakers at the press conference include festival founder, Rachel DeGuzman, Thomas Warfield, Margot Muto, light artist Lorne Covington, and local dignitaries.

This festival is conceived of as a **well curated space**, a **walk through interactive experience** from entrance to end. The festival is open to **all forms of visual and performing arts** as well as film but all art forms, to be considered for exhibition, **must integrate light as a creative component** of the submission.

“As I was researching events for the ROC the YOL campaign we launched in January, I was surprised that Rochester – with our exceptional assets in optics, photonics, manufacturing, Higher Ed, and arts and culture – did not have an existing light art festival,” says DeGuzman.

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Light, art, projection! A Street Light Festival comes to Rochester- July 17 & 18, 2015

“I was inspired to launch this festival, with my collaborating team, because 2015 is the International Year of Light and Light-based Technologies. Although the first festival is really a grass roots initiative, in its inaugural year it will be of world-class quality and showcase many of the strengths of this region. And just as importantly, it will be a thrilling new experience for most of the exhibitors and attendees alike.”

Does Rochester really need another festival?

Since it was announced, the “A Street Light Festival” has captured the imagination of visual artists, film makers, lighting designers, sculptors, painters, scientists, engineers, video gamers and many others in our community. The festival’s Facebook page and Twitter feed provide snapshots of that excitement.

Other benefits include:

- It will provide the signature event celebrating the 2015 International Year of Light and Light-based Technologies in Rochester, NY.
- It will highlight Rochester’s assets in optics/photonics, art/culture and higher learning by providing a much needed outlet for area artists, scientists, makers and others to exhibit work. Unlike other major cities in the country, Rochester does not currently have a light festival.
- It will provide an economic stimulus to artists, makers, restaurants and other businesses in Village Gate and the Anderson Avenue corridor as well as participating food truck operators through increased traffic and exposure.
- This free festival will provide an accessible and exciting opportunity for a cross section of people to convene enjoying a positive, shared experience, which will engender pride in our city. Light art and spectacles, much like fireworks, have universal appeal that is not heavily influenced by individual preferences in music, income, race, sex, home neighborhood, etc. It will attract attendees that reside in the city and suburbs alike. This festival is being designed to be inclusive from its first year.
- This festival will provide a stimulus to area tourism – even in its first year drawing visitors from around the region, which will grow to national and international tourists in subsequent years.
- Because the “A Street Light Festival” is the only contemporary festival in Rochester to feature light based art and spectacles, it provides a much needed local outlet for area artists, scientists and makers to exhibit work, inspire innovation and expose it to area audiences.

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