

For Immediate Release
Atlanta, Georgia
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**AT A TIME WHEN PUBLIC FUNDS FOR ART
ARE SHRINKING TO THE LOWEST LEVEL IN DECADES,
A Private Local Donor Steps Forward to Sponsor
A One-Night Art and Performance Event in Atlanta**

LE FLASH

Opening Event of Atlanta Celebrates Photography

October 2, 2009
Dusk to Midnight

Castleberry Hill District
Atlanta, Georgia

In a remarkable gesture, an anonymous private donor is bridging the gap left by diminishing public funds for art in Atlanta. Against the odds, LE FLASH—an evening when art will experiment with light in a small district at the edge of downtown—returns for a second year to the city.

By financing stipends for curators, project managers and artists' and by covering production costs, Atlanta's visionary donor renews the spirit of the now-legendary 2008 event and moves LE FLASH to a higher level. Festivities will illuminate the Castleberry Hill district from dusk to midnight on October 2, creating a unique cultural experience in the historic community. Rain or shine, the neighborhood will be showered with the light and sound of installations, performance art, music, video projections, an iron pour and other improvisational happenings.

Curators Cathy Byrd and Stuart Keeler, the team that invented LE FLASH, produced last year's premiere with the support of local and international funding, the Castleberry neighborhood association and a team of local art students and volunteers. LE FLASH 2008 played on the spatial dynamic of Castleberry, making site-specific use of empty lots and dark streets in ways that captured the city's largely untapped potential for public art.

The curators' aim was to initiate a yearly ephemeral arts celebration that would deepen the significance of contemporary art Atlanta, while linking the community to a broader cultural scene. Creating an exciting and expandable platform for new-genre public art, they called attention to the need for public and private investment in temporal projects.

Using light as the theme, LE FLASH centers on interactive sound and light installations, projected imagery and illuminated performance. The five-hour event shares a transitory aesthetic with cities around the world that take a night out for art once a year. Paris and Toronto, Tokyo and Berlin are among cultural destinations that light up for *Nuit Blanche*. Santa Monica's *Glow* transforms the pier, the beach and Palisades Park for art from dusk to dawn.

Byrd and Keeler plan to intensify the momentary art experience for those who visit Castleberry this October 2.

Internationally known, Atlanta-based dancemaker Lauri Stallings, with gloATL, presents the feature performance for LE FLASH 2009. Stallings has designed *POUR*, a stunning site-specific work for two dozen dancers that will flow along the back streets of the district.

More than 50 other projects will flare up in vacant lots, empty buildings, galleries and boutiques, sidewalks and street corners—extending to the furthest reaches of Castleberry. Lemon flashlights will be contrived by Steve Jarvis. Caroline Powers invents human fireflies. Dance Truck performers squeeze their moves into a truck trailer. Carl DiSalvo and David Holstius stage a zombie haunt in the shadow of a tattoo parlor. There will be interrogations and shadow puppets, perambulators and deep breathing exercises, LE FLASH couture and many other unlikely intersections in art and performance. A full introduction to 2009 projects may be found at leflash-atlanta.com.

LE FLASH 2009, the opening event of Atlanta Celebrates Photography, promises an extraordinary encounter in that nether space between light and lens. For one night only, a triangle of city streets will flicker and flash with a fantastic burst of art. LE FLASH returns with a challenge for Atlanta: To keep reaching for an expansive contemporary cultural identity that isn't tied to public funding.

FOR MORE INFORMATION: LEFLASH-ATLANTA.COM /
LEFLASH.2009.ATLANTA@GMAIL.COM

Atlanta Celebrates Photography supports Atlanta's emergence as an international center for photography. Through an annual October festival and year-round programs, ACP seeks to nurture and support photographers, educate and engage collectors, promote diverse photography venues, and enrich Atlanta's cultural scene. Through these efforts, ACP facilitates Atlanta's emergence as a world-class city. For more information, visit acpinfo.org.