

Night on Broadway Announces Massive Roster of Talent, Art & Experiences for 3rd Annual Event on Saturday, Jan. 28, 2017

Annual Celebration of Councilmember José Huizar's Bringing Back Broadway has become the fastest-growing one-day arts and music festival in North America - DTLA event expects to eclipse last year's 60,000-person attendance



January 4, 2017 | Los Angeles, CA – Councilmember José Huizar's hugely successful **Night On Broadway** will take over **Downtown Los Angeles** for the third year in a row on Saturday, January 28th - the expansive and increasingly popular festival offers something for all Angelenos and is expected to eclipse last year's attendance of more than 60,000 people.

A mile-long stretch of Broadway between 3rd St. and Olympic Blvd. will be closed off and transformed for the free event, offering music, games and activities for kids and adults, art installations and one-of-a-kind-experiences featuring hundreds of acts, including performances on 10 stages in the street and in six of Broadway's historic theaters. Night on Broadway celebrates the 9th Anniversary of Huizar's Bringing Back Broadway initiative, a 10-year plan that has spearheaded revitalization along the historic Broadway corridor in DTLA.

A long list of performers, acts and exhibits will highlight this year's event including recording artists Mayer Hawthorne, Oingo Boingo Dance Party and Las Cafeteras performing outdoors – with virtual reality exhibits, adult dodgeball, chess boxing and a 12-story violin (Earth Harp) on display and played on the streets of Broadway by performer/inventor William Close. Night on Broadway runs from 4 p.m. to 11 p.m., includes a Kids Zone, is free to all ages, and will be held rain or shine.

"Night on Broadway has been described as 'a love letter to Los Angeles' and that is exactly what it is," said Councilmember Huizar. "Opening up a mile of Broadway to pedestrians and inviting tens of thousands of people into six historic theaters on the same night is our way of reminding Angelenos about

Broadway's past as the City's entertainment and retail mecca, and to see firsthand that its present and future are bright. Broadway – like all Angelenos – is uniquely Los Angeles, and that is what we're celebrating.”

Night On Broadway debuted in 2015 with 35,000 people in attendance. In 2016, that number nearly doubled to 60,000.

Highlights of this year's world-class lineup include longtime online radio station (and soon to be on the FM dial in L.A.) [dublab's](#) takeover of the Theatre at Ace Hotel (a.k.a. the 89-year old United Artist Theatre) with live electronic and experimental music alongside video art, featuring [Tim Hecker](#), [Loscil](#), [M. Geddes Gengras](#), [Cat 500](#), and many more.

IAMSOUND Studio will create an immersive installation of music, dance and visual art in the [Los Angeles Theatre](#), which opened on Broadway 86 years ago this month. Performances by [Morly](#), [Harriet Brown](#), [The Sunland Dancers](#) and others will be complemented by stunning visual presentations by IAMSOUND visual artists along with [Dazed](#) and [Sedition](#) film programs.

A large festival stage at Olympic Blvd. will be headlined by [Mayer Hawthorne](#), [Oingo Boingo Dance Party](#), [Las Cafeteras](#), the [Spazmatics](#), [Rodney-O & Joe Cooley](#), and others with [DJ Earry Hall](#) keeping pace. Adjacent to the Olympic Stage will be a beer garden.

DJs [Music Man Miles & Clifton](#) welcome special guests for a special rendition of [Funky Sole](#), L.A.'s longest running all vinyl funk and soul weekly DJ dance party. They will bring their mix of '60s and '70s all-vinyl sounds to the 104-year old [Globe Theatre](#) for an event-long groove-athon, including dance contests for those ready to step in the circle and do their thing.

Comedy will be king at the [Palace Theatre](#), featuring both music and stand-up variety at the 105-year old venue. [Kabir Singh](#) (*Gabriel Iglesias's Stand-Up Revolution*), [Allen Strickland Williams](#) (*CONAN*, Comedy Central's *Comics To Watch*) and [David Studebaker](#) (one of the SF Weekly's "10 Best Comics To Watch") will begin the evening. The memorable [PPL MVR](#), speculated to be members of various famous bands disguised head-to-toe as Yetis to be able to anonymously play together, will entertain mid-evening. [BAKED!](#) is back for a debut performance, hosted by [Brendon Small](#) (*Metalocalypse*, *Home Movies*) and [Steve Agee](#) (*The Sarah Silverman Program*.) [Drennon Davis](#) (*Seeso's The Comedy Show Show!* and *LA Weekly's* "Top Ten Comedy Acts to Watch") will finish out the night with an instrumental outfit that is both Grammy-nominated and hilarious. Downstairs, enjoy a psychedelic black-light art installation by [Debi Cable](#).

The 90-year old Orpheum Theatre will feature the "Advent of the VJ," a behind-the-scenes look into visual artistry created as part of the live music world. Key figures in the Los Angeles live visual community, including [Drew Best](#) of [Immanent](#), [Torkom Ji](#), and [Brent Bucci & Nathan Leonoudakis](#) will speak about their work. Special musical guests will include L.A.-based artists such as [CutMod](#), [404.zero](#) and others who are pushing the boundaries of real-time audio and visual creation.

Recalling the Golden Age (Recordando la Epoca de Oro) will be the theme at the [Million Dollar Theatre](#), which will turn 99 years old in February. Special highlights include [Lupita Infante](#) in a tribute to her grandfather, Pedro Infante, who graced the theater's historic stage in the 1950s. Tributes to Antonio Aguilar, Jorge Negrete and José Alfredo Jiménez, plus mariachi, swing, mamba and gogo dance music will round out the retrospective about Mexican artists of the venue's hey-day with [Cadetes de Linares de Memo Cavada](#), [Mariachi OMULA](#), [Omar Arreola](#), [Tierra Blanca](#) & [Eterna Juventud](#) Dance Companies & [Sonora Santanera La Nueva Sangre](#).

The [KCRW Sound Clash: A Silent Disco](#) by [HUSHconcerts](#) will put KCRW DJs in head-to-head battles

to see who can deliver the most irresistibly danceable mixes for a crowd of hundreds dancing in the street to beats created for this unique experience heard only through special headphones. Don't miss [Anthony Valadez](#) vs. [Jason Bentley](#), [Garth Trinidad](#) vs. [Aaron Byrd](#), [Valida](#) vs. [Travis Holcombe](#), and [Mathieu Schreyer](#) vs. [Jeremy Sole](#).

At the 5th Street outdoor stage, **Viva! Presents** emerging Los Angeles area talent. Acts such as **É Arenas** (of Chicano Batman), [Thee Commons](#), [Buffalo 2](#), [Sad Girl](#) and others will explore the depths of the current indie musical mentality and today's Los Angeles rock 'n' roll community.

Adult Dodgeball on the Streets of DTLA? Oh, yeah! Monster Energy presents the first ever Night on Broadway [Dodgeball Cage Match](#) at 8th Street. Teams of high sock wearers are signing up as we speak to spend the evening battling it out in an outdoor tourney coordinated by dodgeball aficionados, the [Eagle Rock Yacht Club](#).

[Chessboxing](#) is back for a Night on Broadway encore, and will be adding jiu jitsu to the mix this year, splitting the evening in the **3rd Street Ring** with [Lucha VaVOOM](#). Chessboxing has opponents compete in three-minute tandem rounds of chess then boxing (or jiu jitsu) until one emerges victorious, either by checkmate or knockout! Lucha VaVOOM is where lucha libre, hi-octane performances and comedy collide. Wild, incredibly popular and action-packed, Lucha VaVOOM is a Los Angeles legend, celebrating 15 straight years of sold-out shows at the historic Mayan Theatre in DTLA.

The mile-long, seven-block outdoor festival area will also be teeming with art installations from creators such as [Aphidoidea](#); [H Plus Creative](#); [Todd Granger Bank](#); [Anthony Caldwell](#); [LT Mustardseed](#); [Susan Narduli](#); [Phil America](#) and [Think Tank Gallery](#); [Davia King](#); [Fresh Fruit](#) and many more. The [Mural Conservancy of Los Angeles](#) will stage a Street Art Challenge where numerous notable street artists will face a blank canvas and a countdown to create something incredible while spectators cheer them on.

Curated by Full-On 360, the Virtual Reality Dimension Zone will feature notable virtual reality pros, [VR Playhouse](#), Shape Space VR and a host of other VR creators to immerse and amaze you. Whether scaling Mount Everest, painting a masterpiece, riding a roller coaster, falling from a skyscraper, colonizing Mars, or flying in a surreal art world, participants will be taken on a 3D and sometimes 4D/tactile journey like never before.

[William Close](#) artist, musician and inventor of numerous musical instruments, will bring his magnificent [Earth Harp](#) to Night on Broadway. Two hundred feet of harp strings will be strung from the street to the top of the 12-story Beaux Art **State Theatre office tower** at 7th Street, and the iconic 92-year old Broadway building and the street itself will become the spectacularly symphonic instrument played throughout the evening.

The **DTLA PROUD Block Party** will feature an "LGBTQA Stage Spectacular" curated by the **Boulet Brothers**, with special guest DJs between performances, including [DJ Mateo Segade](#), [DJ Pogo Pope](#), [DJ Whitney Fierce](#), [DJ Josh Peace](#). Enjoy carnival games, interactive art, live entertainment, community booths and fun for all ages.

[STAR Education](#), innovators in education, will present the **Kids' Zone** at 6th Street. Kids of all ages will enjoy entertaining, interactive, and educational S.T.E.A.M. (science, technology, engineering, arts and math) exploration. Wildlife animals rescued by the World Famous Eco Station - a crowd favorite last year - will be on hand again. Also this year, celebrity kids autograph signings, and musical performances by talented kid rockers in their very own bands. The Kids' Zone will also include interactive carnival games and a "you design it and you build it" table by the [Two Bit Circus](#) Foundation.

Nearby, a seven-story Ferris wheel will be nestled among the historic buildings providing a high perch with unparalleled views of downtown and its iconic, evolving skyline.

Among a number of vendor clusters throughout the event, the very special **Connected Fest** brings together a community of L.A.'s creative elites, tastemakers, and pathfinders in music, art and fashion. Curated by **The Well** and **Ladies First**, Connected Fest is a beacon for progressive culture and a shopping experience like none other.

Attendees who **Instagram** can become potential award-winners in the **Night on Broadway Best Shots Contest** for 2017. From a unique view of the scene from atop the Ferris wheel, to the best photo of a performance, to a great shot of an interesting moment in time – get creative, have fun and be ready to hit us with your best shots of #NightOnBroadway. NightOnBroadway.la/PhotoContest has information on deadlines, categories and rules.

An itinerary tool at www.NightOnBroadway.la by DoLA provides info about all of the evening's acts and experiences. Peruse photos, bios and an event map to plan your own, unique, Night on Broadway. And the new **Night on Broadway mobile app** will be **available January 20** for download in both the Apple App and Google Play stores. The mobile app will provide itinerary information, photos of acts and artists, event mapping and geo-location, but the Night on Broadway app is no typical event navigation tool.

Users will find a built-in augmented reality platform in the app that will game-ify the live, on-site, Night on Broadway experience. Designed by Pasadena-based **Augmenteum**, pioneers in the art of augmented reality, this first-of-its-kind experience will allow app users to interact in real time with holographic characters, images and icons at specific locations. This fusion of digital technology with existing event locations - visible only through the augmented reality tab in the event app – was created especially for Night on Broadway.

The event is an economic development tool for the city. Many Broadway businesses have the best night of their year at Night on Broadway with common increases of 20-35% over a typical Saturday, with many new customers returning to explore Downtown again and again throughout the year.

Night on Broadway is produced by Councilmember Huizar's Bringing Back Broadway in conjunction with the Los Angeles Neighborhood Initiative (LANI).

SPONSORS

Night on Broadway is able to provide this special experience to the people of Los Angeles thanks to these generous partnerships: [The Los Angeles Neighborhood Initiative \(LANI\)](#); [Coca-Cola](#), [Dasani Water](#), [Monster Energy](#), [WeWork](#), [Angel City Brewery](#), [Pabst Brewing Company](#), [Delta Air Lines](#), [Metro](#), [Film LA](#), [Augmenteum](#), [Paramount Pictures](#), [Downtown Center BID](#), [Historic Core BID](#), [LA Fashion District](#), [STAR Education](#); [DTLA Bikes](#), [LA County Bicycle Coalition](#), [Festival Pro](#), [Uber](#), [Mural Conservancy of Los Angeles](#), [Eagle Rock Yacht Club](#), [Craig Lawson & Co., LLC](#), [HNTB](#), [The Well](#), [SBJCT Design](#), [Full-On 360](#), [Think Tank Gallery](#) and [Najafi Lighting Design](#). Media partners include: [Los Angeles Times](#), [LA Weekly](#), [LA Downtown News](#), [Happening in DTLA](#), [KCRW](#), [DoLA](#), [Downtown Weekly](#) and [Yelp](#)

TRANSPORTATION / STREET CLOSURES - TRAFFIC ADVISORY

Broadway will be closed from 3rd to 11th, with sections of the closure beginning on Friday afternoon, Jan. 27, 2017. Delays should be expected throughout the Downtown area. Metro is a Night on Broadway partner and the event is a stone's throw from the Red /Purple Line Pershing Square station at 5th & Hill, and central to all DTLA transit. For more info, visit the Metro Trip Planner or call 323-Go Metro (323-466-3876).

Complimentary bike valet will be provided at 5th Street in the festival area, coordinated by the Los

Angeles County Bicycle Coalition and Broadway's DTLA Bikes.

Flat-rate parking is available at the City's Pershing Square Parking Garage. Special event flat-rates are available for Night on Broadway at area Joe's, City Center, and Paragon Parking lots and garages in the area. Go to www.NightonBroadway.la/transportation for further info.



Past Events

Night on Broadway was first produced in 2015, after a successful “Day on Broadway” event in 2014 that included walking tours and docent-led discussions about Broadway’s 12 historic theaters in celebration of the 6th anniversary of Councilmember Huizar’s Bringing Back Broadway initiative. Night on Broadway was an overwhelming success in its first year (2015,) drawing 35,000 people. In its 2nd year (2016) Night on Broadway featured national acts (Aloe Blacc, Ozomatli, Skrillex), as well as local talent, and drew 60,000 people, making it the fastest-growing one-day arts & music festival in North America, and possibly the largest. The Jan. 28, 2017 event is the 3rd annual Night on Broadway.

About Bringing Back Broadway

Led by Los Angeles City Councilmember José Huizar, Bringing Back Broadway is an ambitious 10-year plan (about to celebrate its 9th anniversary) to revitalize the Historic Broadway corridor in downtown Los Angeles, a National Register Historic District. Goals are to provide economic development and business assistance; re-activate Broadway’s historic vacant theaters, as well as more than one-million square feet of vacant commercial space and increase parking and transit options, including bringing the beloved streetcar back to downtown Los Angeles. Under the initiative, the area has experienced a surge in new retail and restaurants, and is becoming a focal point for creative office and boutique hotel development with city policies aimed at creating flexibility for the reactivation of upper floor spaces.

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