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**New York Festival of Light  
Announces New York City's First Annual Lighting Festival  
Scheduled to Take Place in November 2014**



NEW YORK – November 11, 2013 -- After last month's successful preview performance, the New York Festival of Light (NYFOL), a non-profit art organization whose mission is to celebrate light in all of its extraordinary incarnations, has started planning for New York City's first full-scale lighting festival. The festival, which will be free and open to the public, is scheduled to take place in November 2014.

NYFOL is the brainchild of Ira Levy, an award-winning New York City-based lighting designer and Liam O'Braion, a producer of large-scale entertainment events. On October 24, 2013, NYFOL produced 'First Light' at the Elizabeth Street Garden in NoLiTa and presented a sampling of what will be seen in New York next November. Hundreds of New Yorkers attended and had the opportunity to experience, in microcosm, the different types of lighting installations and performances that take place at [annual lighting festivals](#) held in major cities such as Berlin, London, Lyon, Montreal, and Sydney.

As 'First Light' attendees wandered about the sculptures in the garden they were able to view different forms of lighting – ranging from static, interactive, and projection - as interpreted by artists, dancers, designers, musicians, videographers, and technologists who work in the medium. Their installations and performances animated the sculptures in the garden as well as the garden's surrounding buildings and transformed the nightscape into a magical place.



'First Light' was hailed as a fusion of light, sound, and movement. The overall event ambiance was designed and curated by Levy, and some of today's most exciting fine and performing artists working with light participated. Event highlights included a performance by dancers from **iLuminate**, direct from their off-Broadway show - "Artist of Light" - dressed in costumes made of neon lights that are remote controlled to correspond to the choreography; the morphing technology as expressed by artist/photography **Nancy Burson** enlivened motionless stone sculptures; perfect for a garden setting, **Houndstooth** designed a color-changing LED Tree; world renowned lighting fixture designer and manufacturer **Ingo Maurer** presented "My New Flame," the studio's new fixture with tiny LEDs that render a realistic image of a continuous flame; **3\_Search**, a group at the intersection of fine arts, science, and technology demonstrated 3D projection mapping on a building's brick façade; and **Okamoto Studio**, created a sculpture out of crystal clear ice infused with color light.

Between now and next November, the producers and the NYFOL team will be scouting locations in Manhattan, focusing on open spaces that can accommodate hundreds of people, coupled with notable architecture that's nearby to dramatically bath in light.

"What we presented at 'First Light' was just a taste of next year's lighting extravaganza," says Levy, which will be both larger in size and in scope."

"As festival producers," says O'Braion, "we are gratified that so many people asked us why it's taken New York City so long to have its own lighting festival. NYFOL will definitely fill a void in the city's cultural calendar."

Interview with the producers can be arranged upon request.

Photos courtesy Nicolas Lemery Nantel / [salokin.com](http://salokin.com)



The organizers would like to thank the following sponsors:

Our top sponsors include; Venue Sponsor, *Elizabeth Street Gallery*, Ignite the Imagination Sponsors; *Clay Paky*, *Crossfire Productions, LLC* and *PRG*, and Light the Night Sponsors; *ACT*, *Alfa Development*, *Elation*, *ETC* and *GSS*.

The event is being further supported and promoted by; *3\_Search*, *Matilde Alessandra*, *Nancy Burson*, *Café Habana*, *Scott Chmielewski*, *Donna D'Cruz*, *Houndstooth*, *Ingo Mauer*, *iLuminate*, *Ingo Maurer*, *Illuminating Engineering Society New York City Section*, *International Association of Lighting Designers*, *International Special Events Society*, *Lighting & Sound America*, *Live Design*, *Lombardi's Pizza*, *Maria McBride*, *Neuman's Catering*, *Nicole Renaud*, *Okamoto Studio*, *On-Site Energy*, *Pinche Tacqueria*, *Plasa Media*, *Negin Sharifzadeh*, *Scratch Events DJ*, *The Grey Dog*, *The Naked Grape* and *Zero Times Everything*.

### **ABOUT NEW YORK FESTIVAL OF LIGHT**

The New York Festival of Light Organization (NYFOL) is a non-profit art group whose vision is to create and provide a unique and delightful experience for residents and tourists; enhancing NYC's architecture through interactive, static and projected lighting installations. Discovering a more imaginative future, NYFOL will encourage lighting designers to explore the promise of and possibilities for light in the public realm; showcasing the nature of light as a dramatic, kinetic form of artistic expression. The New York Festival of Light will highlight sustainable lighting solutions; leading the way with cutting edge design solutions that can enhance the urban environment thru energy-efficiency and sustainability. The organization is in the process of gaining 501c3 non-profit status.

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